

MANUAL

Brandco

THE BRAND OPS

Your complete guide to Brand Co's
signature services and brand
building missions.



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Hello & Welcome

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Welcome to the Brand Ops Suite — your strategic HQ for turning vision into visuals that command attention.

Whether you need an essential visual identity or a full-scale brand strategy operation, this suite is designed to equip you with clarity, confidence, and standout design that grows with your business.

Choose your mission below and unlock the brand presence you've been working toward.

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

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Embracing Design, Building Brand Identities

In the intricate and captivating realm of graphic design and branding, my services are crafted to offer a holistic solution tailored to your unique needs. Every project I take on is approached as a collaborative journey, where your brand narrative meets my design expertise.

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.

03. **Semi-Custom Brand Kits**

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

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.

07. **Add-On Design Services**

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

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.

04. **Social Media Content Design**

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

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.

08. **Brand Audit**

The Brand Audit is ideal for businesses who are ready for a fresh perspective and guidance on how to elevate their visual identity to better connect with their audience.

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.

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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.

Brand Ops Suite

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Custom Branding Packages

Two signature missions. One powerful outcome:
total brand alignment.

#1 : The Essentials Brief

Your brand's visual identity — executed with precision.

Investment: \$1,800 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 Kit — Profile image + 2 branded post templates
- 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 Full Scope Identity

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An all-inclusive mission to build a strategic brand that lasts.

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: \$4,200 AUD

Timeline: 4–8 weeks

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, 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

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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 your 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 \$750 AUD.

Lead Time: 1-2 weeks.

The Brand Recon File

Brand Power Hour & Audit

A tactical deep-dive into your brand's strengths, gaps, and growth potential.

Before you launch the next phase of your brand mission, you need intel.

The Brand Recon File is your custom brand audit — a strategic investigation into what's working, what's missing, and where alignment is off.

What Is It?

The Brand Power Hour & Audit is an intensive, one-on-one session where we review your current brand assets, strategy, and messaging. You'll receive actionable feedback and guidance to elevate your brand.

What's Included:

1. Pre-Session Audit:

- Review of your existing logo, colour palette, typography, and overall branding consistency.
- Assessment of your social media profiles, website design, and marketing materials.

2. 1-Hour Session:

- We'll dive deep into what's working and what's not.
- Clear guidance on next steps to improve your brand's alignment and effectiveness.

3. Post-Session Deliverables:

- Audit summary and recommendations (PDF).
- Personalised action plan for refining your brand.

Who It's For:

- Business owners who feel their brand isn't quite "clicking" with their audience.
- Entrepreneurs unsure of where to start with branding improvements.
- DIY branders ready for professional feedback and direction.

Price: \$300 AUD.

Lead Time:

- Audit & Prep: 1-4 business days.
- Session Delivery: As scheduled.

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.