


LARA SCARR DESIGN



The Studio's
INVESTMENT GUIDE

Every *timeless brand* begins with a single feeling, one that *refuses to fade*. The kind that lingers long after someone's first glance. Our work is about tracing that feeling back to its origin and turning it into something you can see, touch, and build a legacy around.

This isn't design for decoration. It's design as translation, where instinct becomes identity, and aesthetics tell the truth of who you are.

A woman with long blonde hair, wearing a white, textured coat, stands in profile facing left. She is holding a small object in her hands. The background is a soft-focus view of a body of water and a distant shoreline under a hazy sky.

I am beyond *thrilled* with my new branding and website and I feel like *investing in Lara* was *one of the best decisions* I've made for my career.

Lara has a keen eye for detail and a precise viewpoint that elevates and creates timeless branding for her clients. She took the time to get to know me as an artist and a business owner, translating my vision through her creative lens, into a truly beautiful and distinctive design. Through each step of the process I felt supported and whenever I had questions or feedback, she was always available and prompt. It is a joy to work with her.

Thank you for making EPH the brand I've been dreaming of. <3

— ELIZABETH PEDERSON, EPH

THE BRAND PORTRAIT

A crafted identity that captures the essence of who you are - refined, emotive, and unmistakably yours.

Your brand deserves more than a logo; it deserves presence. The Brand Portrait distills your story into an identity that feels aligned, elevated, and true to its core. Every element - from colour and typography to form and flow, is designed to reflect the feeling you want people to remember.

INCLUDED IN YOUR EXPERIENCE

- Brand Clarity Questionnaire
- Moodboard Presentation
- Primary Logo
- Secondary Logo
- Favicon
- Curated Brand Colour Palette
- Curated Typography Suite (licensing not included)
- Brand Presentation Mockups
- Up to 2 Refinement Rounds
- Logo Files Package & Usage Guide
- Mini Brand Style Guide

INVESTMENT
\$4500 USD

TIMELINE
3 WEEKS



THE BRAND NARRATIVE

*A crafted identity that captures the
essence of who you are - refined,
emotive, and unmistakably yours.*

This experience is for brands ready to expand their reach and refine their presence. The Brand Narrative unites insight and design, building a timeless identity system rooted in clarity, meaning, and emotion. The result - a brand that feels as intentional as it looks, as enduring as it feels.

INCLUDED IN YOUR EXPERIENCE

Brand Clarity Questionnaire & Creative Direction Session

Visual Direction & Moodboard Presentation

Primary Logo

Secondary Logo

Submark

Favicon

Curated Brand Colour Palette

Curated Typography Suite (licensing not included)

Brand Presentation Mockups

Up to 3 Refinement Rounds

Logo Files Package & Usage Guide

Full Brand Style Guide

★ 3 Collateral Designs (see pg 7)

INVESTMENT

\$6 – 8K USD

TIMELINE

6–8 WEEKS



THE DIGITAL ATELIER

*Your brand's online expression,
intuitive, beautiful, and
strategically built for connection.*

