

OCHRE & OLIVE

# Ocher & Olive

BRANDING STUDIO  
INDIA

CREATING IMMERSIVE EXPERIENCES

BRAND PROPOSAL

WWW.OCHREANDLOIVE.IN

OCHRE & OLIVE



Ocher & Olive  
BRAND PACKAGE

## BRAND IDENTITY

We take brand building seriously. Our goal is to create a consistent, reverberating feeling that transcends logos & taglines.. We tap into the root of your business, discover your origin story & create the imagery, language & icons that reflects your ideals. Our work is done when every fragment of your presence is fully recognizable as nothing but you.

### INCLUSIONS:

- 1:1 Discovery Session
- Brand Moodboard & Creative Directions
- Primary Logo
- Secondary Logo
- Color Palette
- Brand Mark/ Submark
- Typography System
- Brand Style Guide/ Brand Bible
- Invoice Design
- Letterhead Design
- Business Card Design
- Envelope Design

Your Investment: INR 90 thousand



## PRINT & PACKAGING DESIGN

You've got your logo sorted but where exactly is it going to live? We'll work with you to create a suit of printed collaterals. Using your brand's collaterals, we'll transform the designs into bespoke packaging solutions that leaves a long lasting impression on the minds of the consumer but also equally functional as a wholesome design.

## INCLUSIONS

- Monocarton design for 5 products
- Label design for 5 products

Your Investment: 85 thousand - 1 lakh depending on the design style

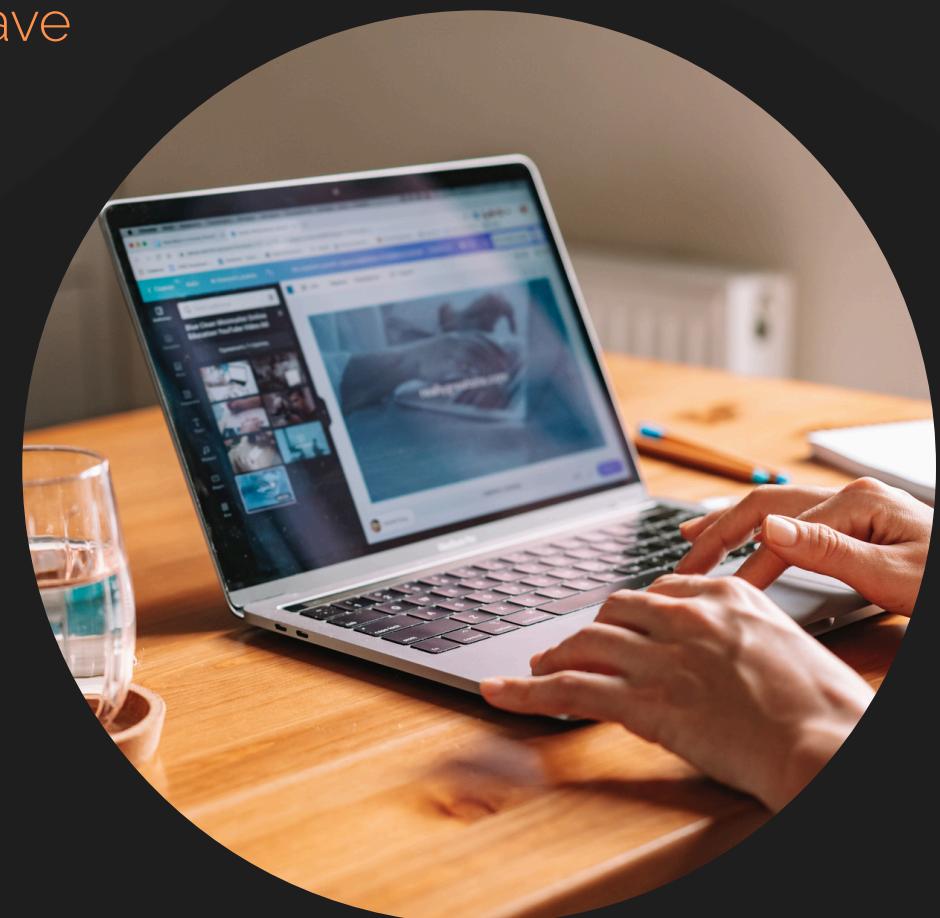


## WEBSITE DESIGN & DEVELOPMENT

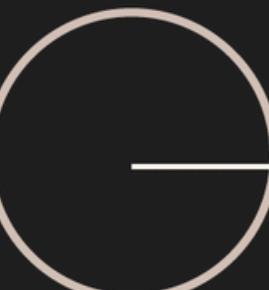
Your website should conjure a journey of discovery, an intuitive portal for those who lack a compass. An inclusive experience built on consistency, education & value. We bring all the pieces together to create an efficient yet exciting destination for your story. A platform for your ideas that builds credibility & boosts consumer confidence. A place where your clients find everything they ever wanted & leave with more.

