

OPUS AGENCY

The OG Agency is a division of The Opus & Golds Group. We are a marketing agency focused on branding solutions that are tailored specifically for businesses in the service industry. This division aims to assist owners in effectively establishing or enhancing their brand identities through strategic marketing initiatives.

We offer comprehensive branding services, including logo design, brand messaging, visual identity development, and marketing collateral creation.

We aim to help clients differentiate themselves in the market, build brand recognition, and ultimately drive customer engagement and loyalty.

LOGO/BRANDING PACKAGE

Crafting a logo has in-depth steps to bring together a new visual identity for your company. Below you will find a breakdown of these steps, so you have a better understanding of what to expect from start to finish.

To start the process listed below, we first send an initial questionnaire to the client to gather information to understand your company better. This will allow us to create unique logo concepts that align with your brand, target audience, values, and vision.

**Weeks
1 & 2**

**Discovery Phase/
Concept Development**

- Research on your industry, competitors, and market trends.
- A brief is created from collected information from the questionnaire and research.
- Brainstorming and sketching (paper/digital) logo ideas.

**Week
5**

**Final Revisions &
Brand Guideline Build Out**

- Fine-tuning of logo variations, colors, and details.
- Completion and sign off on chosen logo and additional branding.
- Tuning of brand guidelines with finalized logo and branding information.

**Weeks
2 & 3**

**Design Execution
& Concept Presentation**

- Continued creation of concepts.
- Meet with the client to present drafted concepts to see which concept they want to proceed with.

**Week
6**

Finalization/Delivery

- Creation of finalized logo package including all standard file formats.
- Completion of brand guidelines.
- Delivery of the finalized logo files and brand guidelines to the client.

**Weeks
4 & 5**

Concept Revisions & Build Out

- Refinement of selected design concept based on client feedback.
- Up to two rounds of revisions may be conducted until the final design is approved.
- Development of additional variations and other assets.

Follow-up

- Post-project evaluation and support.
- Potential discussion about further branding or design needs (Additional marketing materials, etc).

OVERVIEW

- **TIMELINE FROM START TO FINISH: 6 WEEKS**
 - Time taken to decide on the concept and revisions could extend the time frame.
- **INCLUDES 2-3 LOGO CONCEPTS**
 - Logo concepts are presented in 3 weeks from start (after receiving questionnaire form).
 - One design concept is chosen to move forward with from presentation. *Revisions start once concept has been chosen and revisions have been communicated.*
 - Up to two rounds of revisions are included in the chosen concept. *Depending on the type of revisions the timeline may be extended.*
- **FINAL PACKAGE**
 - Includes Brand Guidelines - This will spell out the do's & don'ts on how to apply your logo/branding in any situation from on a website, vehicle, uniform, or even printed ads. This will be an essential document to share with your employees along with any external service providers that will need your branding.
 - Logo/Assets will be provided in multiple standard file formats for convenience.

MARKETING COLLATERAL OPTIONS

Professionally designed marketing collateral ensures consistency, professionalism, and effective communication with your target audience. It helps establish credibility, differentiate your brand from competitors, and leave a lasting impression that encourages customer engagement and loyalty.

All branded materials will be started after the logo and core brand guidelines have been completed.

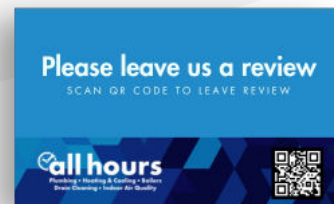
We design marketing collateral but currently **don't handle printing. We recommend choosing a printing supplier first. Then provide the necessary print specifications (each supplier can be different) with us to create your marketing material.*

Business Card

Professionally designed business cards lend credibility and professionalism to your brand. They serve as a tangible representation of your company, making it easier for potential clients to remember and contact you. A well-designed business card can help you make a memorable first impression, setting the stage for your client relationships.

- Timeline: 7-10 business days
- 1 Design included
- Up to 1 Revision **Revisions may lengthen the timeline.*
- The client will be required to provide the needed content/verbiage in list form. This is needed to start the design.
This may include, QR codes, addresses, and contact details.
- Process: Once the list is collected, the design concept will be constructed, and the design proof will be emailed for approval. If there are no revisions, the file package will be emailed.
- Templates/docs will be provided in multiple standard file formats - the client is responsible for getting the design to print, and/or to an ad/marketing agency.
- The client is responsible for all final proofreading, and size/dimension requirements of materials.

