

uprize digital

— SERVICE PACKAGE

# Brand Launch Kit

Everything your business needs to launch with confidence  
— no contracts, no retainers, no ongoing fees.

- No contracts
- No retainers
- 4-6 week delivery
- Yours to keep forever
- Fixed fee

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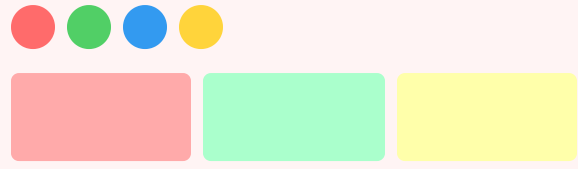
— THE PROBLEM

# Most small businesses launch without the right foundations

Starting a business is hard enough. Most new business owners either spend too much with a big agency, cobble something together on Canva, or hire a web designer and a brand designer separately — and end up with two things that don't quite match.

**✗ WITHOUT A BRAND SYSTEM**

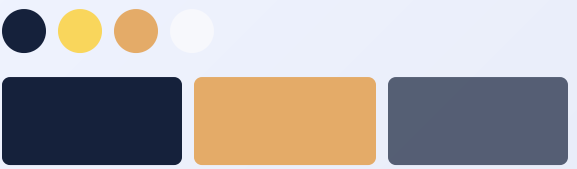
*my business™*



Inconsistent colours, mismatched feel across every platform

**✓ WITH THE BRAND LAUNCH KIT**

**Your Business**



Cohesive, intentional brand system across every touchpoint

**The DIY trap**

Canva and Squarespace get you started but leave you with a brand that looks like everyone else's.

**The piecemeal problem**

Separate designer for the logo, separate developer for the site. Nothing quite matches. Costs double.

**The retainer trap**

Big agencies charge monthly fees long after the work is done. You end up renting your own brand.



## — WHAT'S INCLUDED

# One package. Everything you need.



## Logo & Brand Identity

Primary logo plus horizontal and icon variations. Colour palette, typography and tone-of-voice guidance. Every file format you'll ever need.

SVG PNG PDF Colour palette Typography



## Brand Guidelines Document

A 12–16 page reference covering exactly how your brand looks and sounds. Brief a printer, a designer or yourself — your brand stays consistent.

12–16 pages PDF Tone of voice



## Bespoke Website Build

A custom-designed site built to reflect your brand and convert visitors into enquiries. Mobile-first, fast-loading, built on WordPress so you can update it yourself.

WordPress CMS Mobile-first Up to 6 pages



## SEO Setup

The foundations most web designers ignore. Page titles, meta descriptions, XML sitemap, Google Search Console, Analytics 4 and Google Business Profile.

GSC GA4 Google Business Sitemap



## Social Media Templates

Six professionally designed, fully editable Canva templates in your brand colours and fonts. Post on Instagram, Facebook and LinkedIn from day one — looking like the same business across every platform.

Canva 6 templates Instagram LinkedIn Facebook Fully editable

— OUR COMMITMENT

# Yours to keep. Forever.

## Everything we create belongs to you. No asterisk. No small print.

The brand files. The website. The templates. The guidelines. You own them outright at the end of the project. There are no ongoing fees attached to this package, no monthly retainer required and no hosting markup. If you want to work with us again after launch — whether that's SEO support, a new page or a campaign — we're here. But it will never be a condition of doing business with us.

One project. One fee. Everything handed over.

### Fixed fee

You know the full cost before anything begins. No surprise invoices. No scope creep charges.

### No retainer

We don't tie you in. Everything is delivered and handed over. What you do next is entirely your choice.

### You own it all

Every file, every asset, every line of code. Transferred to you at project close, no strings attached.

— HOW IT WORKS

# First conversation to live brand in 4–6 weeks

WEEK 1



STEP 01

## Free Consultation

We learn about your business, your customers and your goals. No obligation — you'll leave with clarity on what you need regardless of whether you proceed with us.

WEEKS 1-2



STEP 02

## Strategy & Direction

We define your brand positioning and creative direction, map out the website structure and get your sign-off before any design work begins. No surprises.

WEEKS 2-5



STEP 03

## Design & Build

Brand identity and website built in parallel. You'll see designs at each stage and have two rounds of revisions included before we move to the build phase.

WEEKS 5-6



STEP 04

## Refine & Go Live

We test everything, connect your SEO tools, walk you through managing the site and go live. Everything is handed over fully documented. It's yours.



## — WHO IT'S FOR

## Built for businesses ready to do this properly

**01****New businesses launching for the first time**

You want to get it right from day one — not spend money twice rebuilding something that wasn't fit for purpose.

**02****Sole traders who've outgrown a DIY brand**

Your business has grown but your brand hasn't kept up. It's time to look like the business you've become.

**03****Businesses with a website but no brand**

You have a site already but no coherent identity to go with it. Your marketing looks inconsistent and you know it.

**04****Anyone burned by retainer-hungry agencies**

You've been charged ongoing fees for work that should have been done once. You want ownership, not dependency.

**NOT THE RIGHT FIT?**

The Brand Launch Kit isn't designed for large businesses with complex requirements, ecommerce operations or bespoke web applications. If that's you, we're happy to point you in the right direction — just get in touch.

— READY TO LAUNCH?

# Let's talk about your project

Tell us about your business and what you're trying to achieve. We'll come back to you within one working day with a clear recommendation — no obligation, no sales pressure.

**EMAIL**

hello@uprizedigital.co.uk

**WEBSITE**

uprizedigital.co.uk

**SOCIAL**

@uprizedigital  
Instagram · LinkedIn · X

No contracts. No commitment until you're ready.

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