



"At Nicxle Creative Studio we wear authenticity like armour, fuelled by creating collaborative magic."

-Nicole // Founder & Creative Director

2023

SERVICES & PRICE GUIDE



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Hey friend,

Hi! I'm Nicole, also known as Nicx or Cole - I answer to them all!

As an introverted poetry lover and passionate designer, my creative juices are always flowing! I first dipped my toes into the world of web design in high school, and boy, am I glad I did! The passion has only grown stronger since then, just like a fine wine.

With an Honours degree in Psychology and a Masters degree in Program Evaluation, I'm not your average designer. I like to sprinkle some psychology and business knowledge into my designs, bridging the gap between "theory" and "humanity." It's a little something that's often missing, but not when you work with me!

My clients are my ride or die - creators, visionaries, development professionals, luxury brands, and female entrepreneurs - it's a dream come true to work with them! I'm always up for a challenge and expanding my skillset by working in various industries. After all, life is like a bottle of wine - you never know what flavors you'll discover unless you give it a try!





Strategy & Design

BETTER THAN YOUR FAVE GLASS OF WINE

The Experience

cocktail connect

AKA: LET'S HAVE A CHAT

Let's hop on a "cocktail" call and get to know each other like two peas in a pod!

We'll chat about how I can work my design magic and give you the best service in town.



the entrée

AKA: WHERE THE BTS BEGINS

Where I start working my magic in the design and strategy world. We collaborate closely to make sure your brand is better than any damn wine vintage out there.



elevated experience

AKA: YOUR BRAND SUCCESS

After working together, you'll be popping bottles and toasting to success! With everything you need to elevate your business, say goodbye to burnout and hello to loving your business again.



From the appetizer of brainstorming to the main course of design and the dessert of revisions, we'll ensure that your project is a satisfying and memorable experience. Let us be the entrée to your design success!

THE GOAL

NICKLE CREATIVE STUDIO

SERVICES & SUBSCRIPTION



PRICE GUIDE

SIGNATURE PACKAGE

BRAND & WEB PAIRING

\$3800



Your brand is the grape, your website is the barrel - both work together to create a beautiful blended product. That's why it's important to have a custom-built website that caters to your needs and your ideal clients' taste buds. Let's raise a glass to a perfectly crafted website that leaves a lasting impression

BRANDING:

- STRATEGY: The foundation of all that's to come
 - In-depth brand questionnaire
 - Ideal client avatar creation
 - Market research
 - Consult call
- DEVELOPMENT:
 - Concept presentation
 - Creative direction
- ELEMENTS:
 - Primary logo
 - Secondary logo
 - Icon/Submark
 - Brand pattern
 - Instagram Highlights
- COLLATERAL:
 - Business card design
 - 1 x collateral item of your choosing, print or digital
 - Newsletter template
 - Menu
 - Flyer
 - Loyalty card design
 - Social media cover designs
 - Brand implementation guide
- 20 day content plan & designs

BRANDING ONLY: \$2100

WEB DESIGN ONLY: \$2200

WEB DESIGN:

- Website planning preparation & checklist
- Website questionnaire (all copy & images need to be provided)
- Consult call & content advice
- Strategy-optimised sitemap
- Custom "Coming Soon" page
- Website mood board
- 8-page website design (strategy-optimised website that encourages action & sales)
 - Image optimisation
 - Blog integration
 - Email marketing integration
- Social media integration
- Mobile responsive
- 2 rounds of revisions
- Training video to show you the ins & outs of managing your website
- 2 weeks post-launch support





ADDING SOME ADDITIONAL FLAVOUR

BRAND REFRESH

\$1400



Still sporting an outdated brand like it's a vintage treasure? It's time for a refresh. Let us sprinkle some brand new magic on that tired logo and bring your business back to life.

BRANDING:

- STRATEGY REORIENTATION:
 - In-depth brand questionnaire
 - Ideal client avatar creation
 - Market research
 - Consult call & brainstorming session
- DEVELOPMENT:
 - Concept presentation
 - Creative direction
- ELEMENTS:
 - Updated Primary logo
 - Updated Secondary logo
 - Icon/Submark
- COLLATERAL:
 - Business card design
 - 1 x collateral item of your choosing, print or digital
 - Newsletter template
 - Menu
 - Flyer
 - Loyalty card design
 - Social media cover designs
 - Brand implementation guide



