



Brand Design

service
guide



Brand package

Level 01

STRATEGY



Market
& industry
research



2 creative
direction
routes

DESIGN



Logo
suite



Colours
/fonts



Supporting
graphics

SUPPORT



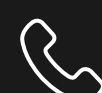
Mini guideline
doc to keep
consistent



Guide to
your files

£ 2 5 0

1 W E E K





Brand package

Level 02

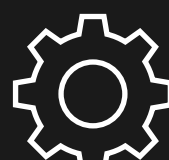
STRATEGY



Brand
audit



Market
& industry
research



Strategy
guide



2 creative
direction
routes

DESIGN



Logo
suite



Colours
/fonts



Supporting
graphics

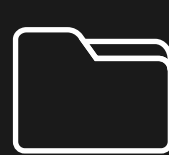


3 digital or print
add-ons of
your choice

SUPPORT



Full guideline
doc to keep
consistent



Guide to
your files

£ 5 5 0

2 W E E K S





Brand package

Level 03

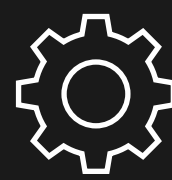
STRATEGY



Brand
audit



Market
& industry
research



Strategy
guide



2 creative
direction
routes

DESIGN



Logo
suite



Colours
/fonts



Supporting
graphics



6 digital or print
add-ons of
your choice

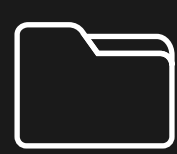


Custom logo
animation

SUPPORT



Full guideline
doc to keep
consistent



Guide to
your files



Support in
implementing
your brand



Reduced rate
on additional
services

£ 9 5 0

4 W E E K S





Brand package *add-ons*

PRINT ADD-ONS



- | | |
|--------------------|---------------------|
| → Business card | → Sticker/label |
| → Letterhead | → One-sided leaflet |
| → Thank you card | → Poster |
| → Loyalty card | → Price list |
| → Gift voucher | → Swing tag |
| → Appointment card | → Tissue paper |

DIGITAL ADD-ONS



- Social post templates (x3)
- Social story templates (x3)
- Highlight covers (up to 4)
- Facebook/LinkedIn cover image
- Email banner



All *packages* **include:**



A discovery call
before you commit



Fully bespoke logo
and brand design



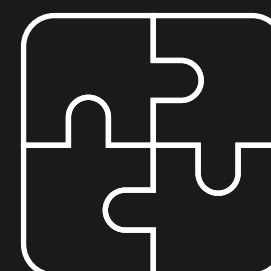
A brand audit to
establish a solid
strategy



Design rationales at
every stage so you're
in the loop



All the final files
you'll ever need plus
usage guide



Brand guideline doc
with everything in
one place



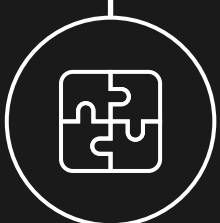


What's the **process?**



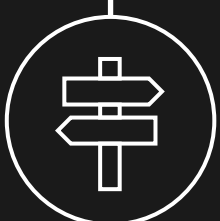
LET'S CHAT

Grab a cuppa and let's get to know each other on a free call, followed by your project proposal!



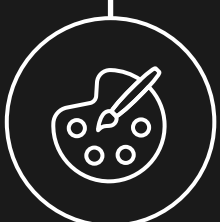
GETTING ORGANISED

We'll kick off your project with an in-depth 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 logo concepts will be presented and tweaked until you're happy with them.



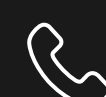
ROLLING IT OUT

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



THE GRAND REVEAL

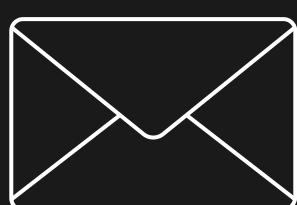
It's time to show off your new brand! You'll receive all the files and guides you need for a seamless takeoff!





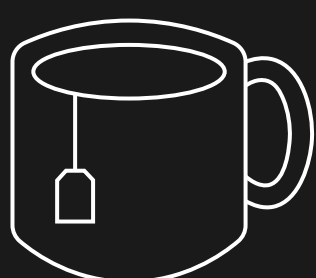
It all *starts* with **'hello'**

STEP 01



Slide into my DMs or email me
to schedule a free discovery call

STEP 02



Grab a cuppa and let's get to know
each other and your business

STEP 03



Accept your tailor-made project
proposal and we'll get started!