

Cost Estimate

Entegrity Energy Partners - Brand Refresh and Vision Roll Out

Brand Identity - \$18,000

- Redesign or refresh of the company logo to align with the new vision.
- Development of an updated color palette, typography, and other visual elements.
- Creation of a comprehensive brand guideline document.

Marketing Collateral - \$15,000

- Redesign and production of templates for presentations, proposals, and reports.
- Refresh of key marketing materials, including brochures, case studies, and internal communications.
- Creation of social media graphics, email templates, and other digital assets.

Website Update - \$25,000

- Visual redesign of the website to align with the new brand identity.
- Update the website copy to reflect the new vision and purpose.
- Improved user experience and responsive design.
- Integration of new marketing assets (e.g., case studies, blog posts, videos).

Rollout Support for New Vision and Purpose - \$12,000

- Design of internal communication materials to support the rollout of the new vision and purpose to employees.
- Development of external communication plans and materials to share the new vision with clients, partners, and stakeholders.
- Deliverables: New or refreshed logo with variations (horizontal, vertical, black/white, etc.).
- Updated brand guidelines, including logo usage, typography, color schemes, and application across media.
- Redesigned website with new visual identity, updated content, and improved user experience.
- Updated marketing collateral (e.g., brochures, presentations, case studies).
- Social media and digital marketing assets that reflect the new brand.
- Internal and external communication materials for the vision and purpose rollout.

Total Estimate: \$70,000.