

THE SMART BUSINESS OWNER'S GUIDE TO HIRING A BRANDING AGENCY



Everything you need to know before
investing in your **brand identity**.

A practical guide to understanding branding
packages, comparing agencies, and making an
informed decision.



INSIDE YOU'LL LEARN

- Logo vs Brand Identity
- What a Branding Package Should Include
- Understanding Brand Guidelines
- Logo Variations & File Formats
- Questions to Ask Every Agency
- Proposal Comparison Checklist



WHY THIS GUIDE EXISTS

MOST BUSINESSES DON'T HIRE BRANDING AGENCIES EVERY DAY.

When you start comparing proposals, portfolios, and pricing, it's hard to know:

- ? Why one agency charges ₹10,000 while another charges ₹50,000.
- ? What files you should actually receive.
- ? What Brand Guidelines are and why they matter.
- ? Whether you're buying a logo or an entire brand identity.

As a result, many businesses unknowingly compare branding projects based only on price.

This guide explains the essentials so you can make an informed decision—whether you work with Fishyhue Studio[®] or someone else.

COMMON PROBLEMS BUSINESSES FACE LATER



ONLY JPG / PNG FILES RECEIVED

You can't scale, edit, or use your logo properly for print, web, or future needs.



NO BRAND GUIDELINES

Different colours, fonts, and logo usage across platforms lead to inconsistent branding.



LOGO DOESN'T WORK EVERYWHERE

It looks good on screen but fails on packaging, signage, embroidery, or small sizes.



YOU HIRE OTHERS, THEY RECREATE

Printers, developers, and designers recreate your logo again and again.



YOUR BRAND CAN'T GROW

The logo doesn't adapt well when you expand to new products or platforms.



SMALL OVERSIGHTS, BIG EXTRA COSTS

Missing files or assets today become extra invoices tomorrow.



Good branding is not a one-time expense.
It's a long-term asset for your business.

LOGO VS BRAND IDENTITY

**A LOGO IS
ONE PART.
A BRAND IDENTITY
IS THE WHOLE
PICTURE.**

A logo is your signature.
A brand identity is your entire personality.

WHY IT MATTERS



BUILDS RECOGNITION

Consistent branding helps people remember and trust your business.



CREATES CREDIBILITY

A complete identity shows you're serious and professional.



SUPPORTS GROWTH

Strong branding adapts as your business expands into new markets and platforms.

A COMPLETE BRAND IDENTITY INCLUDES:



LOGO

The core visual symbol that represents your brand.



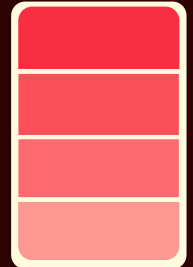
TYPOGRAPHY

Fonts that bring consistency to your communication.



COLOUR PALETTE

A defined set of colours that reflect your brand's personality.



LOGO VARIATIONS

Different variations of your logo for different uses.



USAGE RULES

Clear do's and don'ts to maintain brand consistency.



BRAND GUIDELINES

A reference guide to keep your brand consistent across all touchpoints.



IMAGERY DIRECTION

The style of photos, illustrations, and graphics that represent your brand.



DIGITAL ASSETS

Ready-to-use assets for your website, social media, and apps.



PRINT & APPLICATIONS

Business cards, letterheads, packaging, signage, and more.



A logo gets you noticed.

A brand identity gets you remembered.

WHAT YOU SHOULD RECEIVE

A LOGO IS JUST THE BEGINNING. A BRAND IS THE COMPLETE STORY.

A professional branding package gives you everything you need to look consistent, build trust, and grow without limitations.

TWO DIFFERENT OUTCOMES



LOGO ONLY

Just a logo file.
No system. No consistency.
Difficult to scale. Easy to misuse.



COMPLETE BRAND IDENTITY

A complete identity system with guidelines, assets and clarity.
Built to grow with your business.



Good branding isn't about making a logo look beautiful.

It's about creating a system that makes your business look professional—everywhere, every time.

