



BRAND + DESIGN PACKAGES



knickerbockergroup.com



Brand with Knickerbocker Group

For Business, Home, Artisan, Maker and More...

Knickerbocker Group's marketing and creative department develops and builds high quality, everlasting brands through authentic design, engaging storytelling and strategic experience. Our well-honed process provides the ideal framework for new ideas to emerge and resonate with your distinct vision and values. Our team brings your visual narratives and experiences to life.





Identity

Naming & Taglines
Typeface & Colors
Logo Design
Brand Style Guide

Assets

Monogrammed Housewares
Branded Products for Home & Camp
Wayfinding Signage
Website

Experience

Messaging
Marketing
Personal Photo shoots

Process

We approach every project with unwavering enthusiasm and innovative solutions.

LISTEN

It is vital for us to understand your ideas, vision and end goal. Our in-depth questions uncover your unique story and identify your needs.

DISCUSS

Once we have a solid understanding of your brand goals, we will meet in person or talk over the phone to dive deeper into your brand, collaborate on ideas and determine a timeline for your project.

CREATE

We will dive into mood boards, color palettes, typefaces, messaging and design elements geared to tell your brand story. We will show you the results and make any necessary revisions to reach your goal and vision.

DELIVER

We deliver the final product with all appropriate file formats. We also assist with printers and branded products to ensure your art direction is applied correctly to any of your brand uses.

Brand Packages

We develop your brand story to bring your visual narrative and experiences to life.

Our branding packages are designed to set the tone for all your needs. Each typeface, color and graphic will be a character in your brand story—as special and with as much care as we give to our homes.

Can't find what you're looking for in a package? Explore our Branding and Design À La Carte.

Brand Assets Package

NAMING + TAGLINE

Home Name and Tagline

LOGO DEVELOPMENT

Brand Discovery

2-3 Concepts

Primary Logo

Secondary Logo

Submarks

BRAND STYLE GUIDE

Color

Typography

Logo Usage

BRANDED HOUSEWARES

Planning and Discovery

Branded Housewares*; Includes five items from our housewares list, PDF page 9

Print Files

Liaise With Printers

SIGNAGE

Planning and Discovery

Design*; Includes two wayfinding signs

Print Files

Liaise With Printers

*Printing is not included unless otherwise stated. We will help you liaise with printers, developers, and suppliers to ensure your brand and design are applied correctly for any product and use.

Startup Package

LOGO DEVELOPMENT

- Brand Discovery
- 2-3 Concepts
- Primary Logo
- Secondary Logo
- Submarks

BRAND STYLE GUIDE

- Color
- Typography
- Logo Usage

Branding and Design À La Carte

NAMING + TAGLINE

- Home Name and Tagline

LOGO DEVELOPMENT

- Brand Discovery
- 2-3 Concepts
- Primary Logo
- Secondary Logo
- Submarks

BRAND STYLE GUIDE

- Color
- Typography
- Logo Usage

PRINT

DIGITAL

STRATEGY

EXPERIENCE

Our team will cater a custom package for you

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Branded Housewares & Personal Care

Whether for your family camp or coastal Maine cottage, we capture your story and connection to the beautiful state we call home.

Tote (L.L.Bean or Sea Bags)
Backpack
Glassware
Coasters
Bath Towel
Bathmat
Beach Towel
Pillowcases
Throw
Doormat
Baseball Cap
Hoodie
T-Shirt
Tea Towel
Apron
Personalized Adirondack (Duo)
Outdoor Flag
Yeti Cooler and Yeti Product
Life Preserver
Rowing Oars
Transom Decal
Signage
Note cards / Stationery
And more...

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Contact Our Design Team

SHARE YOUR STORY.

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