han/nah

GETTING STARTED GUIDE

*all you need to know
to get started*

let's scroll

show your passion to attract your dream clients

When you look in the mirror, what do you see?

An inspiring, passionate, lady-boss / mother / wife / sister / daughter?

Or just another creative drowning in a sea of other creatives?

It's easy to feel like, despite your hard work, your business isn't where it needs to be. Your online presence is lacking, and the branding and website of your business just don't have that WOW factor (or even really feel like you!) It's cookie-cutter.

But, we can change that.

// My branding process focuses on discovering the heart of your business and you. //

Your passion is what got you into this wild and crazy world of entrepreneurship, so why are you going another day hiding that passion from your dream clients?

By collaborating one on one, we work together to bring my expertise and your heart into visual representations for your business. Stop allowing your business to be just another generic lifesaver floaty, instead allow it to be that donut floaty that everyone is raving about! (Or if you're more of a pizza lover, we can do that too!)

what does professional branding do for you?

1   It will finally accomplish cohesion within your business, and in turn will make it more memorable! Think Starbucks. They have fine-tuned their brand to the point of an empty green circle being enough for someone to know it's Starbucks.

2   It attracts your dream clients. Do you want that client willing to drop the cash without blinking because they KNOW you're services are just that awesome? Then start attracting them!

3   It gives you more time to do what YOU love. Stop trying to wear all the hats of entrepreneurship. It's time to spend more time shooting, editing, going on hubby dates, and play dates with your kids, and less time watching design tutorials.

behind the branding process

- Together we discover your **business esthetic**. What inspires you? Where do you want your business to be and how does that look visually?

- We create a **logo** that is designed custom and specifically for you and your business. You also get 2 supporting logos along with it!

- We create a **color palette**. One that you'll use on all your visuals to create cohesion and attraction.

- **We select your typography**. No more tabbing through all your fonts in Word trying to find something you like. We pick out fonts for all aspects: headers, paragraph, and accent text. Once more, increasing your professionalism and attractiveness.

- Then we dive into **supporting graphics**. Whether this is a pattern, texture, or small icons that further build up your brand and cohesion.

- We craft a **Brand Guide**. I then lay everything we have created out for you in a Branding Guide. It will be a quick reference to show everything above including the font names and the HEX codes for your colors!

- Yay! **Collateral** to match your new brand! Once we've fine tuned your brand elements we put it to work in your branding collateral. You get 4 pieces of your choice which could be business cards, to thank you card, letterheads, or more.

- Building a **website** that Wows. we reflect all of your new branding onto your website. We create a completely custom site using Showit5 that allows you to have access to easily update your galleries, or change that About Me photo with that new hair color you're trying out this summer, with just a few clicks of the mouse.

This is for you if:

- You've realized that being authentic and showing your love and passion through your business is stepping stones for success.

- You are motivated, driven, and have a good understanding of your clients and business.

- You can give constructive feedback and are timely in communication.

- You are ready to invest money and commit 30-40hrs to bring to life your brand. I'm not here to just sell a service, but to help us build something great.

- You have content pre-planned and ready (or can hire a content writer to assist) before we begin the project.

- Value modern, clean designs catered to your uniqueness.

"Hannah takes my ideas and turns them into something far better than I could have ever dreamed of. She's not only a designer that has great aesthetics, but she knows to turn beautiful designs into a brand that commands attention. She's patient, hard-working, and advocates for her client's best interest. She's a gem among designers, and I've gotten so many compliments from people about my website as well as more leads thanks to her!"

LING - LING WANG PHOTOGRAPHY

"Working with Hannah is an absolute joy! I have "re-branded" my company over the last 7 years many times on my own, not fully recognizing the value of hiring a graphic designer and branding specialist. I loved many things, but Hannah understood how to coach me (and rein me in!) when needed to produce the clean, modern, and dreamy look I was seeking. She is so patient and really listens to your feedback- it's a true collaborative effort!"

JESSICA - ADORNE ARTISTRY

"Hiring Hannah to rebrand and design my website was one of the best business decisions I've made. The process was timely, collaborative, and professional. Hannah was able to bring to life what I envisioned. I absolutely love the final results."

GREG - GREG M. PHOTOGRAPHY

frequently asked questions

Q. WHERE CAN I SEE SOME OF YOUR PREVIOUS WORK?
A. You can find my most recent work on my website.
But here are a few select examples:

lingwangphotography.com   mychellelevan.com

adorneartistry.com   gregmphotography.com

Q. WHAT IS THE TIME FRAME?
A. The process is usually from 4-8 weeks and timeline can vary based on your schedule and our agreed upon response time line for each piece of the process.

Q. WHAT IF I DON'T LIKE THE DIRECTION IT'S GOING?
A. Because my process is focused around YOU, your heart, and your passion, I've yet to have the experience of a client not liking the outcome. However, sometimes it does take a revision or two before we hit the mark. Because collaboration is a key element, I have included revisions into my branding process so that we have time to create something you love.

Q. WHAT ARE REVISIONS?
A. A revision is feedback, suggestions, or comments concerning any part of the project. There is a limited amount of revisions for each piece, so making sure that you are being constructive and honest is essential.

