



**Welcome to
the garden.**

Mini Branding Package

MARCH 24, 2021

welcome

THE MINI BRAND

\$700

Perfect for clients that are seeking to quickly establish some uniformity in their brand but aren't ready to dive into deep brainstorming & logo conceptualization.

Journeys average 3 weeks, including revisions & response time.

Here's What You'll Get:

- **Logotype & Font System**

Two - three typefaces to that help establish your brand voice & build visual hierarchy in your copy*

A "logotype" is your brand name written in a specific font in a specific way. It functions as a simple, sophisticated logo & doesn't require any extra drawing, imagery or complex layout.

You'll get this logo in each color of your palette in multiple file types.

Also have a podcast, signature course or sister-brand? No problem, we can look at each of the product names in this font to make sure you pick something that feels like a good fit for everything.

(continued on next page)

Mini Branding Package

MARCH 24, 2021

welcome

THE MINI BRAND (continued)

\$700

** I typically source unique fonts from several extensive subscription services at no extra cost to my clients as a starting point. Company licenses from boutique foundries are not included for those that wish to expand their search and have a font budget.*

- **Color Palette**

A range of 5 - 8 hues you can use across multiple platforms with confidence.

- **3-5 Rounds of Revisions & Refinement**

To start with I'll show you 3 options of font systems & color palettes. I'll use either a quick web page module mock up or some examples of how social media slides might look to help you see the fonts & colors in action.

After I get your feedback I'll refine and make edits based on your feedback for 3 - 5 rounds.

The social media and web page mock ups are built in Adobe programs and included only to help you visualize the branding.

- **Style Guide**

A quick guide that summarizes your new branding and explains your font system

Marketing & Product Add-Ons

MARCH 24, 2021

welcome

Additional Assets

All add-ons follow the completion of the branding package & vary in price depending on the complexity of the brand aesthetic.

- **Additional Social Media Templates**
Custom templates with your branding, built in Canva for easy re-use
- **E-mail Templates**
Built in Flodesk or Mailchimp with your branding
- **Additional Collages & Art**
Complex layered imagery for websites & social media when you want a little extra magic
- **PDF & Workbook Design**
Built in Canva with you branding for your freebie or course
- **Websites From Scratch or Website Styling**
Custom 1-page templates or start to finish projects built with your branding on Squarespace, Wix or Weebly using custom CSS
- **Podcast Covers**
Cover Art & Templates

Don't see what you have in mind?

Reach out or send a proposal for a custom project.

FAQS

MARCH 24, 2021

welcome

What's your process like?

All collaborations begin with a conversation about your ideal client and mission. If we're collaborating on my signature branding package, you'll receive the Brand Visioning Workbook, a 20-page PDF with heart-centric, mission-oriented questions designed to help you crystallize your vision, share your inspirations, and give me plenty of juicy details that will help me design a look that you and your ideal clients will love.

I read the completed versions at the start of every collaboration! It gives me another avenue into your world and provides vital information in creating a look that speaks your language. The workbook acts as kind of a touch point throughout the project so that all aesthetic decisions keep the ideal client and the overall mission and its goals in mind.

Based on your workbook answers, I send you 2 looks to consider. Then you give feedback via e-mail or a quick call and we refine the look together with a few rounds of revisions. Once we complete the branding package, we move on to the website or other marketing needs.

How do I know what I really need?

Let's get on the phone and talk about your priorities! I advise looking at any upcoming launches, identifying who and where your audience is, and building backwards from there. There's no sense in spending time and money on something if it isn't going to support your short and long term goals.

I highly suggest waiting until the completion of the branding collaboration before committing to any marketing or product add-ons. You may decide that you have everything you need to make them yourself!

FAQS

MARCH 24, 2021

welcome

I'm not a designer. What if I can't use what we make?

It is my goal to empower you with a toolbox that won't require a professional designer to implement and use daily. All collaborations come with a Style Guide and Canva tutorial.

Canva is a internet-hosted, inexpensive design platform that allows you to upload and use your own branding to create social media slides, podcast covers, e-mail graphics, flyers and more!

I'll upload what we make and give you a quick tutorial so you can hit the ground running.

Do you only build websites from start to finish?

No! The great thing about Squarespace, Wix and other web platforms is that they're easy to learn and use through tutorials yourself.

I'm open to whatever collaboration is most useful for you. I've built websites from the ground up and I've offered packages where I build the homepage and one other template for you to replicate and populate yourself.

Do you offer payment plans?

I ask for a 50% deposit to begin any project. The remaining 50% isn't needed until we're all done! If you're interested in a different installment plan please reach out and we'll see if we can make it work!



**Let's
collaborate.**