

2019
Services Guide

anthen
· CREATIVE CO. ·

BRAND STRATEGY *for* BRAVE BUSINESSES



WHAT IS YOUR BRAND'S ANTHEM?

What do you want to be known for?

Customers don't just buy what you do. They buy why you do it. You feel confident in what you offer but struggle with communicating your value through visual marketing and brand design.

Let's work together to craft an anthem your ideal customers will love. Your anthem combines strategy and design. We will start by creating a purposeful brand story and translate it into memorable brand design.



Your anthem-driven brand starts here.

Who We Are

Anthem is a creative strategy and boutique brand design studio serving experienced businesses with elevated marketing solutions.

Our Design Philosophy

We believe effective, impactful design can only result from a strong brand strategy. We help our clients uncover their brand vision and implement it with a custom brand strategy and visual identity that uniquely fits their quality offerings. We work with a limited number of clients each month to ensure we give the highest level of care and attention for each project.



I CAN'T WAIT TO MEET YOU!

I'm Ann, the founder and creative director of Anthem and your new strategic design partner.

My Anthem

With 10+ years of branding and agency experience, I am passionate about educating and equipping my clients so they can make a larger impact in their industry and increase their profits with a “brand strategy first” mindset.

Before we collaborate on any design elements, we will start by clearly defining your brand goals and create a strategy to help you connect, attract, and grow.

The result is an intentionally-crafted design with a meaningful message that speaks directly to your ideal customer.

With several ways to collaborate, my team and I will ensure you feel confident and fully prepared to sustain your next level of business growth.





“

Since the new site design
went live —with no other changes
from me— my newsletter list
growth has increased by 20%
and the number of people clicking
on links to buy our book
have doubled!

”

About The Project

After DIY-ing her website for years, well-known Paleo author of Meatified partnered with Anthem to create a more polished, professional brand with lots of personality. She was confident in her growth and sales but knew her website and brand design was holding her back from reaching her most ideal audience.

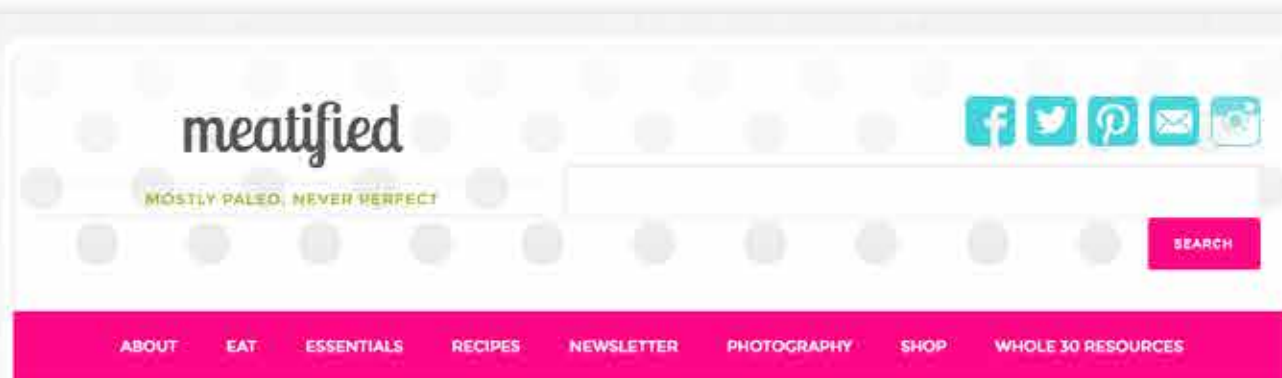
Success Of The Project

Rachael walked away from our project with a renewed sense of confidence in her online presence. She finally has a design that reflects the professional that she is in a way that truly reflects her style. After launching her brand and website design, Rachael saw a huge lift in website traffic. She often receives comments from visitors who say her site is beautiful and easy to navigate. Rachael's new design has also helped grow her food photography business into a profitable extension of her food blog

“My list increased by 83% and you can clearly see that started in March when we launched the new site. I haven't pushed or promoted the list outside of having those signup forms you built into a beautiful site, so this is essentially all you.”

Why Rachael Chose Anthem

During our consultation, Rachael loved how a bigger picture brand strategy was woven into every part of our design process. Instead of getting caught up in the little details, she was excited to work with an experienced team that would help her navigate business expansion.



