



BLACK HOUSE BRANDS

# SERVICE MENU



# SAMPLE SERVICES

**New to Black House?** Enjoy our selection of quick and impactful Á La Carte Branding Services that allow you to experience a taste of our exceptional Branding Packages & Design Plans.



## CONSULTATION

Unlock the full potential of your brand and find out where to start by chatting with one of our brand experts.

ON THE  
HOUSE

## BRAND AUDIT **POPULAR**

Unearth strengths, weaknesses, and opportunities to refine and amplify your brand's impact.

550

## LOGO DESIGN SUITE **POPULAR**

Craft a timeless logo that thoughtfully blends strategy, storytelling, and your brand's unique essence. 3 variations Included.

1,250

## FOOD, DRINK, OR PRODUCT PHOTOGRAPHY

Showcase up to 3 of your most essential, delectable offerings with confidence using our swift and seamless 3 hour photo package.

650

## MERCH DESIGN

Captivate your audience with a stunning set of branded merchandise that leaves a lasting impression and increases brand awareness.

850

## MARKETING OR BUSINESS COLLATERAL

Amplify your brand's presence with our expertly curated business and marketing collateral designs, meticulously crafted to mesmerize your audience and enhance your brand's visibility.

850

## SIGNATURE BRAND WALL **BETA**

Elevate your ambiance with extraordinary interior branding that transforms a blank wall into a captivating guest magnet.

850

Limit of 2 Sample Services Per Client. Available Exclusively for New Clients.





BLACK HOUSE BRANDS SERVICE MENU

# BRANDING PACKAGES

Ready to craft a delectable brand image that's worthy of conversation? Whether you're starting from the foundations or refreshing your existing identity, we specialize in ideation, strategy, and design execution. Simply reach out to our team to request service with the package that's right for you.

Brand Foundations & Refreshes	1	The Mix & Match Design Special	2
Food, Drink, & Product Photography	3	Creative Directing & Consulting	4





# BRAND FOUNDATIONS AND BRAND REFRESHES

Ready to craft a delectable brand image that's worthy of conversation? Whether you're starting from the foundations or refreshing your existing identity, we specialize in ideation, strategy, and design execution. Simply reach out to our team to request service with the package that's right for you.

	SIGNATURE PACKAGE	PREMIUM PACKAGE	ESSENTIALS PACKAGE
<b>Positioning Strategy</b>	<b>5-Page Strategy PDF</b> <ul style="list-style-type: none"><li>• Brand Objectives</li><li>• Brand Character</li><li>• Target Audience</li><li>• Offerings Breakdown</li><li>• Brand Messaging</li><li>• Mood Board Options</li></ul>	<b>3-Page Strategy PDF</b> <ul style="list-style-type: none"><li>• Brand Objectives</li><li>• Brand Character</li><li>• Target Audience</li><li>• Offerings Breakdown</li><li>• Brand Messaging</li><li>• Mood Board Options</li></ul>	<b>1-Page Strategy PDF</b> <ul style="list-style-type: none"><li>• Brand Objectives</li><li>• Brand Character</li><li>• Target Audience</li><li>• Offerings Breakdown</li><li>• Brand Messaging</li><li>• Mood Board Options</li></ul>
<b>Brand Identity Design</b>	<b>Comprehensive Brand Guidelines (10+ Pages)</b> <ul style="list-style-type: none"><li>• Logo Design Suite</li><li>• Color Palette</li><li>• Premium Fonts</li><li>• Custom Icons</li><li>• Custom Brand Elements</li><li>• BONUS: 1-Page Brand Kit</li></ul>	<b>Comprehensive Brand Guidelines (7 Pages)</b> <ul style="list-style-type: none"><li>• Logo Design Suite</li><li>• Color Palette</li><li>• Premium Fonts</li><li>• Custom Icons</li><li>• Custom Brand Elements</li><li>• BONUS: 1-Page Brand Kit</li></ul>	<b>Brand Kit PDF (5 Pages)</b> <ul style="list-style-type: none"><li>• Logo Design Suite</li><li>• Color Palette</li><li>• Fonts</li><li>• Custom Icons</li><li>• Custom Brand Elements</li></ul>
<b>Food/Drink Photography</b>	<b>Signature Photo Package</b> <ul style="list-style-type: none"><li>• Discovery Session &amp; 3-Page Shoot Plan</li><li>• 10-15 Dishes/Drinks</li><li>• Full-Day Shoot (8hr max)</li><li>• 25 Edited Photos</li><li>• 3 Stop Motion Videos</li><li>• Hospitality Leader Headshots</li></ul>	<b>Premium Photo Package</b> <ul style="list-style-type: none"><li>• Discovery Session &amp; 3-Page Shoot Plan</li><li>• 4-9 Dishes/Drinks</li><li>• Half-Day Shoot (4.5hr max)</li><li>• 15 Edited Photos</li><li>• 1 Stop Motion Video</li></ul>	×
<b>Mix &amp; Match Brand Assets</b> <small>(See Next Page for Details)</small>	20 Piece	10 Piece	5 Piece
<b>Web Design</b>	✓	×	×
<b>Turn Around</b>	5+ Months	3-4 Months	6-8 Weeks





# THE MIX & MATCH DESIGN SPECIAL

Introducing our **Mix & Match Design Special**, where versatility meets brand excellence. Each design asset is assigned a piece value, enabling you to craft a package tailored to your unique brand needs — whether it's a sophisticated logo (worth 6pcs) or an elegant cocktail menu (worth 2pcs). Choose from our delicious menu of options to create a combination that brings your brand vision to fruition.

