



A guide to our
Services & Pricing



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Rolê Owner, creative director

Contact me hello@themoodlab.co



About

Hey, hey, I'm Sienny, the face behind the brand! I've always been a creative at heart since I can remember, and through out my life I've expressed this drive through various ways. I was previously a pâtissière chef for 3 years before I decided to quit due to an injury, a path that had led me here.

In 2019, I officially launched TML as an outlet for me to express my creative side. In that journey, I've found that I'm the happiest when I support fellow business owners.

I believe that each brand has a story to tell, an incredible journey that leads you here. I'm so excited to learn more about your business, your brand and your vision.

Well, hello there!
I'm Sienny



The Mood Lab specializes in discovering, materializing and telling your brand story through the visuals. We believe in the bold minimalist approach to strip the unnecessary fluff and reveal the core beauty of your brand.

With so much noise out there in the world, we want to focus on what makes your brand truly unique and amplify that brand voice to stand out from the crowd.

Our core Values



Our offering

Brand Identity

01.

Timeline

2-4 weeks

Investment

Starting at \$2,700

This is for you if...

You are a new business owner needing help building brand identity system from scratch, or if you're a veteran in business with an outdated branding that needs an overhaul.

What it includes

- Brand strategy call
- Mood board
- Primary logo
- Alternate logo & brand icon
- Brand color palette
- Brand typography
- 2 rounds of refinements
- Branding style board & branding guide





Our offering

Website Design

02.

Timeline

4-6 weeks

Investment

Starting at \$3,700

This is for you if...

You need a new digital headquarter for your service-based business, or you need to breathe in new life to your dated website.

What it includes

Website strategy session
Standard 5 pages
Basic SEO customization
Email marketing integration
Social media integration
Contact form & calendar integration
Fully responsive website
Walkthrough & how-to session

Things to note

We will need website copy & images prepared before we start our website build.

Our offering Collaterals

Custom made for you

We design & develop various collateral pieces to ensure your brand is presented cohesively. Collaterals are important because they provide touch points lead your customers to you.

Collateral pieces are fully custom made, thus have different prices. Kindly enquire if you need them done for your brand.



03.

A few examples of collaterals we've worked on for our clients:

- Business cards
- Stationary
- Presentation decks
- Brochures, posters, flyers, booklets, ebook
- Email newsletter design
- Podcast artwork cover
- Packaging design

Our offering

Content Creation

04.

Timeframe

Monthly content creation

Rates

\$750 / month

This is for you if...

You need help creating consistent and cohesive branded content to further your brand presence & drive traffic from socials.

What it includes

Monthly strategy call to determine content
14 done-for-you, branded Instagram posts
Repurposing posts for Instagram stories
4 sets of carousels, up to 10 slides each
8x 1-minute Instagram reels
Hashtag research
All content designed based on your brand identity

Things to note

Engagement & caption-writing are not included.
We will need access to your brand visual assets. The content & topics will be based on your niche.

Our offering

Retainer Package

05.

Timeframe

Monthly retainer

Rates

Minimum of 10 hours monthly,
starting from \$55/ hour.

This is for you if..

You need regular assistance in your brand to create assets and marketing collaterals. You want access to your very own on-demand designer without the agency price tag.

Examples of deliverables

We provide many design-related tasks for our retainer clients, such as:

- Monthly email newsletter designs
- Digital/print event brochures
- Lead magnet designs
- Thank you cards, discount cards, loyalty programs
- Ad graphics
- And many more!

Kindly reach out for a custom quote based on your needs.



Answering your Questions

Do you have payment plans?

Of course! We require 20% of the total fees to be paid upfront as a booking fee, 40% when the project starts and the final 40% upon completion. Monthly retainers are paid in advance every month.

What are the initial steps to work with you?

We always start with having a complimentary consultation call to assess if we are the right fit. Once we explore ways to work together, I will send you a written proposal & if we move forward, we will sign a contract.

I don't have copy for my website. Do you offer this?

I don't, however I collaborate with a terrific copywriter to bring your website to life. We will make sure the process is smooth and there will be no additional complicated process imposed on you.

Can I see your portfolio?

Absolutely. You can visit [the website](#) or [Behance](#) to see in-depth case studies of previous clients.

How about the

Next steps?

Thank you so much for checking out this service guide. If you'd like to move forward, the next step for us is to schedule a chat so we can discuss your needs and answer all your questions. Following up the call, I will provide a written proposal detailing how we can work together.

Schedule a chat

