

FOR SMALL BUSINESS OWNERS

# BRANDING & VISUAL IDENTITY

A strong brand builds trust and opens doors. Launch Industries creates complete brand systems, from strategy and visual identity to design guidelines your team can use consistently across every channel, print piece, and digital surface.

## COMPANY SNAPSHOT

### Company

Launch Industries LLC  
Seattle, Washington

### Founder & Principal

Monica Colgan

### Get in Touch

hello@launchindustries.biz  
(206) 552-0380 (call or text)

### Website

launchindustries.biz/services/branding

### Best For

New businesses building from scratch and established brands needing a consistent, credible presence

## WHAT WE PROVIDE

- **Brand Strategy & Positioning:** Competitive analysis, target audience definition, and a messaging framework your team can use every day.
- **Logo & Visual Identity System:** Primary logo, variations, icon, and a full identity suite built to work across web, print, and social.
- **Brand Guidelines & Usage Rules:** A complete style guide covering when and how to use every element of your visual identity.
- **Typography & Color Standards:** Font selections, scale, color palette, and contrast guidelines that ensure accessibility and consistency.
- **Iconography & Illustration Direction:** Custom icon sets, illustration style, and photography direction to complete your visual language.
- **Presentation & Social Templates:** Canva or Figma templates for slide decks, social posts, email headers, and branded documents.
- **Design System Documentation:** Developer-ready design tokens, spacing standards, and component specs that translate your brand into code.
- **Print Collateral Design:** Business cards, flyers, brochures, signage, and any print materials needed for your launch or rebrand.

## HOW YOU CAN WORK WITH US

### MONTHLY PLANS

### MANAGED SERVICES

### PROJECT-BASED

### HOURLY PLANS

## BOOK AN INTRO CALL

Scan the QR code or visit the link to schedule a free 30-minute brand consultation. We will review your current identity, ask the right questions, and propose a scoped engagement within 2 business days.  
[calendly.com/launchindustries/introductory-meeting](https://calendly.com/launchindustries/introductory-meeting)

SCHEDULE →

