

The *Wellness* Brand Experience Guide

A calm, clear overview of how I support wellness businesses with branding, so you can choose the right next step with confidence.



Brandco

BRAND EXPERIENCE INDEX

2. HELLO & WELCOME
3. SNAPSHOT OF SERVICES
4. THE PROCESS
5. **CUSTOM BRANDING PACKAGES**
 - THE FOUNDATION BRAND PACKAGE
 - THE SIGNATURE BRAND PACKAGE
6. SEMI-CUSTOM BRAND KITS
The Brand Vault
7. Add-Ons
8. T&Cs

Hello & Welcome



Contact Details:

Justine Newland

@jusbrandco

thebrandcocreate.com

justine@thebrandcocreate.com

Welcome. I'm really glad you're here.

If you've landed here, chances are you're a wellness business owner who knows your work matters, but your branding doesn't quite reflect it yet. Maybe it feels DIY, inconsistent, or just not you anymore.

You're not behind. You're just ready for clarity.

I create thoughtful, intentional branding for wellness businesses who want to look professional, feel confident showing up, and attract the right clients without overwhelm or pressure.

Whether you're just starting out or ready to refine what you already have, there's a supportive next step waiting for you here.

Take a look around. This space is designed to feel calm, clear, and helpful, because branding should support your wellbeing too.

Understanding This Service Guide

The intention behind this service guide is to provide a transparent, comprehensive overview of what I offer. I firmly believe that an informed client is an empowered one, and I've crafted this document with that sentiment in mind.

Whether you're engaging with my services for the first time or you've returned to work with me again, this guide is designed to answer your questions, clarify my offerings, and ensure every interaction you have is seamless and insightful.

My Services Overview



Thoughtful branding support for wellness businesses at every stage

I offer two ways to work together, depending on where you're at and how much support you need.

Here's a snapshot of the services I offer

01. **Custom Branding Packages**

From self-guided solutions to comprehensive branding strategies, there's a package for every stage of your business journey.

02. **Brand Strategy & Consultation**

I'll help you pinpoint your brand's goals, target audience, and competitive landscape. This strategic foundation ensures that the designs align perfectly with your brand's direction.

03. **Semi-Custom Brand Kits**

Perfect for businesses needing a quick, affordable, and professional brand refresh.

04. **Social Media Content Design**

Eye-catching designs to help you stay consistent and connected with your audience.

05. **Print & Digital Asset Design**

In an increasingly digital world, I design visually compelling and functional assets for web, social media, and other digital platforms. Everything from business cards to email signatures.

06. **Rebranding Services**

For brands looking for a fresh start or an evolution, I offer rebranding services to breathe new life into your visual identity.

07. **Add-On Design Services**

Expand your branding with professionally designed collateral like brochures, banners, and social media templates.

The Process

for logo design/ branding

Introduction

At the heart of every memorable brand lies a powerful logo. It's not just a graphic; it's the visual embodiment of a brand's personality, values, and ambitions. In my approach to logo design, I prioritise creating symbols that encapsulate your brand's essence and forge a lasting connection with your audience.

Here's How The Process Looks Like

Research

Every design journey begins with understanding. Before I sketch a single line, I delve into the core of your brand, its market, audience, and competitors. This ensures the logo stands tall, both in uniqueness and relevance.

Refinement

Based on feedback and collaborative discussions, I refine the chosen concept, fine-tuning every detail, from colour palettes to typography, ensuring it aligns flawlessly with your brand's vision.

01.

02.

03.

04.



Conceptualisation

Drawing from the insights gathered, I start crafting various logo concepts. This phase is all about creativity, innovation, and aligning the design with your brand's narrative.

Delivery

Once the logo design is finalised, you'll receive the logo in various formats suitable for both print and digital use. This ensures that whether it's on a business card or a billboard, the logo retains its integrity and appeal.

The Brand Clarity Suite

Custom Branding Packages

05

A fully bespoke branding experience for wellness businesses ready to invest in a brand that reflects the heart of their work. We'll create a brand identity that feels intentional, grounded, and aligned with where your business is headed.

Choose from:

#1 : The Essentials Brief

Investment: \$2,800 AUD

Timeline: 2–4 weeks

Revision Limit: 2 rounds

For the visionary business owner who knows what they want and just needs expert design to bring it to life.

Inclusions:

- Logo Suite — Primary logo, secondary logo, and submark
- Custom Colour Palette & Typography — Handpicked for your brand personality
- Business Card Design — Print-ready, professional, and polished
- Social Media Profile images
- Mini Style Guide — One-page guide to keep your brand visuals consistent
- Letterhead & Email Signature Design — To keep your communication on-brand
- Final Files — Supplied in print-ready, web-optimised, and editable formats (AI, PNG, JPG, PDF)
- Mockup Images — High-quality visuals for showcasing your new look

Who It's For:

- ✓ Startups or solopreneurs with a strong brand vision
- ✓ Business owners ready to DIY their strategy but want premium-level design

#2: The Signature Brand Package

06

The Full Scope Identity is your complete brand transformation — combining deep strategic clarity with powerful, aligned visuals.