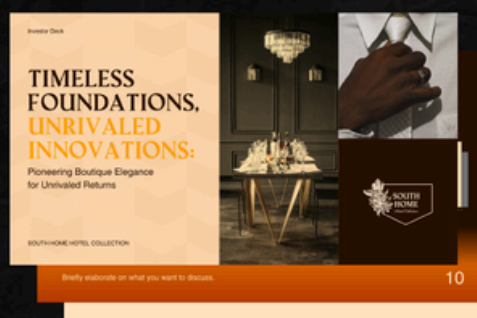
## Pick Your Package

5 Piece  
10 Piece  
20 Piece

Design Item	Piece Value
Brand Identity & Product Assets	
Color Palette or Font Sourcing	1
Custom Brand Elements (Ex: Patterns, Icons Set, etc)	2
Ebook (Up to 12 Pages)	3
Logo Design Suite (3 Variations, 4 Colors, 3 File Formats)	6
Custom Illustration or Digital Art	Request Quote
Packaging Design	Request Quote
Cookbook	Request Quote
Interior/Exterior Brand Assets	
Signage (ex: outdoor sign, directional sign)	1
Window Decal or Floor Graphic	1
Cocktail Menu	2
Wall Menu or Dine-In Menu	3
Illustration, Graphic, or Mural	Request Quote
Merch & Misc. Designs	
Coasters, Stickers, or Magnets	1
Apparel, Glassware, Mugs, Bags, or Accessories	2

\*Print not included\*

Design Item	Piece Value
Business & Print Marketing Assets	
Business Card, Letterhead or Email Signature	1
Folder	1
Flyer or Invitation	2
Retractable Banner	2
Brochure or To-Go Menu	3
Tradeshow Backdrop	4
Pitch Deck (Up to 12 Pages)	Request Quote
Team Uniforms & Badges	Request Quote
Gift Box	Request Quote
Billboard Design or Digital Ad	Request Quote
Digital & Social Media Assets	
Social Media Profile Graphics (Profile Picture, Digital Banner, Highlight Covers)	1
Web Banner	2
3 Social Media Post Designs	2
3 Social Media Post Templates	3





# FOOD, DRINK, & PRODUCT PHOTOGRAPHY



	SIGNATURE PHOTOGRAPHY	PREMIUM PHOTOGRAPHY	PHOTOGRAPHY ESSENTIALS
Description	Capture your signature menu of delectable offerings with confidence using our all-inclusive, full-day, photography package	Highlight your most popular culinary offerings with confidence using our comprehensive, half-day photography package	Showcase your most essential, delectable offerings with confidence using our swift and seamless 3 hour photography package
Discovery Session & Shoot Plan	✓	✓	✓
Duration	Full Day (Up to 8hrs)	Half Day (Up to 4.5hrs)	3 Hours
Amount of Dishes, Drinks, or Products	10-15	4-9	1-3
Edited Photos	25	15	7
Stop Motion Videos	3	1	✗
Hospitality Leader Headshots	✓	✓	✗
Graphic Assets	<b>Pick Two:</b> <ul style="list-style-type: none"> <li>2 Still Advertisements</li> <li>3 Menu Designs (Wall Menu, Dine-in, To-Go)</li> <li>2 Digital Banners</li> <li>3 Table Tents or Similar</li> <li>6 Social Media Designs</li> </ul>	<b>Pick One:</b> <ul style="list-style-type: none"> <li>1 Still Advertisement</li> <li>1 Menu Design (Interior Wall Menu, Dine-in, or To-Go)</li> <li>2 Digital Banners</li> <li>2 Table Tents</li> <li>3 Social Media Designs</li> </ul>	<b>Pick One:</b> <ul style="list-style-type: none"> <li>1 Digital Banner</li> <li>1 Table Tent</li> <li>1 Social Media Design</li> </ul>





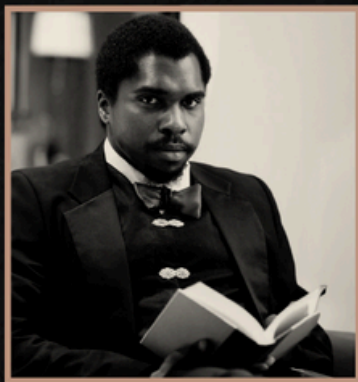
# CREATIVE DIRECTING AND CONSULTING

**Bring your most extravagant visions to life** with our expert creative directing and consulting services. We love translating your brand ideas into extraordinary realities for special projects.