### INCLUSIONS (8-10 PAGES)

- Color & Font Exploration
- Asset Search Assistance
- Responsive Web Design
- Domain & Hosting Setup Assistance
- Product filters like sorting option, popular, featured etc.
- Order tracking integration
- Email Registration & Login
- Product Discount Feature
- Social Media Integration
- Live Chat/Whatsapp
- Image Sliders
- E-commerce Capabilities
- Guest Checkout
- Payment Gateway Integration



Your Investment: Portfolio website - 50 thousand / E-commerce website 75 thousand



## SOCIAL MEDIA MANAGEMENT

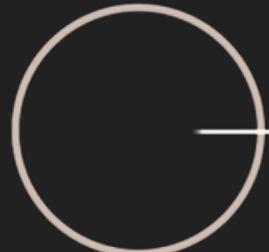
At Ochre & Olive, we're not only about making your feed look aesthetically pleasing but also about growing your following, customer engagement & brand exposure through design. Our Social Media Management services are suited for all industries, small & large! Our team will ensure your social handles stand out from the crowd by creating unique & scroll stopping content.

## INCLUSIONS

- Instagram Styling
- Core Messaging
- Hashtag Research
- Content Strategy
- Monthly Content Management
- Monthly Instagram Engagement
- Monthly Content Calendar
- Account Management
- Content Creation inclusive of post copies & hashtags
- Client Relationship Management
- Facebook Platform Integration



# SM MONTHLY PLANS



## Table of Content

- Number of Static Posts
- Number of GIF Reel Posts
- Number of Video Reel Posts
- Number of Carousel Posts
- Number of Stories
- Number of Highlight Covers
- Number of IG Guide Covers
- Number of Post Copies
- Number of Campaigns
- Hashtags Sets
- Instagram Guides Curation
- SM Highlights Updates
- Daily monitoring of included Social Assets
- Dedicated Account Manager

## Plan 1      Plan 2      Plan 3

• Number of Static Posts	4	7	8
• Number of GIF Reel Posts	3	4	5
• Number of Video Reel Posts	3	5	7
• Number of Carousel Posts	3	5	5
• Number of Stories	6	10	20
• Number of Highlight Covers	3	5	Unlimited
• Number of IG Guide Covers	1	2	Unlimited
• Number of Post Copies	13	21	25
• Number of Campaigns	1	2	4
• Hashtags Sets	2	3	Unlimited
• Instagram Guides Curation	1	2	Unlimited
• SM Highlights Updates	1	Unlimited	Unlimited
• Daily monitoring of included Social Assets	Yes	Yes	Yes
• Dedicated Account Manager	No	No	Yes

## Investment

35K

45K

65K

# YOUR INVESTMENT

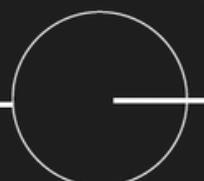
Branding is so much more than just a logo. At Ochre & Olive, we are dedicated to help you strengthen your brand image aiding you to leave a lasting impression & cement emotional connection between your brand & your audience. Our goal is to bring all the pieces together to create an efficient yet exciting destination for your brand's story by conjuring a journey of discovery of who you are & who you can be. For our time & dedicated efforts to curate your brand's immersive identity & narrate your brand's story, as a token of our hardwork your estimated investment is Subject to your requirement.

Please note this quotation is variable as the sky is the limit when it comes to your personal growth & we wouldn't want to limit your potential . All ideas & explorations are welcomed complimented with a suitable token of your investment.

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# Looking for something more personalized?

No problem! We've got you covered, let us know what extra deliverables you would like for your business and we can get you a personalized package which resonates with your requirements.



## LET'S CONNECT

If you're ready, lets get going!

We can't wait to explore & discover  
more about your brand & begin our  
journey to bring your stories to life.

**Website**

[www.ochreandolive.in](http://www.ochreandolive.in)

**Instagram**

@ochrenolive

**Email**

[cc.thepinkcircle@gmail.com](mailto:cc.thepinkcircle@gmail.com)

THANK YOU