

# 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**