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BRASS EYED
BUFFALO

DESIGN CO.

Mission

Brass Eyed Buffalo is a design company for bootstrappers and trailblazers. We operate on the firm believe that your branding should work as hard as you do.

We find inspiration across many centuries and always among wild open places. With a reverence for the past and an eye on the future, we bring both together in our designs. The result are solid and timeless pieces for our clients.

We build brands for hardworking people and businesses who are passionate about the same things we are; the West, the wilderness, fresh air, a fine horse and good design.



About

Brass Eyed Buffalo was founded in 2017 by Caitlin Eubank. She saw a need for quality design in the western world and brings a wealth of experience in design and fine art to every project.

My fine arts background goes way back. I won my first award for painting at 8 years old and have since been trying to live up to my early success.

I originally hail from Albuquerque and my appreciation for clean desert air runs deep. In college, I spent my summers as a guide in Colorado leading pack trips into the backcountry and teaching riding lessons to pay for my education. For me art, history and horsemanship were my primary interests and not much has changed through the years.

I am an avid reader, equally keen tea drinker and in my spare time I'm usually doing both at once.

THE DESIGN PROCESS

Step 1: A Winning Game Plan

The first step is to get to know your company. What are your ideas?
Desires? Goals?

Through thoughtful discourse I will learn how you want to focus. Then, I
will determine how I can help you succeed.

Step 2: Building Your Brand

Using the information gathered from you, the design process begins.
Creative concepts, logo design, color palette and illustrations will all be
developed and a collaboration will begin.

Together we will decide on the best solutions for you and your business.

Step 3: Refinement

We double down and make sure everything is perfect. Each package
comes with a built-in revisions so we can nail your design down perfectly.

Step 4: Release

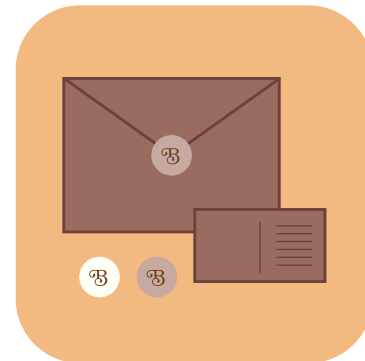
At the end of the design process all of the design files will be transferred
to you for use in carrying your brand forward.

BRANDING PACKAGE



BRAND ELEMENTS

A logo, logo variations, a custom color palette. May also include icons, illustrations, type combinations and a branding guide. All crafted specifically for your business, custom made and beautiful.



COLLATERAL ITEMS

Items to help you succeed going forward. This can include assorted ephemera—like business cards, stationery, advertisements or digital items for use in social media.

PACKAGE GUIDE

Branding Package

\$1700

The Branding Package contains everything you need for a cohesive aesthetic.

Logo + Logo Variation + Submarks

Color Palette + Custom Icons or Illustration

Brand Guideline

2 Collateral Items

Can include printed items like business cards and stationery, or digital items.

Logo Design

\$800

Our logos are crafted using feedback from you, tailored to your needs, and made with your vision in mind.

Logo + Logo Variation + Submarks

CUSTOM ILLUSTRATION & ARTWORK

Brass Eyed Buffalo offers illustration services for any project.

The sky is the limit, we love to work with companies who want to try something interesting and we are open to all types of artistic opportunities. We have a history of designing graphic tees and love doing it. Murals, album covers, podcast covers, installations... we are here for all of it.

Illustrations

Cost Varies

Please reach out, I will build you a custom estimate based on your needs and goals. The sky is the limit!

It will be helpful to provide me with:

Estimated Budget

Design Brief or Concept

Quantity of items to be printed

Project minimum \$200