

WORK WITH ME



Clever
Little Schmidt
Creative

Branding packages, pricing & process

CHECK OUT MY PACKAGE(S)

ACE

- + Brand foundations **questionnaire**. Because I need to know the things!
- + **Moodboard**. All about the vibe.
- + **Logo** design. 2-3 concepts, then we narrow it down and roll it out. Size and flexibility matter: long, tall, short, big or small – having these in your kit helps your brand look fab any/everywhere)
- + 2x rounds of **feedback** to make sure you 100% luuurrrve it .
- + Custom **colour** palette. Colours that work together to make your brand stand out.
- + **Font** recommendations. Free or paid, I guide you to the best choice for your brand, and licensing of them.
- + **Final logo files** supplied for print and digital, with an explainer of what to use where.
- + 1-page **branding cheat sheet**. So you can see how it all comes together in a snap.
- + Last words. 30 min video call where we go through your branding and show you some examples of how it can be used.
- + Choice of **2 brand collateral items** from the following:
 - business card
 - letterhead
 - single-sided thank you card
 - double-sided post card
 - basic html email signature for 1 person with clickable web & social links
 - Set of 3 social media templates (Canva)

4 WEEK TURNAROUND

INVESTMENT: \$2,000

AMAZING

Everything in the ACE package PLUS:

- + **Research** into 3 of your industry competitors, to set out your brand strategy and ensure you stand out!
- + 2 hour **brand strategy session** to really nail what your brand is about, who you serve, what you sound like and how your show up right when your audience needs you.
- + **Photography and image style** guide
- + **Brand Style Guide**. Your go-to, the bible of your brand. What you've got, where and how to use it so you can't put a foot wrong.
- + Choice of **3 brand collateral items** from the following:
 - business card
 - letterhead
 - single-sided thank you card
 - double-sided post card
 - DL or A5 flyer
 - basic html email signature for up to 2 team members with clickable web & social links
 - Set of 6 social media templates (Canva)

6 WEEK TURNAROUND

INVESTMENT: \$2,500

AWESOME

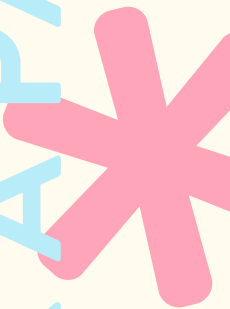
Everything in the AMAZING package PLUS:

- + 1x brand pattern (developed from your icons, logo or illustrations) OR 3 x custom brand icons
- + 10 x Custom social templates (5 x post templates, 5 x story templates)
- + FB page cover image
- + 5 x sourced on-brand, non-stocky stock images that can be used royalty-free almost anywhere.
- + 1 hour additional 1:1 training on how to use your brand (either Canva, Adobe or just an hour to answer your questions and make sure you are supremely confident using your brand everywhere)
- + Choice of **4 brand collateral items** from the following:
 - Business Card
 - Letterhead
 - single-sided thank you card
 - double-sided post card
 - DL or A5 flyer
 - basic html email signature for up to 3 team members with clickable web & social links
 - Set of 9 social media templates (Canva)
 - Up to 8-page e-book design (might be a welcome pack, might be an explainer, might be a really cute book about your dog!)

8 WEEK TURNAROUND

INVESTMENT: \$3,250

PICK A PACKAGE



THIS IS HOW WE DO IT

STEP-BY-STEP

STAGE 1

Proposal

Giving you all the nitty gritty and inclusions.

Lock it in

A 50% deposit is required before work can begin.

Brief me, babycakes!

You get to fill in a briefing form & collect a few visuals to show me the direction you're thinking.

Chat

We'll catch up on a video call (Google meet or Zoom) to discuss your brief and brand direction (expect terrible jokes and unique analogies instead of lingo).

STAGE 2

Research & Strategy

(Amazing and Awesome packages only)

I research your competitors, target audience, industry and more.

Then create your brand strategy document. Real talk: this give you the reason why your brand does what it does, who it serves, and how it acts. It makes your life easier when you have to send your brand out into the wild!

Mood Board

Using the brand strategy and the information you provided in the brief, I'll create a visual mood board to show you the look and feel I envisage for your brand.

Let's get to work

I like to start with logo design, it's the cornerstone of the whole brand shebang, after all. I get that you probably want less decisions to make, not more, so while I'll come up with a stack of ideas, I'll present you with the top 2-3 (unless I totally nail it with just one!)

STAGE 3

Refine, finesse, add jazz hands.

Once you've picked the one that makes you do a happy dance in your heat, I'll refine the designs based on your feedback. You get 2 lots of feedback, so make sure you're clear and direct with what you like or hate. I can take it, promise!

Roll it out

Once the logo has been approved, I'll move onto your supporting brand items from what you chose initially. Once again, you get 2 rounds of feedback, but you'll have time to sit with it, marinate on those choices and get back to me.

STAGE 4

Stamp of approval/ high five (and the final payment)

Files will be supplied to you via a link once your final payment has been made.

Bust out the bubbles and crack open the good cheese – it's time to celebrate!

Congratulations friend, you have just taken a big step in moving your business from fine, to fuck yeah!

