



brand (n)

1. trademark or distinctive name identifying a product or a manufacturer.
2. mark indicating identity or ownership, burned on the hide of an animal with a hot iron.

*We live in a world with extremely saturated markets
- any company or individual working to sell
(be it services, a product, or even a concept)
REQUIRES distinctive legitimacy in order to separate that company
or individual from their competitors,
as well as to be taken seriously in their respective market place.
Knowing that each endeavor requires a unique brand identity, KELDOF
works individually with clients to develop a package
that best fits with their specific needs.*

::: IDENTITY DEVELOPMENT PACKAGE :::

Including

- Brand Strategy Consultation *with* Brand Architecture Review
 - Analysis of Existing Online Presence
 - Brand Charter Creation
- Brand Logo Development and Design
 - High-Resolution Logo Output
- Design of Customized Corporate Business Cards
 - Customized Domain Name Set-Up
- Custom Corporate Email Account Setup, including Signature
 - Development of Keywords & Website Metatags
 - Technological Consultation
 - Social Media Consultation
- Creation of Customized Social Media Marketing Strategy, *including* Creation of Customized Social Media Backgrounds
 - Evaluation of Brand Symbols
 - Set up for Web Analytic Tracking
- Style Guide Creation, Ensuring Synergy in Franchise