

PRICING GUIDE.

A DOVE DESIGN



**Building
unforgettable
brands.**

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Those endless hours spent in the complexity of your brand can divert energy away from where it matters most – your business and your goals. That's where I step in.

I've been building visually stunning, strategic brands for the best part of a decade, and I know exactly how to make your business stand out, attract the *right* customers and keep them coming back for more.





Some other brands I've worked on.





Don't take my word for it.



"Working with Alex was a DREAM! She is my go-to designer and brand strategist from now on! She did an amazing job in understanding our brand and our values and bringing it to life! I am in love with Flonu! Thank you for making our idea a reality!"

ALEKS ANGELOVA-BRANDT
FLONU



"Where do I begin? From start to finish, Alex went above and beyond expectations. The strategic background was so impressive and the entire design process completely seamless. Alex was for sure a priceless investment in driving our business forward!"

RYAN WARNOCK
VAIKE TRAVEL GIFTS

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Introducing the brand design packages.



Level 1.



Perfect if you're looking for 'just a logo'! We'll start with some basic strategy to make sure your brand is targeting the right people in the right way. Then, you'll get a logo suite, colours, fonts, graphics, and guidelines so you know exactly how to use your new visuals!

2 WEEKS




£ 4 0 0

Cost is usually split into two 50% payments: one taken at the start & one at the end of the project. I'm happy to discuss alternative payment plans if needed. *Font licenses are not included in the brand package price, however I will always try to use free fonts where possible.



STRATEGY

-  Brand audit
-  2 creative direction routes

DESIGN

-  Logo suite with 3 variations
-  Colours/fonts*
-  Supporting graphics

SUPPORT

-  Brand guideline document
-  Guide to your files



Level 2.





My best selling brand design package, ensuring you get the most value for the most cost effective investment. Starting with a strategic audit and guide to give you brand clarity, followed by standout visuals that align perfectly with your core and character.

3 WEEKS





£ 9 0 0

Cost is usually split into two 50% payments: one taken at the start & one at the end of the project. I'm happy to discuss alternative payment plans if needed. *Font licenses are not included in the brand package price, however I will always try to use free fonts where possible.



S T R A T E G Y

-  Brand audit
-  Market and industry research
-  Strategy guide
-  2 creative direction routes

D E S I G N

-  Logo suite with 3 variations
-  Colours/fonts*
-  Supporting graphics
-  2 digital or print add-ons of your choice

S U P P O R T

-  Brand guideline document
-  Guide to your files



Level 3.





My top brand design package includes everything you need for the brand of your dreams! The most comprehensive strategy, the same unforgettable visuals but with even more add-ons, and the best post-launch support for a seamless takeoff into the world!

4 WEEKS






£ 1 5 0 0

Cost is usually split into two 50% payments: one taken at the start & one at the end of the project. I'm happy to discuss alternative payment plans if needed. *Font licenses are not included in the brand package price, however I will always try to use free fonts where possible.




STRATEGY

-  Brand audit
-  Market and industry research
-  Strategy guide
-  2 creative direction routes

DESIGN

-  Logo suite with 3 variations
-  Colours/fonts*
-  Supporting graphics
-  4 digital or print add-ons of your choice
-  Custom logo animation

SUPPORT

-  Brand guideline document
-  Guide to your files
-  1 week post-launch support



Add-ons.

There are 2 add-ons included in the Level 2 brand package, and 4 add-ons included in the Level 3 brand package. Looking for something else? Let's chat about it!

*I will provide any print add-ons as print-ready and digital artwork files, any printing costs are not included in the brand package price. I'm always happy to recommend printers if needed!

P R I N T *

Business card (x1), Letterhead (x1), Thank you card (x1), Loyalty card (x1), Gift voucher (x1), Appointment card (x1), Sticker/Label (x1), One-sided leaflet (x1), Poster (x1), Price List (x1), Swing tag (x1), Tissue paper (x1)

D I G I T A L

Social post templates (x3), Social story templates (x3), Highlight covers (up to 4), Email signature (x1), Facebook/LinkedIn cover image (x1 each), Email banner (x1)

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**Need
some more
information?**

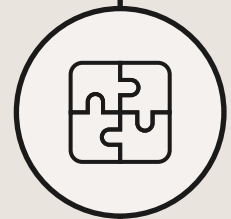


The process.



Let's chat.

Slide into my DMs and we'll get to know each other and your business, then I'll send a project proposal.



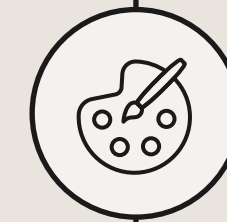
Getting organised.

We'll kick off your project with a brand audit to create a strategic blueprint for your brand.



Creative crossroads.

I'll present two routes of creative direction, then you'll have the choice of how we proceed.



Let the fun begin.

Using our creative direction, your brand concept will be presented and tweaked until you're happy.



Rolling it out.

Once your logo and style is signed off, I'll create the rest of your assets and brand guidelines.



The grand reveal.

It's time to show off your brand! You'll get all the files and guides you need for a seamless takeoff!

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Let's chat.

Ready to get started with the first steps?
Just get in touch!

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 HELLO@ADOVEDESIGN.CO.UK





Let's build your
dream brand
together!