



G/VERSE

INTRODUCTION

G/VERSE™ CONNECTS THE UNSEEN DOTS TO HELP YOU BUILD A BETTER BUSINESS. FOUNDED BY THE DUO FRANCIS AND MARYBETH. WITH OVER EIGHT YEARS OF COLLABORATION, BOTH PERSONALLY AND PROFESSIONALLY, THEY BRING TOGETHER DIVERSE EXPERTISE ACROSS ARCHITECTURE, FASHION, FINE ARTS, AND PERFORMING ARTS.

TO WORK WITH US CLICK THE LINK BELOW

APPLY NOW!

BRAND STRATEGY PACKAGE

INVESTMENT STARTS AT £2,500+

DEFINE YOUR BRAND'S FOUNDATION
BEFORE LAUNCHING OR RE-BRANDING.

BRAND QUESTIONNAIRE

BRAND STRATEGY WORKSHOP (1HR)

MISSION, VISION & CORE VALUES

UNIQUE VALUE PROPOSITION

tone of voice & messaging

TARGET AUDIENCE & MARKET RESEARCH

COMPETITOR ANALYSIS

BRAND ARCHETYPE DEVELOPMENT

BRAND STRATEGY DOCUMENT

BRAND IDENTITY PACKAGE

INVESTMENT STARTS AT £5,000+

A COMPLETE VISUAL IDENTITY SYSTEM
THAT SETS YOUR BRAND APART.

CUSTOM PRIMARY LOGO

LOGO VARIATIONS & USAGE GUIDE

COLOUR PALETTE & TYPOGRAPHY GUIDE

CUSTOM ICONS & ILLUSTRATIONS

BRAND GUIDELINES

BRAND COLLATERAL MOCKUPS

PHOTOGRAPHY & CREATIVE DIRECTION



FASHION DESIGN ESSENTIALS

INVESTMENT STARTS AT £2,500+

FOR BRANDS WHO NEED CREATIVE DESIGN SUPPORT BUT WILL HANDLE PRODUCTION THEMSELVES.

NOTE: THIS PACKAGE **DOES NOT INCLUDE TECH PACKS**. IF YOU REQUIRE PRODUCTION-READY SPECIFICATIONS, A TECH PACK CAN BE ADDED SEPARATELY.

CUSTOM FASHION ILLUSTRATIONS

TECHNICAL FLAT DRAWINGS

MOODBOARDS & CONCEPT SKETCHES

FABRIC & MATERIAL RECOMMENDATIONS

BASIC COLLECTION MOCKUP

TECH PACK ADD-ON

STARTING AT £600 PER ITEM

FOR CLIENTS WHO NEED MANUFACTURER READY PRODUCTION DOCUMENTS.

DETAILED MEASUREMENT SPECS

CONSTRUCTION NOTES

MATERIAL & TRIM BREAKDOWN

COLOURWAYS & PRINT PLACEMENTS



ART + ILLUSTRATIONS

ENQUIRE FOR PRICING

BESPOKE ILLUSTRATIONS & DIGITAL
ARTWORKS FOR BRANDS.

CUSTOM HIGH-RES ILLUSTRATIONS

MERCHANDISE & APPAREL GRAPHICS

MARKETING & CAMPAIGN VISUALS

ADDITIONAL CREATIVE SERVICES

ENQUIRE FOR PRICING

HIGH-IMPACT MARKETING VISUALS &
BRAND STORYTELLING

CUSTOM MARKETING VISUALS & GRAPHICS

SOCIAL MEDIA DESIGN

SOCIAL MEDIA CONTENT STRATEGY

INVESTOR PITCH DECKS (10-15 PAGES)

PACKAGING & MERCH MOCKUPS



FREELANCE DAY RATES

FOR SHORT-TERM PROJECTS &
AGENCY OUTSOURCING

GRAPHIC DESIGN/ £300-£500 PER DAY

BRANDING/ £300-£500 PER DAY

FASHION DESIGN/ £350-£600 PER DAY

CREATIVE DIRECTION/ £400-£700 PER DAY

BRAND STRATEGY/ £400-£700 PER DAY

RETAINER PACKAGES

£1,500-£5,000/MONTH

FOR BRANDS NEEDING CONSISTENT
CREATIVE SUPPORT

A SET NUMBER OF HOURS PER MONTH

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