View Full Size Example



Core Values Poster

Clear and visually appealing posters can effectively reinforce company culture, policies, and goals, fostering a cohesive and motivated team environment. Additionally, they serve as constant reminders of key information, promoting consistency and alignment across the company.

- Timeline: 10-12 business days
- 1 Design included
- Up to 2 Revisions **Revisions may lengthen the timeline.*
- The client will be required to provide the needed content/verbiage. This is needed to start the design.
- Process: Once the content is collected, the design concept will be constructed, and the design proof will be emailed for approval. If there are no revisions, the file package will be emailed.
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Department Posters - **Per Dept Poster*

Clear and visually appealing posters can effectively reinforce company culture, policies, and goals, fostering a cohesive and motivated team environment. Additionally, they serve as constant reminders of key information, promoting consistency and alignment across the company.

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- 1 Design included
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View Full Size Example | Warehouse

Example | Services

Example | CSR



Door Hangers

Professional-designed door hangers are an essential tool to enhance brand visibility and credibility by presenting a polished and consistent image to potential customers. They serve as effective marketing tools, grabbing attention and conveying key messages directly to target audiences, ultimately increasing brand awareness and driving engagement.

- Timeline: 7-10 business days
- 1 Design included
- Up to 2 Revisions **Revisions may lengthen the timeline.*
- The client will be required to provide the needed content/verbiage. This is needed to start the design. *This may include, promos, QR codes, addresses, fine print, and contact details.*
- Process: Once content is collected, the design concept will be constructed, and the design proof will be emailed for approval. If there are no revisions, the file package will be emailed.
- Templates/docs will be provided in multiple standard file formats - the client is responsible for getting the design to print, and/or to an ad/marketing agency.
- The client is responsible for all final proofreading, and size/dimension requirements of materials.

View Full Size Example | Front

View Full Size Example | Back



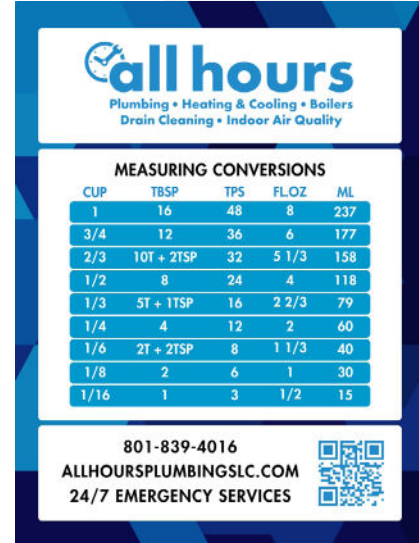
Magnets

Professionally designed magnets can leave a lasting impression, serving as a tangible representation of your company. They can make it easier for potential clients, current clients, and vendors to remember and contact you.


Standard magnet size options:

- 2" x 3.5"
- 3" x 4"
- 4" x 5.75"
- Timeline: 7-10 business days
- 1 Design included
- Up to 1 Revision *'Revisions may lengthen the timeline.'*
- The client will be required to provide the needed content/verbiage in list form. This is needed to start the design. *This may include, QR codes, addresses, and contact details.*
- Process: Once the list is collected, the design concept will be constructed, and the design proof will be emailed for approval. If there are no revisions, the file package will be emailed.
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CUP	TBSP	TPS	FLOZ	ML
1	16	48	8	237
3/4	12	36	6	177
2/3	10T + 2TSP	32	5 1/3	158
1/2	8	24	4	118
1/3	5T + 1TSP	16	2 2/3	79
1/4	4	12	2	60
1/6	2T + 2TSP	8	1 1/3	40
1/8	2	6	1	30
1/16	1	3	1/2	15

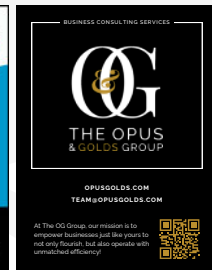


WDS WATER DAMAGE SPECIALISTS

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MOLD CLEANING

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SERVICE BOUNTIFUL & NEARBY AREAS



BUSINESS CONSULTING SERVICES

THE OPUS & GOLDS GROUP

OPUSGOLDS.COM
TEAM@OPUSGOLDS.COM

Postcard Design

Printed ads offer tangible visibility in targeted locations, reaching potential customers directly in their environment. They can offer customized information to provide a lasting presence, which increases brand recall and trust among your audience.

