

# Studio Guide

HONEYFIG STUDIO

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## What we do

Hi! We're so happy you're here. Thank you for your interest and curiosity in working with us!

**HoneyFig is a women-owned, bespoke brand + web design studio.** The driving force of why we do what we do is to bring dreams to life and help you reach your goals.

Our studio is rooted in compassion, simplicity and truth. We value strategic and intentional brand design and believe in human-first relationships.



## Who we do it for

**We partner with passionate, high performing women-owned businesses that have heart.**

Businesses that value quality, impact, and support are our kind of people. Whether it's sourcing sustainably, being eco-friendly, inspiring or educating others, giving back, or communicating openly with honesty and transparency, we love to see it and support it.

# How we can help

## CUSTOMIZED SERVICES TO REACH YOUR UNIQUE GOALS

We understand how individualistic you and your business are. We want to see real results for you and help you reach your dreams and goals; to do that, we customize our services to create a project made just for you.

## IN-DEPTH STRATEGY AND 1:1 WORK TOGETHER

Every project begins with an in-depth brand strategy that covers the short and long term details of your business. Your brand strategy is powerful tool that we'll use throughout our entire 1:1 project together. During your project you'll be included along side our team as we design brand assets that align with your strategy and will help you reach your goals.

## GOALS REACHED BY PAST CLIENTS

- Increased revenue
- Expanded their services/products
- Grew their team
- Opened multiple locations
- Gained time for themselves
- Built a loyal audience
- Reduced employee turnover
- Increased inquiries and booked out



## Our Creative Director

**Hi! I'm Janelle, the creative director and lead designer of this calm + cozy studio.** I graduated with an associates degree in graphic design and have been in the industry specializing in Brand + Web Design since 2017.

**Supporting women in business is my favorite thing.** I started HoneyFig to give myself more work-life freedom and since then it's grown into a studio that supports other women in business and is a place where we have real conversations and connections about your dreams and we talk about how to realistically make them a reality through brand strategy and design.

I have a small, but powerful team of women who help me and the studio. Ultimately we want you to feel taken care of and we hope for you to feel joy and excitement when you work with us.

# Case Study

UPSTREAM ORGANICS



#### PROJECT SCOPE

Brand Strategy, Brand Identity, Packaging, Website Design and Development.





## THE CONSULT

Brittney and her husband Connor started Upstream Organics to bring quality hemp products to the market with a focus on promoting your health and well-being through organic, clean ingredients. They were in the beginning stages of their business when they reached out to us.

**They needed a brand for their business that attracted the right people, stood out from their saturated competition, and looked professional and respected by companies in the health/wellness industry.** For selling their product, they needed a website that could handle retail and wholesale ecommerce while also being easy to manage between the two of them.

They needed someone who was an expert in brand + web design that could listen to their needs and dreams and bring them to life. Someone who understood them and their business, someone who was easy to work with and could trust with their new business venture.



## PHASE 1: STRATEGY

Every brand starts with strategy. During this phase we send over a Brand Strategy Questionnaire and guidelines for creating a Pinterest Inspo Board.

After Brittney filled this information out, we created a Brand Strategy for them. The strategy includes detailed information about their business that helps set us up for success moving forward in design.

The strategy is a discovery phase for both of us. You'll learn new things about your business and maybe even yourself! In the end, the strategy helps ensure we're both on the same page with your business and helps us both feel confident for the next phase: design.



## PHASE 2: DESIGN

During this phase, we design your entire project scope. Every single element from the logo collection, to patterns to collateral. Everything is presented to you at once so you can get an accurate feeling of what your brand is as a whole. You can experience the feeling it gives through the detailed presentation and get a real and instant understanding of the impact and potential in the brand.

Feedback is always welcome and encouraged! We're a huge fan of creative collaboration. We love hearing your ideas and feelings towards the brand and we love to create solutions that work for you and your business. Since our strategy phase is so detailed and thorough, we rarely need to experience more than one round of revisions.



### PHASE 3: LAUNCH

After your project is approved, we move to the final phase: launch! During this phase we gather all of your deliverables into organized folders. We'll get on our last call of the project and we'll walk you through how everything is set up so you feel confident with your deliverables moving forward.

For those that are interested in continuing to work together, we offer a Retainer Partnership for 6 or 12 month sessions. It's perfect for businesses who want to maintain an active and brand-aligned presence online and within in their community, but don't have the time and/or interest to do it themselves.



### THEIR SUCCESS

We are SO proud of Upstream Organics. They had a very successful launch, immediately making sales on the first day! They received the best feedback on their website and are continuing to expand their product line!

Upstream Organics is currently on our Retainer Partnership, we work together on a monthly basis updating their email marketing, maintaining their website and creating new packaging for new products.

### TESTIMONIAL

"Hearing my business partner (also my husband) say that working with Janelle was the best business decision we've made was huge, especially because he was resistant to branding in the beginning. I don't know where we'd be without all of Janelle's hard-work and creativity going into our branding and website design. Probably the smartest thing you can do when starting a business is investing in QUALITY branding and design."

# Our Services

INVESTMENT VARIES DEPENDING ON EACH CLIENTS  
UNIQUE NEEDS AND GOALS.

## BRANDING

Brand Strategy

Brand Identity

*Logo Design*

*Typography*

*Color Palette*

*Brand Guidelines*

Iconography

Patterns

Packaging

Stationary

Imagery Direction

## WEB

Website Design

Website Development

via Showit, Shopify, or Wix

## EDITORIAL

Guides

Books

Magazines / Lookbooks

Courses

Print Design

OUR TYPICAL CLIENT INVESTS 6K-20K OVER THE  
COURSE OF 3-6 MONTHS.

# FAQ

## **I ALREADY HAVE A LOGO, CAN I WORK WITH YOU?**

It depends. We believe that the outcome of our designs together root back to your brand strategy and for this reason, we usually prefer not to work with branding elements designed outside of our studio, unless they meet a certain criteria.

## **CAN YOU JUST UPDATE MY WEBSITE?**

Not exactly. Our Website Design & Development services must be booked with a Brand Identity service. All websites are built from scratch and we'll go through a detailed process together to make sure it's reaching your goals.

## **I CO-OWN A BUSINESS WITH MY HUSBAND. CAN WE STILL WORK WITH YOU?**

Of course. As long as you're the main point of contact and you have an equal part in the business, I'm happy to work with a husband + wife team.

# Next Steps

THANK YOU SO MUCH FOR YOUR TIME. IF YOU'D LIKE TO WORK WITH US, THE NEXT STEPS ARE EASY:

## 01

Fill out the contact form on our website.

## 02

If we sound like a good fit, we'll email you a link to schedule a 1hr call with us where we'll get to know each other, talk about your business goals and create custom solutions.

## 03

If we're a match made-to-be, we'll send you a project proposal and begin moving forward!



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