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**GREY TO GO**

EXCLUSIVE, PRE-MADE BRANDS  
WITH A STRATEGIC FOCUS



www.POP & GREY.com

## EXCLUSIVE, PRE-MADE BRANDS WITH A STRATEGIC FOCUS

### READY TO BE TAILORED JUST FOR YOU

Grey To Go is for creative entrepreneurs that want to invest in a brand with confidence, knowing exactly what the final product will look like. The budget and timeline for custom work feels out of reach, but that doesn't mean you are out of luck.

Here, you can have your cake and eat it too.

Choose a brand based on the audience it was built to appeal to, let me know what customizations will make it perfect for your audience, and in just two weeks walk away with a stylish brand that engages your ideal audience.

And no worrying that a competitor will pop up with the same branding. Each brand is sold only once per industry.

SO HOW DOES IT WORK?



## HOW DOES IT WORK?

- 🌀 View the available brands in the Grey To Go shop and click the main image to open the full brand gallery
- 🌀 Click “make it fit” on your chosen brand to purchase
- 🌀 Check your email for an important message from Pop and Grey with a form to fill out for all customizations needed to your chosen brand. If you want to add any branded print or digital assets, now is the time to request those as well.
- 🌀 If you requested any add-on branded print or digital assets, you will receive a custom quote through email in 1 business day with the option to purchase
- 🌀 Requested customizations are completed and final files sent through Dropbox within 2 weeks
- 🌀 Do a happy dance as you launch your new brand quickly and easily!

## HOW IS GREY TO GO DIFFERENT?

Grey To Go brands are only sold once per industry, which means it is the next best thing to custom work without the long timeline. Brands are chosen with design AND strategy in mind, rather than branding your business on subjective, personal opinion alone. Your new brand will be an effective marketing tool for your growing business instead of just an ornament. And with the option for one last perfectly-tailored tweak to make to make sure it fits just right, it doesn't get better than that.

## BRAND STYLING

### PRINT AND DIGITAL ASSET CREATION

When you purchase from Grey To Go, you can add any assets that would best engage your ideal audience and tell your unique story. Whether your audience appreciates luxurious, tactile printed goods, a gorgeous and functional web presence or a social media identity that calls to them, I will make sure your brand has the most effective marketing tools to make a statement with the right audience. Not sure what you need? Just ask!

Some common options are listed to the right, but it is by no means an exhaustive list. Note any assets you would like included on the form that is emailed after purchase and a quote will be sent to you within 1 business day with the option to purchase additional items.

### TIMELINE & INVESTMENT:

custom depending on choices

- Business Cards
- Sticker, hangtag or stamp
- Thank you note, stationery or letterhead and envelopes
- Mailing label or return address stamp
- Packaging Design
- Interior or Exterior Signage
- Welcome packet, brochure, media kit, lookbook or e-book (print or digital)
- Digital Opt-in PDF
- Squarespace website customizations
- Instagram-sized animated gif
- Advertising (print or digital)
- Business Name Development
- Social Media Profile and Cover Design
- Branded editable graphic template sized for the social media outlet of your choice
- Pinterest-friendly editable graphic template for branded blog images

# TERMS AND CONDITIONS

Please read all terms and conditions before purchasing a Grey To Go brand. By requesting a Grey To Go brand, you agree to these terms and conditions.

## PAYMENT

By filling out the MAKE IT FIT form, purchaser is agreeing to these terms and conditions. Full non-refundable payment is taken at time of purchase. If additional branded print or digital assets are requested, the custom quote must be accepted and paid or rejected within 1 business day of receiving quote. Work will not begin and brand will not be taken off the market for that industry until payment is received. If payment is not received within 1 business day, the brand will be sold to the next purchaser.

## REVISIONS

All customization requests must be included the form received through email after purchase. Purchaser's name, tagline, etc must fit into brand design without major revisions or a custom proposal with adjusted timeline, price and contract will be submitted. Grey To Go price includes minor revisions only. Purchaser can accept or refuse custom proposal if presented. One revision cycle post-proof is included in Grey To Go price. If more than one revision cycle is requested, additional time will be billed at Pop and Grey's hourly rate. Purchaser must

also assume that extra revisions will alter the timeline and may take longer than 10 business days. Brand Styling requests will receive a custom proposal and be created after basic Grey To Go purchase is complete. Purchaser assumes responsibility of final proofreading, and in the event that Purchaser has approved Deliverables but errors, such as, by way of example, not limitation, typographic errors or misspellings, remain in the finished product, Purchaser shall incur the cost of correcting such errors.

## PROCESS

Brands are sold on a first come, first serve basis. If multiple inquiries in the same industry are received for a brand in the same 1 business day window, Pop and Grey reserves the right to choose which is the best fit based on the information provided in the customization form. You will be notified after form submission if your application is accepted. If your application is rejected due to multiple inquiries in the same industry, you will be notified and your money refunded.

## TIMELINE

Grey To Go brand timeline is 10 business days with minor customizations and one round of revisions. This timeline is based on what Pop and Grey deems minor customizations and Purchaser feedback and revision requests having a lapse of no more than 24 hours between responses. If Purchaser does not respond to communications within 72

hours, Pop and Grey reserves the right to terminate the project, keep the non-refundable payment and re-list the brand within that industry.

## ACCREDITATION AND PROMOTION

Pop and Grey retains the right to reproduce, publish and display the Deliverables in portfolios and websites, and in galleries, design periodicals, social media and other media or exhibits for the purposes of recognition of creative excellence or professional advancement, and to be credited with authorship of the Deliverables in connection with such uses.

## FINAL ARTWORK

Editable vector files are transferred for all files. Ownership of fonts will not be transferred to Purchaser. Purchaser must purchase fonts if they would like to have them for their library. Stock images shown in listing are not included in final files and are for display purposes only. Designer is not responsible for archiving final artwork. Please make several backups of all final files.

## RIGHTS TO FINAL ARTWORK

Full copyright of brand files is transferred to Purchaser. Only one person or business may use the purchased brand for personal or commercial purposes. Purchaser may not sell, resell or share any items purchased through the Grey To Go.

thank you  
READY  
TO DO THIS?

Choose your brand at [www.popandgrey.com/greytogo](http://www.popandgrey.com/greytogo)

and click MAKE IT FIT to purchase and customize

OR

email [greytogo@popandgrey.com](mailto:greytogo@popandgrey.com) with any questions