Broth Simmered Shrimp Dumplings

FEBRUARY 7, 2014 BY MEATIFIED [COMMENT](#)



These Shrimp Dumplings are light and tender – but they don't contain any grains or eggs, huzzah! They've also only got a handful of ingredients. I have made these Shrimp Dumplings a few different ways, so don't freak out if you've already spotted the second recipe below I find that making these Shrimp Dumplings with [\[...\]](#)

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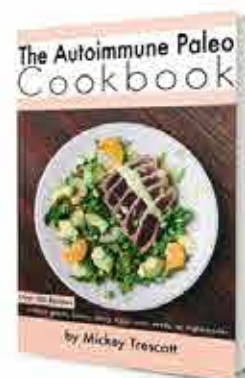
Garlic & Chive Spread {paleo & dairy free}

FEBRUARY 5, 2014 BY MEATIFIED [4 COMMENTS](#)



Yes, this Garlic & Chive Spread looks and acts a lot like cream cheese. But – surprise! – it's completely dairy free. Huzzah! Now before you ask, "what is this SORCERY?!", don't freak out. This is actually a super simple recipe and will give you lots of dipping and smearing opportunities in your gluten and [\[...\]](#)

GRAIN, DAIRY, EGG, NUT, SEED AND NIGHTSHADE FREE COOKING, MADE EASY!



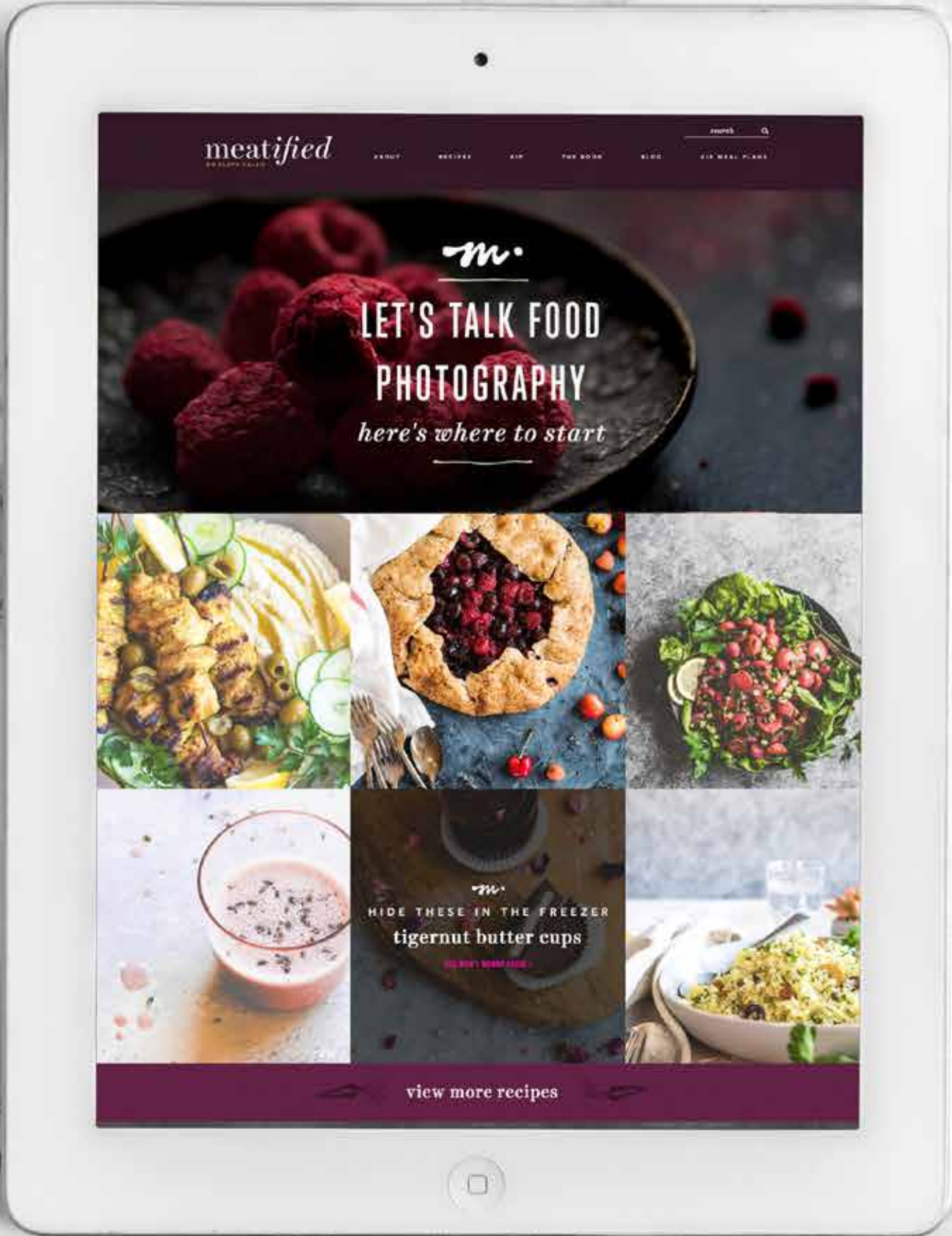
Chili Topped Parsnip Wedges

FEBRUARY 1, 2014 BY MEATIFIED [COMMENT](#)



I have no idea why I didn't do this sooner, I love chili and I always make it in a big crock pot batch, which means I always have leftover chili. Why did it take me so long to pour it all over some tasty oven baked parsnip wedges? Sometimes I wonder where my mind [\[...\]](#)

Super Bowl Crack Pot Chili





WHY WE BELIEVE IN BRAND STRATEGY FIRST

(and why our clients do, too!)

