

Northmark Brand Studio

A brand scope the studio can
deliver.



Fictional prelaunch

Approvals and revisions consume paid creative time.

Paid delivery capacity



55% sold-time target

Preparation and support also take time.

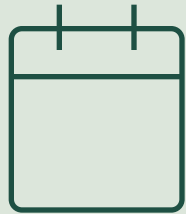
Paid work will test time and margin.

A clear scope.

A controlled delivery process.



Agree



Schedule



Deliver



Collect

One agreed scope. Documented acceptance.

Start with a reachable buying occasion.



Business owners

A defined brand decision

Marketing sponsors

Identity and rollout assets

Schematic; buyers and area to validate.

Every service draws from one pool of hours.



Strategy 20%	175/h
Visual identity 30%	160/h
Naming 15%	165/h
Launch assets 20%	145/h
Governance 15%	155/h

USD / sold hour; illustrative shared-time mix.

Compete on the job and the commercial terms.

Possible alternatives

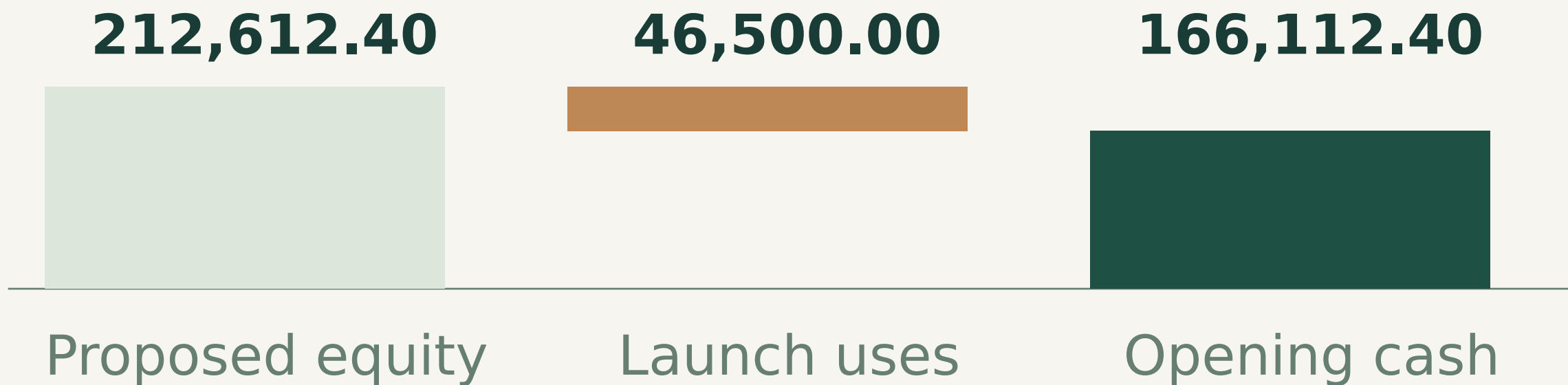
Other branding studios
Independent specialists
Internal creative teams

Check before booking

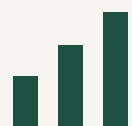
Deliverable scope
Rights and revisions
Effort and cash

Compare equivalent work and written terms.

Fund the launch. Keep a reserve.



Year 1 net loss: USD -31,197.85



Proposed team.

Clear delivery responsibilities.



Monthly base pay

Creative team

25,000.00

Account support

5,000.00

Founder director

4,583.33

Creative specialists alone supply the sold hours.

Prove the job economics before adding capacity.



Prelaunch. These are the next tests.

Proposed owner equity.

USD 212,612.40

External equity requested: USD 0.00

Terms and funding remain uncommitted.

Project payback: not reached within 36 months