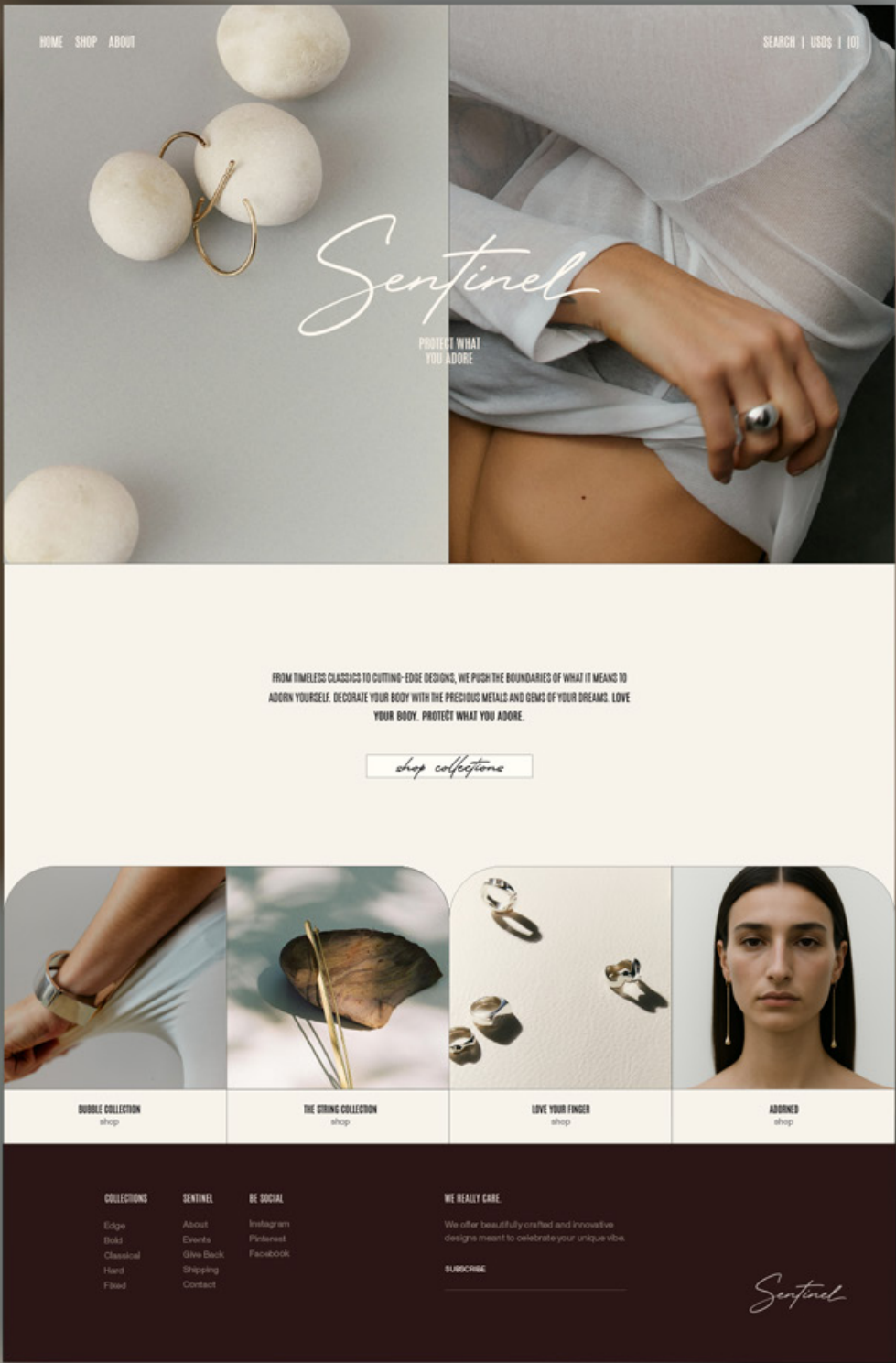
INVESTMENT
\$6K - \$15K USD

A seamless fusion of design and psychology, The Digital Atelier transforms your visual identity into a digital experience that moves with purpose. Built on Squarespace, it balances sophistication and ease - giving your audience a space that feels natural, aspirational, and entirely yours.

INCLUDED IN YOUR EXPERIENCE

- Customized Squarespace or Showit Design (5 - 6 pages)
- Creative Strategy Session
- Page Mockup Presentation
- Responsive Layout
- Mobile Optimization
- Basic SEO setup & SEO Tip Guide
- Integrated Brand System
- Domain Setup
- 21 day Launch Support
- Website Walk-Through Tutorial Videos

TIMELINE
6-8 WEEKS



THE FINISHING TOUCHES

Thoughtful details designed to enhance, refine, and expand your brand experience.

Your brand doesn't end with a logo, it lives in every touchpoint, every client interaction, every moment someone encounters your world. These studio additions offer the flexibility to build upon your foundation with bespoke collateral, digital assets, and strategic extensions that carry your brand's

Please note

Add-ons are available exclusively to clients booking a primary branding or website package. Printing services are not offered or included.

