



# PRICING & SERVICES

Your Guide to Transforming Your  
Brand with

**The BrandCo Create**

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# Hello & Welcome

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## 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

03



## 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.

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.

# Branding Packages

## Introduction

Understanding the investment you're making is crucial. That's why I believe in maintaining transparency when it comes to pricing. Below, you'll find a detailed breakdown of how I structure my pricing for brand identity services.

## Package 1. **The Self-Starter Brand Kit**

For business owners with a clear vision of their brand who need professional design to bring it to life.

### Inclusions:

- Logo Suite: Primary, secondary, and submark designs.
- Brand Colour Palette & Typography.
- Business Card Design (print-ready).
- Social Media Graphics: Profile image + 2 post templates.
- 1-page Brand Style Guide: Logo use, colours, and typography.
- Final files supplied in print and digital formats.

### Who It's For:

- Startups or solopreneurs with a defined brand vision.
- Budget-conscious business owners ready to DIY their strategy but want polished, professional visuals.

Revision Limit: 2 rounds of revisions.

### File Types Provided:

- Vector Files: AI (scalable for large-format printing and future use).
- Web-Ready Files: .PNG (transparent) and .JPG (optimised for web and social media use).
- Print-Ready Files: PDF (high-resolution, ready for printing business cards, brochures, etc.).
- Mockup Files: High-quality .JPG and .png images of your mockups for promotional and presentation purposes.

Investment: \$1,800 AUD.

Expected Lead Time: 2-3 weeks.

# Branding Packages

## Package 2. **The Done-for-You Brand Solution**

For businesses that want expert guidance in crafting a complete brand strategy and cohesive visual identity.

### Inclusions:

- Complete Brand Strategy:
  - Mission, vision, and brand values.
  - Target audience personas.
  - Brand voice and messaging framework.
- Logo Suite: Primary, secondary, and submark designs.
- Brand Colour Palette & Typography Suite.
- Brand Patterns/Textures.
- Business Card Design (print-ready).
- Social Media Kit: Profile image, cover image, and 3 post templates.
- A4 Letterhead & Email Signature Design.
- Full Brand Guidelines Document (10+ pages).
- 1-hour consultation to review branding strategy.

### Who It's For:

- Established businesses or entrepreneurs scaling their brand.
- Business owners seeking professional strategy and design for long-term growth.

### File Types Provided:

- Vector Files: AI (scalable for large-format printing and future use).
- Web-Ready Files: .PNG (transparent) and .JPG (optimised for web and social media use).
- Print-Ready Files: PDF (high-resolution, ready for printing business cards, brochures, etc.).
- Mockup Files: High-quality .JPG and .png images of your mockups for promotional and presentation purposes.

Revision Limit: 3 rounds of revisions.

Investment: \$3,500 AUD.

Expected Lead Time: 4-6 weeks.



# Semi Custom Brand Kits

Perfect for businesses ready for a quick, polished brand refresh at an affordable price.

## 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.

# Brand Power Hour & Audit

A focused session designed to uncover your brand's potential and pinpoint areas for improvement.

## 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.