

Carbondale Branding Cost Breakdown

Phase 1: Education, Research & Strategy

Education: \$2,000

Research: \$44,000

Strategy Development: \$12,000

Total: \$58,000

Phase II: Creativity & Action

11 Logos, Color Palettes, Looks and Graphic Standards Guide: \$9,000

Brand Narrative and Straplines: \$5,000

Custom Creative Deliverables: \$12,000

Action Plan Development: \$14,000

Total: \$40,000

Total Project Cost: \$98,000