Q. DO YOU REQUIRE A DOWN PAYMENT?
A. Yes. I require a creative fee which is the deposit for your project. It keeps your date saved in my calendar and goes toward your total cost (it is also non-refundable).

Q. WHAT KIND OF FILES WILL I RECEIVE?
A. For your logos you will receive PNG (no background) versions, plus an EPS (press file). For your collateral items you will receive High Res PDFs for press.
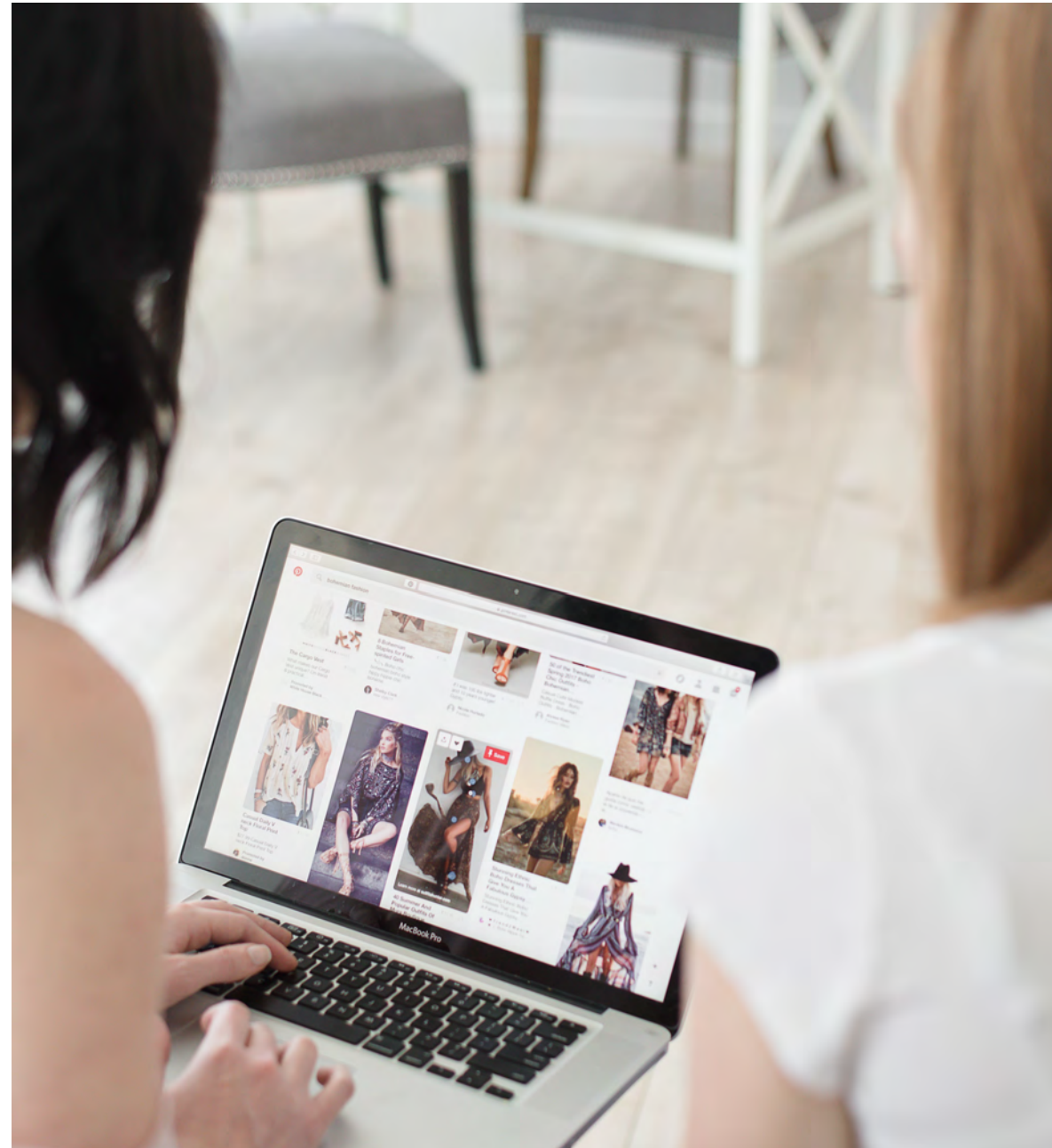
Q. WHAT IF WE MISS THE DEADLINE?
A. Deadlines are in place to keep the project on time, productive, and important. I strive to work diligently and passionately to make sure we hit the mark. If by some oversight the deadline is missed due to my own error, I will gladly offer compensation in the form of a free Marketing Collateral piece.
If the deadline is missed on your watch due to lack of feedback, slow response rate, or continuous content updates, there is a Late Fee charge of $75 added to your invoice every day after the deadline.

Q. HOW DO YOU DETERMINE WHO TO WORK WITH?
A.We only take on projects that will be a good fit for our style, skill-set, and personality; because we want to make sure the process is amazing from start to finish.

Ready to begin?

Think you are ready to have a brand and site that makes you feel confident and excited every time a client sees it?

I'm so excited for you and can't wait to hear more about your project! If you think we would be a great fit, contact me to get started!

SUBMIT A REQUEST

// We are usually booked out in advance a couple of months, so be sure to keep that in mind when picking your ideal start date. //

Questions? hello@hannahrobinsondesign.com