After 15 years of designing visual brand identities for hundreds of clients, we have noticed the most successful designs result from a strong and strategic brand foundation. We highly recommend defining your brand strategy before you rebrand your business. It's the best way to ensure your designs will grow with you as you expand your business over time.

PACKAGE 1

Brand Blueprint:

Pre-Design Brand Strategy

Start Here

brand blueprint



*An intensive one week creative brand strategy partnership
for established businesses who want*

You have ambitious goals for expanding your purpose-driven brand, but to get where you want to go, you have to understand where you are. Before you envision your rebrand, it's crucial to assess how your brand is currently performing and gain clarity, direction, and insight before you work with a designer.

If you are struggling to articulate your brand story, cultivate your brand voice, and strategically position your brand in the marketplace, our Brand Blueprint was designed for you. Join us for a one week intensive strategy session that will help you better communicate your vision and value to your ideal customers.

What We Will Assess In Your Brand

- The effectiveness of your current customer-focused messaging, business processes, brand positioning, and brand identity
- Identify top challenges and pain points while offering personalized solutions to resolve them
- Deep analysis of your top competitors while determining your key differentiators

Our Signature Process

We will start our high-level brand strategy collaboration by assessing your goals and current brand foundation on a strategy session call. Then you can unwind after our session as we get to work on your custom brand direction, tailored moodboard, and three customer personas to help speak to your targeted audience. We will present the Brand Blueprint to you the following day and walk through how we see your brand story, voice, positioning, and design emerging. You will leave feeling equipped to work with a designer and confident in your refreshed brand strategy.

INVESTMENT: \$2500

PACKAGE 2

Elevated Branding:

*Complete brand and
website design*

Grow Here

elevated brand + web design

Distinguished, elegant brand and website design for experienced business owners who are looking to intentionally rebrand and refresh their visual marketing assets.

Brand recognition starts with your design. Thoughtful visual branding reminds your customers of your memorable customer service and quality products, all represented through consistent typography, patterns, graphics, and imagery.

But branding encompasses more than a logo. It's how a consumer perceives who you are, what you stand for, and what you offer. Our job is to translate that perception into impactful design. We will start by understanding your vision and messaging before crafting cohesive brand design elements. Then we will bring your brand identity to life on your website with custom web development and beautiful web design.

What's Included In Our Cohesive Brand Design

- **Brand Discovery:** One-hour strategy session, tailored worksheets, client brief, curated moodboard
- **Brand Messaging:** Custom message statements, tagline development
- **Brand Design:** Primary and secondary logos, custom pattern and texture designs, social media design, business card design, letterhead and envelope design, and other options available upon request with two rounds of revisions to ensure our final assets reflect your vision.

What's Included In Our Optimized Web Design

- **Website strategy session** to discuss your website goals and current performance as we identify key areas of improvement
- **Tailor-made 5 page WordPress or Showit5** custom mobile-responsive website design and development for a streamlined user experience
- Integrated custom portfolio and blog design included
- Two rounds of revision before finalizing your design for launch

STARTING AT \$6500 *Contact us for custom quote*



WHAT MAKES OUR BRAND DESIGN + WEB DESIGN PROCESS UNIQUE

In-depth discovery process to
solidify your brand strategy before
we start designing.

Holistic view of branding so your
new designs fit within your new
business direction.

Over fifteen years of branding and
agency experience. Leave design to
the professionals so you can run
your business!

PACKAGE 3

Brand Anthem:

Tagline and copy

Connect Here

tagline + brand positioning



Thoughtful tagline development and brand positioning for business professionals who want to stand out in a saturated industry with their messaging.

Your brand positioning has the power to influence every marketing initiative in your business. Without a clear and focused tagline and brand position, you will miss the opportunity to connect with your ideal customer and build brand trust with them. Instead, let's strategically partner together to create a memorable tagline with clarity and purpose.

What's Included

- Discovery process and look into your client landscape
- Examining your positioning and identifying areas for improvement
- Brand exercises to help shape the tone and vocabulary of your brand
- Five tagline options based on your current brand messaging, core values, and mission
- Brand positioning paragraph expanding on your tagline and brand discovery work
- Two rounds of revisions until we find the perfect fit with your overall brand messaging

STARTING INVESTMENT: \$800

additional services

SHOPIFY SITES

DESIGN ONLY WORDPRESS SITE DESIGNS

PRINT

PACKAGE DESIGN

1 HOUR CONSULT CALLS

please contact us for a custom quote



We Can't Wait To Hear About Your Project!

Thank you for making your way through our entire package guide! You must love research, brand positioning, and thoughtful reflection as much as we do.

We are excited to hear more about your project and how we can help. We work with a limited number of clients each month to give them the best of our attention and strategic direction, so let's get your project locked into our calendar below.

[SEND ME A CUSTOM QUOTE!](#)