

Branding Package

IDR for local client // USD for international client

Terms & Conditions :

- Includes up to 3 minor revisions and 1 major revision. Additional major revisions will be charged at 30% of the total project fee.
- Pricing may vary based on the level of design complexity.

(03) Branding Package

Sister's Starter Kit

IDR 4.000.000 – 6.000.000

USD 250 – 400

Estimated Duration /
abt. 1-3 weeks

of Revisions / 1
major & 3 minor

Initial Meeting by call or chat

Creative direction (moodboard)

Competitor Research

Refined Brand Core

Logo suite (primary, secondary,
submark)

Customized color palette & font
pairing

Mini Brand Board

PNG, PDF (standard, print ready,
and editable in Canva)

(03) Branding Package

Brother's
Help

Basic

IDR 7.000.000 – 12.000.000

USD 500 – 800

Estimated Duration /
abt. 3-5 weeks

of Revisions / 1
major & 3 minor

Sister's Starter Kit

(+) Market Research & Target Market Research

(+) Personalized brand pattern

(+) Socmed starter kit: 9 editable canva social media template + 7 highlight covers

Basic brand guideline

PNG, PDF (standard, print ready, and editable in Canva), SVG, JPG, and AIC

(03) Branding Package

Parents'
Manual

Full

IDR 13.000.000 – 18.000.000

USD 900 – 1200

Estimated Duration /
abt. 4-8 weeks

of Revisions / 1
major & 3 minor

Brother's Basic Help

(+) Strategic brand plan

(+) Brand Core : Brand tone of voice &
Tagline

(+) Print Design (based on your
preferences)

Cohesive brand guidebook

PNG, PDF (standard, print ready, and
editable in Canva), SVG, JPG, and AIC

À la carte Services

Choose the add-ons for your branding package, or a la carte design.

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Terms & Conditions :

- Includes up to 3 minor revisions and 1 major revision. Additional major revisions will be charged at 30% of the total project fee.
- Timeline starts from a minimum of 5 working days.
- Pricing may vary based on the level of design complexity.
- Final files are delivered in PNG and editable PDF formats.

Price List



Choose the logo style that best suits your brand, available for both branding and logo packages—complete with a customized color palette and primary font.

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	Start from	
Typography Logo	IDR 950K	USD 107
A letter-based logo designed to convey the brand’s character and identity.		
	Start from	
Simple Illustration	IDR 1.200K	USD 156
Complex Illustration	IDR 2.000K	USD 253
A logo with illustration-based elements that reflect the brand’s character and identity.		



typography
logo



simple
illustration logo



complex
illustration logo

Price List

Digital

Choose the digital media you need, or bundle them into your branding package. All include Canva templates.

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(01) Social Media Design

	Start from	
Instagram feeds/story	IDR 80K	USD 19
Highlights Cover	IDR 50K	USD 14

(02) Brand Deck Design

	Start from	
Price List, T&C, etc	IDR 100K	USD 20

(03) E-commerce Design

	Start from	
E-commerce Banner/Cover	IDR 100K	USD 20

Individual designs for Instagram posts and stories, or brand deck materials like price lists, terms & conditions, and other key information—all crafted to reflect and align with your brand identity.

Price List

Print

Choose the print design you need, or incorporate it into your branding package.

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(01) Packaging Design

	Start from	
Box/Bowl	IDR 1.500K	USD 192
Polymailer / Pouch	IDR 800K	USD 107
Sticker Label / Label	IDR 500K	USD 59

(02) Print Design

	Start from	
Menu	IDR 450K	USD 65
Cards / Tag Label	IDR 350K	USD 45
Invitation	IDR 800K	USD 107

Custom print materials or packaging design—each crafted to reflect your brand and enhance your product’s presence.

Price List

(+) Add On

Choose the add-ons for your branding package, or a la carte design.

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(01) Element

	Start from	
Custom Brand Pattern	IDR 800K	USD 107
Simple Brand Illustration	IDR 750K	USD 101
Complex Brand Illustration	IDR 1.200K	USD 156

(02) Logo

	Start from	
Logo Suite	IDR 1.500K	USD 192
Wedding Monogram	IDR 500K	USD 71

Essential brand elements designed to make your brand more memorable and distinctive.

A logo suite—including secondary and submark variations—is also available to complement your existing primary logo, often selected as an add-on to a la carte logo design.

Price List (%) Bundles

Choose the add-ons for your branding package, or a la carte design.

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Terms & Conditions :

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Price List

% Bundles

- Our a la carte bundles offer more value, with discounts of up to 15%.
- A cost-effective way to get multiple services tailored to your brand's needs.

The Launch Kit

5% OFF

Typography logo (1)
Instagram story templates (1)
Print design (1)

Designed for those launching quickly, whether a product, project, or campaign.

The Look & Feel Pack

10% OFF

Typography logo (1)
Instagram story templates (2)
Packaging design (1)

A great fit for product-based brands wanting a unified visual identity and packaging that stands out.

The Social Starter Kit

15% OFF

Typography logo (1)
Social media templates (3)
A set of highlight covers (5)

Ideal for service-based creatives and online sellers who want to maintain a consistent presence on social media