LOGO ONLY



- ✗ Only one version
- ✗ No brand guidelines
- ✗ No defined colour system
- ✗ No typography system
- ✗ Not ready for print, digital & beyond
- ✗ Hard to maintain consistency

COMPLETE BRAND IDENTITY



- ✓ Multiple logo variations
- ✓ Complete brand guidelines
- ✓ Colour palette
- ✓ Typography system
- ✓ Ready for print, digital & beyond
- ✓ Consistent across all touchpoints

BRAND GUIDELINES

CONSISTENCY DOESN'T HAPPEN BY ACCIDENT.

Brand Guidelines are the rules that keep your branding consistent—across every platform, every time.

WHY BRAND GUIDELINES MATTER



BUILDS TRUST

A consistent brand looks reliable and professional.



SAVES TIME & MONEY

Clear rules help your team and partners create on-brand, every time.



STRENGTHENS RECOGNITION

Consistent colours, fonts, and logo usage make your brand memorable.



SUPPORTS GROWTH

A strong system makes it easier to scale into new markets and platforms.

WHAT BRAND GUIDELINES USUALLY COVER



BRAND GUIDELINES

Version 1.0

1. LOGO USAGE

Primary



Alternate



Horizontal logo



2. CLEAR SPACE



3. MINIMUM SIZE

25mm Print



100px Digital



4. COLOUR PALETTE

#fa2e41

#fb505a

#fe6a6f

#fe9892

These colours represent the brand personality and must be used consistently

5. TYPOGRAPHY

Aa POPPINS BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aa POPPINS BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Use only the approved fonts to ensure consistency across all communications.

6. INCORRECT USAGE



Don't stretch



Don't change colours



Don't rotate



Don't add effects



Don't place on busy background



Don't change typography



Without guidelines, your brand shows up differently everywhere.
With guidelines, your brand stays strong everywhere.



ONE LOGO ISN'T ENOUGH.

LOGO VARIATIONS EXPLAINED.

A professional brand uses multiple logo variations so your brand looks consistent, clear, and professional across every platform and application.

Here's when and where each logo variation should be used.



FISHY TIP

If an agency delivers only one logo file, you're not receiving a complete identity system.

WHAT EACH LOGO VARIATION INCLUDES AND WHERE IT'S USED.

01

PRIMARY LOGO

The complete version of your brand.



Used for:

-  Website headers
-  Letterheads & invoices
-  Brochures & presentations
-  Most official communications

This should be the version people see most often.

02

HORIZONTAL LOGO

Designed for wide spaces.



Used for:

-  Website navigation bars
-  Email signatures
-  Packaging sides
-  Footer areas & banners

Ideal when height is limited.

03

VERTICAL / STACKED LOGO

Designed for narrow spaces.



Used for:

-  Posters & flyers
-  Certificates
-  Packaging fronts
-  Signboards & covers

Maintains readability in narrow or tall spaces.

04

ICON / SYMBOL

The recognisable shorthand for your brand.



Used for:

-  Social media profile photos
-  Website favicon
-  Mobile apps
-  Merchandise & patterns
-  Watermarks

Use after your audience knows your brand.

05

MONOCHROME LOGO

A single-colour version.



Used for:

-  Embossing & engraving
-  Newspaper printing
-  Rubber stamps
-  Metal signage
-  Invoice & document printing

Works when colour printing isn't possible.

06

REVERSED LOGO

Optimised for dark backgrounds.



Used for:

-  Dark websites & UIs
-  Product packaging
-  Vehicle graphics
-  Photo overlays
-  Social media creatives

Ensures maximum contrast and readability.

KNOW YOUR OPTIONS.

TYPES OF LOGO STYLES EXPLAINED.

Different logo styles serve different purposes and create different impressions. Here are the most common types of logo styles used by professional brands.



FISHY TIP

There isn't a single "best" logo style. The right style depends on your brand personality, goals, target audience, and where your logo will be used.

It's not about what looks good. It's about what works.

EXPLORE. CHOOSE. CREATE A BRAND THAT REPRESENTS YOU.

01

MONOGRAM / LETTERMARK

Uses the initials of your business in a stylized way.



