

# Pricing & Services Guide

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# we'll be a good match if..

You have a good understanding of your brand values, business goals and target demographic.

You are ready to invest in high quality and purposeful branding for your business.

You're ready for your brand identity to be more than just a logo. You want cohesive visuals that can help you convert to sales.

You love vibrant colours, fun patterns and unique design that will stand out and reflect your personality.

# the design process

## consultation

After you've submitted an enquiry, we'll have a chat (via phone or email) about your goals and vision for the project to make sure we're a good fit.

Then I'll send you a quote along with a contract to sign, as well as an invoice for a non-refundable 50% deposit to secure your booking.

## discovery

Once you've secured your spot, I'll send you a brand discovery questionnaire to fill out, which will ask you all about your business goals, aesthetic preferences, target audience and more!

I then research your brand and competitors extensively and put together a creative strategy that will influence your visual identity going forward.

## design

Now for the exciting bit!

You will be presented with 1-2 full concepts complete with alternative logo variations, brand patterns and additional collateral if selected.

Each package include up to 3 revisions so that we can fine tune everything until it's absolutely perfect!

## delivery

Once the project is complete and I've received the remaining 50% payment, you will then be provided with all the file formats you need for both web and print.

You will also receive a brand style guide that will explain how best to implement your new brand identity to ensure cohesiveness and be found by your dream clients!

# kickstart colour package

This essentials-only package is designed to establish your brand identity from the ground up. It's perfect for businesses in their early stages or those looking to rebrand a relatively new venture.

We'll work together to identify your core values, vision, and tone through a creative strategy session. Then, we'll cover all the basics of your visual identity, ensuring your brand stands out in your industry and attracts your ideal clients. This package sets the foundation for a strong, cohesive brand that resonates with your audience.

**TIMELINE: 3 WEEKS**

## what's included

Consultation & Brand Discovery Questionnaire  
Creative Strategy Document

Full Logo Suite (Primary/Secondary/Submark)  
Typography Pairing & Colour Palette  
Brand Pattern | 3 Revisions

Brand Style & Usage Guide  
Final Brand Files (SVG, PNG, JPEG)

**INVESTMENT FROM £450**

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# daring deluxe package

Elevate your brand with the Daring Deluxe Package. This package is perfect for businesses that want a comprehensive, cohesive creative strategy, fully implemented across their social media platforms and printed materials.

Whether you're a new business with a clear vision of your identity and target audience, or an established business looking to revamp your presence to align with new goals and needs, the Daring Deluxe Package will help you achieve your objectives!

**TIMELINE: 4 WEEKS**

## what's included

Everything from the Kickstart Colour Package

### **PLUS**

3 x Design Assets (of your choice!)

Brand Style & Usage Guide

Final Brand Files (SVG, PNG, JPEG)

**INVESTMENT FROM £650**

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# ultimate impact package

This one is for the product-based businesses aiming to WOW their dream customers with beautifully branded packaging.

In addition to everything included in the Kickstart Colour Package, you'll receive fully customised product packaging and accompanying collateral.

This package is designed to create the perfect customer experience, ensuring your products not only stand out but leave a lasting impression too!

**TIMELINE: 6 WEEKS**

## what's included

Everything from the Kickstart Colour Package

### **PLUS**

Product Packaging Design  
Thank You Insert Card Design  
Tissue Paper Insert Design

Brand Style & Usage Guide  
Final Brand Files (SVG, PNG, JPEG)

**INVESTMENT FROM £850**

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# design for a day

Imagine having your own personal designer for a day, ready to create anything you need on the spot.

That's what **Design for a Day** is all about.

Whether you need eye-catching website banners, sleek email templates, stylish Instagram posts, or beautiful cosmetic labels, I'm here to help. My goal is to provide you with high-quality designs quickly and efficiently, so you can keep your projects moving without delay!

**TIMELINE: 6 HOURS**

## how it works

First, you'll book your preferred date for the 'Design for a Day' service. We'll have a quick chat to go over your design needs and preferences. Then, I'll spend the day creating your designs, keeping you updated as I go.

You'll have the opportunity to review the work and request any tweaks. By the end of the day, you'll have all the finished design files or templates ready to use. It's that simple! Personalised, professional design services tailored to your needs -all in just one day!

**£250 PER DAY**

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# want something bespoke?

If none of our packages quite hit the spot, don't worry! Give us a shout, and we'll whip up a custom quote that's perfectly tailored to you and your business.

Let's create something awesome together!

- Instagram Templates
- Website Banners
- Price Lists
- Flyers
- Posters

- Business Cards/Thank You/Loyalty Cards
- Menu Design
- Stickers
- Swing Tags
- Signage
- Merchandise
- Product Labels & Packaging

Not seeing what you need? No problem! I'll always do my best to make it happen. Let's make some magic together!

[GET IN TOUCH](#)

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# let's work together!

Ready to bring your vision to life? Let's team up! To book a discovery call or learn more about my services, fill out the contact form, and I'll get back to you within 24 hours. Let's create something amazing together!

[ENQUIRE NOW!](#)

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