

# Big Green Planet Digital: Service Menu 2026

## The Mission Statement

*Bold branding for solopreneurs, small businesses and sustainable SMEs. We bridge high-end design with ESG strategy to help heroes lead the global mission.*

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## I. The Hero's Journey (Core Branding Packages)

*The foundational builds for new brands or those ready for a total identity overhaul.*

### Tier 1: The Origin Story

**Focus:** Visual Identity Essentials

- **Deliverables:** Primary Logo, Secondary Logo, and Submark; Custom Color Palette; Typography Pairings; 1-Page "Brand Cheat Sheet."
- **Standard Rate:** \$750
- **Founding Hero Rate:** \$450

### Tier 2: The Super Suit

**Focus:** Full Brand Identity + Web Presence

- **Deliverables:** Everything in Tier 1 + Custom Wix Landing Page (4-page Home/About/Services/Contact); Lead Capture Integration; Social Media Profile Kit (3 Templates); Basic SEO Setup.
- **Standard Rate:** \$2,500
- **Founding Hero Rate:** \$1,600

### Tier 3: The Command Center

**Focus:** Total Strategic Authority

- **Deliverables:** Everything in Tier 2 + Full Multi-Page Website; Brand Strategy Workshop; Sustainable Development Goal (SDG) & ESG Alignment Audit; Custom Launch Campaign Assets.
  - **Standard Rate:** \$4,000+
  - **Founding Hero Rate:** \$2,800
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## II. The Expansion Packs (Specialized Missions)

*Modular solutions for established businesses that need a "refit" or a specific growth tool.*

### Expansion Pack A: The Signal Booster (\$850)

**Focus:** Lead Generation & Conversion

*Silence the static. Give your mission a digital home that converts interest into impact.*

- **Includes:** Strategic 1-Page Landing Pad; Lead Magnet Integration; Automated "Thank You" Email Setup.

### Expansion Pack B: The Armor Refit (\$650)

**Focus:** Brand Polishing & UX Refresh

*Upgrade the suit. Your business has outgrown its current look; it's time for a visual identity that matches your authority.*

- **Includes:** Visual Identity Audit; Logo Modernization (Clean-up); UX/UI Refresh of existing site.

### Expansion Pack C: The Hero's Monologue (\$350)

**Focus:** High-Value Content Design

*Package your power. Turn your expertise into a polished asset that builds your legacy.*

- **Includes:** Premium Designed Ebook or Whitepaper (5-10 pages); Custom Branded Presentation Deck (10 slides).

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### **III. Retainer Plans (Guardian on Standby)**

*Steady support to ensure your brand remains consistent and effective.*

#### **Option 1: The Basic Sentinel**

- **Investment:** \$250/month
- **Includes:** Up to 4 hours of monthly support; minor website updates; graphic flyers/social assets; SEO health check.

#### **Option 2: The Command Guard**

- **Investment:** \$500/month
- **Includes:** Up to 10 hours of monthly support; Priority "Red Phone" access (48-hour turnaround); Content strategy prompts; Monthly ESG-alignment report.