

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?**



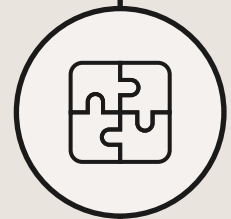


# The process.



## 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.



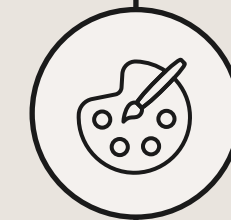
## Getting organised.

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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Let's build your  
dream brand  
together!