- Timeline: 7-10 business days
- 1 Design included
- Up to 2 Revisions *'Revisions may lengthen the timeline.'*
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View Full Size Example | Front



all hours
Plumbing • Drain Cleaning • Heating & Air Boilers • Fireplaces • Indoor Air Quality

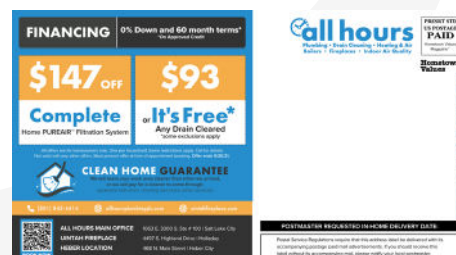
As the seasons shift, is your home ready?

\$250 OFF Complete Heat/AC System

NOW BOOK ONLINE CALL FOR COMPLEMENTARY ESTIMATES

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View Full Size Example | Back



FINANCING 0% Down and 60 month terms* (on select equipment)

\$147 OFF Complete Home FURBER® Filtration System

or It's Free* Any Drain Cleaned (on select equipment)

CLEAN HOME GUARANTEE

ALL HOURS MAIN OFFICE
801.845-4414

Stickers

Customized stickers can effectively showcase your company and make a lasting impression, serving as a tangible representation of your brand. They can be used to reinforce your brand and to ensure your company stays top of mind for potential clients, current clients, and vendors.

Standard sticker size options

(Available in round, square, and rectangle shapes):

- 3"x3"
 - 3.5"x3.5"
 - 4"x4"
 - 4.5"x4.5"
 - 5"x5"
- Timeline: 7-10 business days
 - 1 Design included
 - Up to 1 Revision **Revisions may lengthen the timeline.*
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Vehicle Wrap Consulting

Let us help ensure that the branding message is effectively and correctly communicated to a wide audience. We will proof and give professional revisions to ensure the wraps are cohesive with your branding to create an impactful design. This includes proper placement of logos and information, maximizing the visibility and impact of the vehicle wrap. Ultimately, this attention to detail enhances brand recognition and leaves a memorable impression on potential customers encountered on the road.

- Timeline: 2-4 hours **Depending on the number of different style vehicles being wrapped*
- Provide consulting on your design wrap concepts from your pre-chosen wrap company
- ✓ Includes providing branding feedback/revisions on design concepts to ensure all design aspects stay on brand with your company's visual identity, to make this investment optimal for years to come.

View Full Size Example | AHP

View Full Size Example | WDS



Website Visual Design Consulting

Let us guide the visual design of your website to ensure a cohesive and appealing user experience that stays on brand. We will ensure all aspects of your brand (font, colors, imagery, logos, etc) are optimized to enhance brand perception and user engagement. Ultimately, a well-designed website can increase customer satisfaction, trust, and conversions.

- Timeline: 3-4 hours Provide consulting of website landing page, and 3 interior pages from your chosen website developer
 - ✓ Includes providing branding feedback/revisions on design concepts to make sure all design aspects stay on brand with your company's visual identity
- Client is required to communicate recommendations with a website developer
- Includes up to 2 rounds of revisions (total)

View Full Size Example | OG

View Full Size Example | AHP



Yard Signs

Well-crafted yard signs enhance visibility and credibility, effectively attracting attention and instilling trust in potential customers. With expertly crafted designs, businesses can communicate key messages clearly and leave a lasting impression, ultimately driving brand recognition and customer engagement.

- Timeline: 7-10 business days
- 1 Design included
- Up to 1 Revision **Revisions may lengthen the timeline.*
- The client will be required to provide the needed content/verbiage. This is needed to start the design. *This may include, QR codes, and contact details.*
- Process: Once the list is collected, the design concept will be constructed, and the design proof will be emailed for approval. If there are no revisions, the file package will be emailed.
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24/7 emergency services

PLUMBING SERVICE/INSTALL • HVAC SERVICE/INSTALL • BOILER SERVICE/INSTALL



all hours
Plumbing • Heating & Cooling • Boilers
Drain Cleaning • Indoor Air Quality

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SCAN ME