✱CUSTOM COLLATERAL ITEMS

Social Media Templates · Custom Social Media Designs · Image Sourcing · Image Editing · Pattern or Texture Design · Business Cards · Thank You Cards · Letterhead · Envelopes · Care Cards · Packaging Design · Label Design · Merch or Product Inserts · Menu or Price Sheet Design · Digital PDFs or Pitch Decks · Icon Sourcing · Additional Collateral by Request


DIGITAL ENHANCEMENTS

Website Audits · Custom Page Additions · Template or Tutorial Library · Digital Launch Kits · SEO Review & Optimization · Domain Support · Website Refinements · Additional Social Media Integration

CREATIVE EXTENSIONS

Copy Creation · Brand Photography Direction · Seasonal or Campaign Design · Custom Marketing Materials · Extended Typography Pairings · Submark or Pattern Expansion · Refreshed Moodboard for Rebrands





I had a *phenomenal*
experience with the studio.
My experience with Lara
exceeded my expectations.

Lara was professional, punctual, and personable when designing the branding for my company. She demonstrated her expertise in high-quality design and craftsmanship, and she was thorough in laying out the package expectations and deliverables.

Through this experience, I've truly appreciated how thorough Lara has been in understanding my target audience and the different layers of my brand. She showcased all of that through a beautiful logo design, color palette, and overall branding.

I value her professionalism and exceptional eye for design. She not only captured the essence of my brand but also brought a fresh and unique perspective to it. Her ability to understand and translate my vision into a cohesive brand identity was impressive. I would gladly work with her again on future projects.

— ALEXA SETTLES, PORTER & MONROW

PAYMENTS

Booking is done on a first come, first serve basis.

Projects are broken down into payment plans to (1) make the investment a little easier for you and (2) keep the project moving with regular payments. Below is an outline of your payment plan based on our estimated project timeline.

Quotes are valid for 7 days after which time are subject to change.
All of your payments will be made online via Stripe.

IMMEDIATELY UPON CONTRACT APPROVAL – 40% DEPOSIT*

MID PROJECT – PAYMENT 2 (30%)

BEFORE FINAL FILES ARE RELEASED – PAYMENT 3 (30%)

**Your 40% deposit is non-refundable and required to save your spot in my schedule. If you wait to pay this, you will risk losing your spot and being pushed to a later start date.*

WHAT ARE THE NEXT STEPS?

Wheter you’re ready to book a full project or simply exploring what’s possible, this is where we begin to shape what’s next.

1 / Start by [filling out the quick application form](#) on our site.
It gives us a sense of where you’re headed and how we can help.

2 / We’ll follow up with a brief conversation to talk through the details together.

3 / When it feels like a fit, you’ll choose your package and project date, and we’ll take it from there!

We had an *amazing experience* with you and frequently talk about how *happy we are* that we made the investment.

What you created has already made our lives so much easier and I'm kicking myself for not doing something like this for my other business earlier on.

Working with Lara is so comfortable and easy. She has already thought of every question and detail that a brand or business owner might prioritize and has a system for making sure everyone is on the same page - she is extremely efficient and clear about timelines, expectations, pricing, and more. You are never left feeling uncertain about what you are getting or how long anything will take. You can tell from the very beginning that she cares about the success of your brand as a whole.

Her work is very thoughtful and detailed and she does a great job of explaining the why behind every tiny detail she selected or created. Everything she creates is rooted in the values and priorities you communicate as a brand owner at the beginning. Thank you so much!

— KATE WIRTA, WREN



HELLO, IT'S NICE TO MEET YOU.

I'm the creative mind behind Lara Scarr Design,
where *strategy* and *storytelling* meet *quiet
sophistication*. With a decade of experience in
visual design, psychology and brand development.
I help businesses create the kind of identity that
people *feel*, not *just see*.

My approach is guided by empathy, creativity, and an eye for
refined detail. I believe design should feel effortless yet intelligent,
thoughtful enough to tell your story, and beautiful enough to stop
people in their tracks. If you're ready to build something that feels
like you, I'd love to connect. Build a purposeful brand with someone
who believes in your vision and is in your corner!

With Gratitude