Best for;

- Law Firms
- Consulting
- Finance & Banking
- Real Estate
- Fashion
- Luxury Brand
- Personal Brands

02

WORDMARK / LOGOTYPE

The business name is designed in a unique typography.



Best for;

- Startups
- Tech Companies
- Retail Brands
- Food & Beverages
- Lifestyle Brands
- Personal Brands
- Services

03

PICTORIAL MARK

An icon or symbol represents your brand.



Best for;

- Apps & Tech
- E-Commerce
- Children's Brand
- Food & Cafe
- Social Impact
- Education
- Entertainment

04

ABSTRACT MARK

A unique abstract shape or symbol that represents your brand.



Best for;

- Tech & SaaS
- Consulting
- Agencies
- Automotive
- Engineering
- Aerospace
- Innovative Brands

05

MASCOT LOGO

A character or illustrated figure represents your brand.



Best for;

- Restaurants
- Kids Brands
- Entertainment
- Sports Teams
- Events
- Education
- Local Businesses

06

COMBINATION MARK

A combination of icon/symbol and text.



Best for;

- Health & Wellness
- Organic Products
- Real Estates
- Environment
- Beauty & Skincare
- lifestyle Brands
- Sustainable Brands

KNOW YOUR FILES.

FILE TYPES EXPLAINED.

A professional brand comes with more than just a logo — it comes with the right files for every need.

Here are the most important file types your design studio should provide, what they mean, and where you'll use them.



FISHY TIP

Always request all applicable file types. You never know where your logo will be needed in the future.

Having the right files today saves you time, money, and rework tomorrow.



FILE TYPE



BEST FOR



KEY FEATURES



WHO NEEDS IT & WHERE IT'S USED

 AI Adobe Illustrator (Source File)	- Editing the logo - Future changes - High-quality output	- Fully editable - Vector-based - Industry standard source file	- Designers - Printing Partners - Your Studio (for future edits)
 EPS Encapsulated postScript	- Signage - Embroidery - Large format	- Vector format - Scalable without loss - Widely accepted by printers	- Printers - Signage Makers - Merchandise Vendors
 PDF Portable Document Format	- Proofing - Sharing - Printing	- Maintains layout & fonts - Easy to share - Print-ready	- Everyone - Clients (for approval) - Printers
 SVG Scalable Vector Graphics	- Websites - Apps - Animations	- Vector-based - Lightweight - Responsive & scalable	- Web Developers - App Developers - Digital marketers
 PNG Portable Network Graphics	- Digital use - Social media - Presentations	- High quality - Supports transparency - Best for screens	- Social Media Managers - Website Owners - Presentations & Reports
 JPG Joint Photographic Experts Group	- Emails - Documents - Web (non-transparent)	- Small file size - Easy to share - Good for photos & layouts	- Email Signatures - Documents & Proposals - Websites (when transparency not needed)
 PNG - WHITE (White Version)	- Dark backgrounds - Overlays - Presentations	- White logo with transparency - Maximum contrast - Professional on dark themes	- Web Developers - Presentation Designers - Social Media Creatives
 FAVICON / ICO (Website Icon)	- Browser tabs - Bookmarks - Mobile shortcuts	- Small size - Square format - Instantly recognizable	- Web Developers - Website Owners - App Developers



BONUS FILES YOU MAY ALSO RECEIVE: Transparent PNG files (ZIP), Multiple Size Exports, Print-ready CMYK Files, Mockups, WEBP Files



ASK THE RIGHT QUESTIONS.

THE RIGHT QUESTIONS TODAY SAVE YOU BIG HEADACHES TOMORROW.

Before you choose an agency, make sure you're clear on the essentials. These questions will help you evaluate proposals with confidence.



FISHY TIP

A good proposal leaves very few unanswered questions. Don't hesitate to ask for clarity.

QUESTIONS TO ASK BEFORE HIRING A BRANDING AGENCY



01.

WHAT EXACTLY IS INCLUDED IN YOUR PROPOSAL?

Ask for a clear list of deliverables so you know what you're paying for.



02.

WHAT LOGO FILE FORMATS WILL I RECEIVE?