**Call On Our Team for Support With:**

- Food, Drink & Product Photoshoots
- Brand Foundations & Brand Refreshes
- Interior Branding Projects
- Brand Activations
- Guest/Customer Experience Enhancement
- Product/Service Launches
- Unconventional Marketing Campaigns

**Want to Request a Quote? Submit an inquiry at [blackhousebrands.com/inquire](https://blackhousebrands.com/inquire)**







BLACK HOUSE BRANDS SERVICE MENU

# DESIGN PLANS

## Welcome to The Grown Folks Table

Only a few brands enjoy the benefit of having us on retainer.

Want to enjoy a stream of consistently stunning visuals that are built to leave your customers craving more? Choose from flexible 3, 6, or 12 month contracts, freeing you to focus on your business while we help you build the brand of your dreams.

There are only 3 spots available at a time. Submit an inquiry to learn more and join the waitlist. If you're selected, you'll effortlessly outsource your most valuable design needs to our family of experts.







# DESIGN PLANS

	THE ESTATE	THE FAMILY HOUSE	THE STARTER HOUSE
<b>Work Hours Included/Mo</b>	40	20	10
<b>Are You the Right Fit?</b>	Exclusively for established & esteemed hospitality brands <small>(Ex: Hotels, Chain/Franchised Restaurants, Hospitality Groups, Food/Beverage CPG Corporations)</small>	Perfect for established hospitality businesses & personal brands <small>(Ex: Independent or Chain Restaurants, Established Chefs, Alcohol Brands, Independent Hotels, Food/Beverage CPG Brands)</small>	Perfect for small personal brands and hospitality businesses <small>(Ex: Private Chefs, Mobile Bartenders, Mom &amp; Pop Restaurants, Small Food/Beverage CPG Brands)</small>
<b>Design Services</b> <small>(Used as Needed Each Month)</small>	<ul style="list-style-type: none"> <li>Logos &amp; Brand Design</li> <li>Interior Branding</li> <li>Print/Marketing Collateral</li> <li>Search/Social Media Design</li> <li><b>Full Copywriting Support</b></li> <li><b>Unlimited Edits</b></li> </ul>	<ul style="list-style-type: none"> <li>Logos &amp; Brand Design</li> <li>Interior Branding</li> <li>Print/Marketing Collateral</li> <li>Search/Social Media Design</li> <li><b>Copywriting Essentials</b> <small>Up to 200 words/project</small></li> <li><b>Up to 3 Edits/Project</b></li> </ul>	<ul style="list-style-type: none"> <li>Logos &amp; Brand Design</li> <li>Interior Branding</li> <li>Print/Marketing Collateral</li> <li>Search/Social Media Design</li> <li><b>Copywriting Basics</b> <small>Up to 50 words/project</small></li> <li><b>Up to 2 Edits/Project</b></li> </ul>
<b>Consulting Services</b>	<ul style="list-style-type: none"> <li>Quarterly Strategic Planning</li> <li>Quarterly Progress Reports</li> <li>Monthly Progress Reviews</li> <li>Monthly Data Reviews <small>(If Applicable)</small></li> <li>Market Research <small>(1 Max/Qtr, Upon Request)</small></li> </ul>	<ul style="list-style-type: none"> <li>Quarterly Strategic Planning</li> <li>Quarterly Progress Reports</li> <li>Monthly Progress Reviews</li> </ul>	<ul style="list-style-type: none"> <li>Quarterly Strategic Planning</li> <li>Quarterly Progress Reports</li> <li>Monthly Progress Reviews</li> </ul>
<b>And More!</b>	<ul style="list-style-type: none"> <li><b>Design Concierge Team</b> <small>(Your Subject Matter Experts for Projects &amp; Designs)</small></li> <li>Branding Admin Support</li> <li>Priority Access to Our Resources &amp; Network</li> <li>Access to Black House Insider Benefits &amp; Gifts</li> </ul>	<ul style="list-style-type: none"> <li><b>Design Concierge</b> <small>(Your Subject Matter Expert for Projects &amp; Designs)</small></li> <li>Branding Admin Support</li> <li>Priority Access to Our Resources &amp; Network</li> <li>Access to Black House Insider Benefits &amp; Gifts</li> </ul>	<ul style="list-style-type: none"> <li><b>Design Concierge</b> <small>(Your Subject Matter Expert for Projects &amp; Designs)</small></li> <li>Branding Admin Support</li> <li>Priority Access to Our Resources &amp; Network</li> <li>Access to Black House Insider Benefits &amp; Gifts</li> </ul>
<b>Photography</b>	<b>Signature</b> Food/Drink Photography <small>Customized Max/Quarter</small>	<b>Premium</b> Food/Drink Photography <small>1 Shoot Included/Quarter</small>	<b>Essential</b> Food/Drink Photography <small>1 Shoot Included/Quarter</small>
<b>Web Design</b>	✓	✗	✗
<b>Price</b>	Request Quote	Request Quote	Request Quote

[Submit an Inquiry](#)

[blackhousebrands.com/inquire](https://blackhousebrands.com/inquire)



READY TO CONNECT?

# SUBMIT AN INQUIRY

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