This premium package equips you with everything from brand foundations (mission, messaging, audience insights) to a full visual suite that includes logo design, brand patterns, stationery, and a full brand guideline document.

Ideal for businesses ready to scale with intention, this is branding that thinks big, looks polished, and speaks directly to the people who matter.

You bring the ambition — we'll build the brand to match.

Investment: \$7,000 AUD

Timeline: 4–8 weeks (from start date, determined upon availability)

Revision Limit: 3 rounds

For business owners ready to unlock the full potential of their brand with strategy-first, stand-out visuals.

Inclusions:

- Complete Brand Strategy — Mission, vision, values, target audience personas, and voice
- Messaging Framework — Core brand message and tone of voice guidance
- Logo Suite — Primary, secondary, Logomark and submark
- Custom Colour Palette & Typography Suite — Designed for consistency and recognition
- Brand Patterns or Textures — Unique visual assets to enhance your identity
- Business Card Design — Print-ready and beautifully aligned to your new look
- Social Media Kit — Profile image, cover image, and 3 branded post templates
- Letterhead & Email Signature Design — Cohesive, on-brand communication tools
- Full Brand Guidelines (10+ pages) — Everything you need to stay consistent and cohesive
- 1-Hour Brand Strategy Review — Walk-through session to align vision and execution
- Final Files — Supplied in editable, web, and print formats (AI, PNG, JPG, PDF)
- Mockup Images — Branded visuals for your website, socials, or pitch decks

Who It's For:

- ✓ Growing brands who want to scale with strategy
- ✓ Business owners seeking clarity, consistency, and cohesion across every touchpoint

The Brand Vault

Semi Custom Brand Kits

07

Choose your kit. Customise it to suit your style. Launch with confidence. Each Vault Kit includes a cohesive logo suite, curated colour palette, and brand typography, all strategically designed for consistency, connection, and instant credibility.

What Are Semi-Custom Kits?

My semi-custom brand kits are pre-designed yet flexible branding solutions. Choose from a curated selection of professionally crafted designs tailored to the wellness industry and personality. Brandco customise these designs to align with your business name, tagline, and colour preferences.

Kit Options

- Belleza Kit: Chic, elegant, and modern design.
- Elysian Kit: Sophisticated with a timeless aesthetic.
- Blissful Echo Kit: Fun, bold, and vibrant.

What's Included:

- Logo Suite: Primary logo, secondary logo, and submark.
- Brand Colour Palette & Typography recommendations.
- Business Card Design (front & back).
- Social Media Profile Image + 2 Post Templates.
- Mini Style Guide (PDF): Includes logo usage, colours, and fonts.

Who It's For:

- Startups or small businesses needing an affordable yet professional visual identity.
- Entrepreneurs on a tight timeline who want a brand that stands out.

Price: from \$850 AUD.

Lead Time: 1 week

Add-On Packages

Expand your branding with tailored designs:

Marketing Collateral:

- A4 Brochure Design (Single/Double-Sided): \$300 - \$450 AUD.
- Tri-Fold Brochure Design: \$450 AUD.
- Flyer/Poster Design: \$250 AUD.
- Compliment Slip Design: \$120 AUD.

Social Media Assets:

- Social Media Post Templates (5-pack): \$350 AUD.
- Social Media Banner Design: \$130 AUD.
- Instagram Highlight Covers (5-pack): \$200 AUD.

Print & Signage Design:

- Business Card Design (for 1 person): \$180 AUD.
- Additional Business Card Designs (per person): \$50 AUD.
- Banner Design (Outdoor/Indoor): \$200 AUD.
- Presentation Folder Design: \$300 AUD.
- Gift Voucher Design: \$120 AUD.

Digital Assets:

- Email Signature Design: \$120 AUD.
- Website Button/Graphic Design: \$100 AUD (per graphic).

01. Organisation of printed materials and print ordering is not included.

02. Any changes to Finalised Logo's, printing materials, websites or web images will incur an additional fee.

03. Lead Time
Will vary from month to month,
will be anywhere from 3-5 weeks approx.(branding only)

04. Deposit
* A deposit of 50% is required to secure design booking, project will not begin until then.
25% progress payment due after logo design finalised
25% left Balance due after branding design completion.

05. Questionnaire
Please take this seriously,
(must be completed before the design process begins)
as it is a vital part of the branding process, it will allow me to understand your business completely.
It enables me to provide you with the right branding identity for your business from the get go.