Will you receive editable source files (AI/SVG), print-ready files, web files, and more?



03.

DO YOU PROVIDE BRAND GUIDELINES?

If yes, what does it include? If no, will it cost extra later?



04.

HOW MANY CONCEPTS & REVISIONS ARE INCLUDED?

Understand the process, timeline, and revision policy upfront.



05.

WHO OWNS THE FINAL DESIGN?

Ensure the ownership and commercial usage rights are clearly stated in writing.



06.

WHAT HAPPENS AFTER THE PROJECT IS COMPLETE?

Will you provide future support if I need additional assets later?



07.

ARE THERE ANY HIDDEN OR EXTRA COSTS?

Clarify costs for extra revisions, additional formats, or new assets.



08.

WHAT IS THE PROJECT TIMELINE?

Understand key milestones and delivery dates.



09.

WHO WILL BE WORKING ON MY PROJECT?

Will it be handled by an expert or passed on to juniors?



10.

WILL THE DESIGN WORK ACROSS ALL PLATFORMS?

Ask if the logo is designed to work on digital, print, packaging, signage, merchandise, and more.



11.

CAN YOU HELP WITH TRADEMARK REGISTRATION?

If not, can you guide me or connect me with the right experts?



12.

CAN I SEE EXAMPLES OF SIMILAR PROJECTS YOU'VE DONE?

Look for relevant experience in your industry or business size.



Clear answers build trust.

Vague answers create problems later.

KNOW WHAT YOU'RE GETTING.

WHAT'S USUALLY MISSING FROM LOW-COST BRANDING PACKAGES.

Not all branding packages are the same. Low-cost options often skip the essentials that protect your brand and your business in the long run.



FISHY TIP

The true cost of branding isn't in what you pay today, it's in what you'll have to **fix tomorrow**.

COMPARE WHAT'S INCLUDED (AND WHAT'S NOT).

	 LOW-COST PACKAGES What's usually missing	 PROFESSIONAL PACKAGES What you should expect
 LOGO VARIATIONS	 Only one logo, no alternate variations	 Primary, secondary, icon, horizontal, vertical, mono & more
 SOURCE FILES	 Only JPG or PNG, no editable files	 AI, SVG, PDF, EPS, PNG, JPG & more
 COLOUR SYSTEM	 One or two colours, no colour codes or harmony	 A defined palette with colour codes and application rules
 TYPOGRAPHY SYSTEM	 One font only, no hierarchy or font system	 Complete font system with hierarchy and usage rules
 BRAND GUIDELINES	 No guidelines or usage rules	 Detailed brand guidelines for consistent usage
 DIGITAL ASSETS	 No social media icons, favicons, or templates	 Social media kits, favicons, app icons, templates & more
 PRINT-READY FILES	 Not print-ready, may cause quality issues	 Print-ready files in correct formats, CMYK, and high resolution
 POST-PROJECT SUPPORT	 Once delivered, you're on your own	 Support for future edits, additional assets & guidance
 STRATEGIC THINKING	 Focus on looks, not on your business or audience	 Strategy-first approach based on your goals, audience & positioning



A cheap logo can always be redesigned.

A weak brand reputation is much harder to rebuild.

DON'T LEAVE ANYTHING TO CHANCE.

THE BRANDING PROPOSAL CHECKLIST.

Use this checklist to compare proposals from different agencies and make an informed, confident decision.

Copy this page before you start collecting quotes. Fill it in for every proposal so you can compare each one fairly and objectively.



FISHY TIP

The best proposal is not always the most expensive. It's the one that is complete, clear, and aligned with your goals.

Compare with clarity.
Choose with confidence.

EVALUATE EVERY PROPOSAL ON
WHAT REALLY MATTERS.

Agency:

Remarks:

	1. DELIVERABLES CLEARLY LISTED Are all deliverables mentioned in detail?	☐	
	2. ARE THE DELIVERABLES CLEARLY EXPLAINED? Will you receive editable files (AI/SVG)?	☐	
	3. BRAND GUIDELINES INCLUDED Is a brand guideline document part of the deliverables?	☐	
	4. LOGO VARIATIONS INCLUDED Will you get horizontal, vertical, icon, and mono variations?	☐	
	5. OWNERSHIP CLARIFIED Do you own the final design and have usage rights?	☐	
	6. TIMELINE DEFINED Are the project milestones and delivery dates clearly mentioned?	☐	
	7. REVISION POLICY EXPLAINED How many revisions are included and what's the process?	☐	
	8. POST-PROJECT SUPPORT MENTIONED Will the agency support you after project completion?	☐	
	9. PRICING TRANSPARENT Is the pricing clear with no hidden or surprise costs?	☐	
	10. TERMS & CONDITIONS PROVIDED Is everything documented in writing?	☐	



A great brand is a long-term investment.

Choose a partner who's invested in your success.

SKIP TODAY. PAY MORE TOMORROW.

WHEN PROBLEMS AND COSTS CAN INCREASE.

Cutting corners in branding might save money upfront, but it usually creates bigger problems, more redesigns, and higher costs later.

Here's what's at risk when important elements are missing.



FISHY TIP

Good branding isn't an expense—it's prevention.

It prevents confusion, saves time, keeps your brand consistent, and avoids costly fixes later.



WHAT'S MISSING



THE PROBLEM



HOW IT INCREASES COST & TIME



REAL IMPACT

 VECTOR FILES Not provided	 You can scale the logo without losing quality. Needed for print, signage, embroidery, packaging, engraving, etc.	 You'll have to vectorize it later, which costs extra and can affect accuracy.	 ₹2,000 ₹8,000 extra (or more based on complexity)
 LOGO VARIATIONS Not provided	 One logo won't fit all spaces. It may not work on startups, social media, dark backgrounds, or small sizes.	 You'll need extra variations later, which means additional design fees and delays.	 ₹3,000 ₹15,000+ extra for creating variations later
 BRAND GUIDELINES Not provided	 Different people will use different variations, colours, and fonts. Result? An inconsistent brand.	 Time spent repeatedly explaining, correcting, and fixing inconsistent designs.	 Lost time + rework costs + weakened brand credibility
 STRATEGY & QUESTIONS Not provided	 The logo may look good but won't speak to your audience or support your future goals and expansion.	 You may outgrow the logo quickly and need a rebrand sooner than planned.	 Full rebrand cost: ₹25,000 ₹75,000+ later
 COLOUR PALETTE & MOODBOARD Not provided	 Future designs may go in different directions. No visual consistency in marketing and communication.	 Extra rounds of revisions to realign colours, mood and visual direction.	 Increase in design costs across all marketing materials
 BRAND TONE & MESSAGING Not defined	 Your communication may sound different everywhere. No clarity in how your brand should speak.	 Copywriting and communication need rework and realignment.	 Extra content creation cost + brand confusion
 USAGE APPLICATIONS (Mockups not provided)	 You won't know how the logo works on real-world applications like website, packaging, signage.	 Designing applications later takes more time and sometimes needs redesign tweaks.	 Extra design time + unexpected changes during development



What seems like a small skip today can become a big expense tomorrow.

A complete brand identity saves time, money, and protects your brand's value.



LOGO VS BRAND IDENTITY

A BRAND IS ONE OF THE FEW BUSINESS INVESTMENTS PEOPLE SEE EVERY DAY.

**CUSTOMERS DON'T KNOW**

how much you spent on your branding.

**THEY ONLY KNOW**

how professional, trustworthy, and established your business feels.

**THE RIGHT BRANDING WORKS QUIETLY—**

building credibility before you've even spoken a word.



Don't choose FishyHue because you read this guide.
Choose us only if we're the right fit for your business.

CHOOSE THE AGENCY THAT:

- ✓ understands your business
- ✓ thinks beyond just a logo ✕
- ✓ explains their decisions
- ✓ and gives you everything you need to grow.



IF THAT'S US, WE'D **LOVE** TO WORK WITH YOU.

#fishyhue[®]
STUDIO

Whether you work with us or another agency, we hope this guide helped you make a more informed branding decision.





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