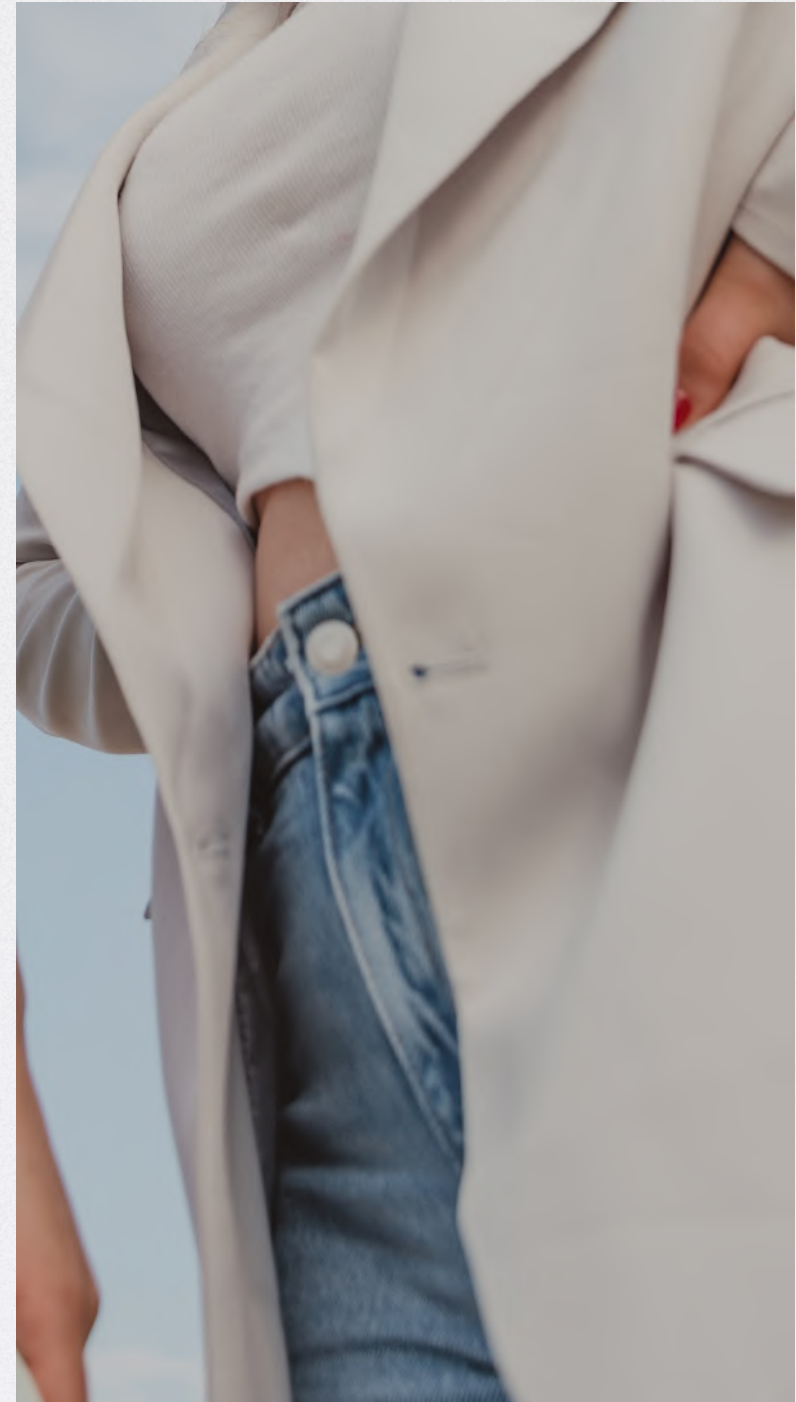
Are your socials feeling more stale than yesterday's (gluten free) bread? Say goodbye to the boredom and overwhelm and hello to the fun while we work magic and you bask in the glory of it.

SOCIAL BRANDING

SOCIALS WITHOUT STRESS

\$700

- Questionnaire
- Concept call
- Instagram bio makeover
- Highlight update
- 30 social media feed posts - curated especially for your brand & target audience
- 3 reels for your brand
- 20 IG stories
- Caption writing
- Relevant hashtags
- Content scheduling



PERSONALISED SUBSCRIPTION SERVICE

STAND OUT WITHOUT BURNOUT

DESIGN NOIR (\$499/MONTH)

Social media design for 2
platforms - image content only
Caption writing for socials
Social scheduling
Print & collateral design
Email writing & design
Ad setup & management

Up to 10 hours/month

VINTAGE RESERVE (\$699/MONTH)

Everything in design noir PLUS:
Additional social platforms (up to 4) - image &
video content (incl. repurposing for various
platforms)
Social scheduling
Blog writing
Website updates
Any additional designs needed for your brand

Up to 20 hours/month



Like a fine red wine that gets better with age, our monthly design subscription service delivers premium designs that elevate your brand to new heights. With this, you can sit back, relax, and savor the bold flavors of expertly crafted designs each month. Cheers to a sophisticated, sleek, and stylish brand that will continue to age like a fine wine.

HOW DOES IT WORK?

Glad you "asked"! This service kicks off with an onboarding call, where we discuss your specific business needs, what you would require monthly, and how to get the best for your business. I will then create a customised plan for you - which can include anything listed within the package you choose. You are then prompted to review the plan & if you're happy, I set everything up in ClickUp (my task management system) and we get started!

Going forward, we will have a monthly call to review & if necessary change deliverables for the next month.

WHY CHOOSE THIS PACKAGE?

Have a strategist and designer for your specific needs - from social media designs to website updates. This is made for you.

Let's uncork some brilliant ideas and design masterpieces that leave a lasting impression!

(1 active task at a time for 1 brand)





PAST LOVE

Working with Nicole was effortless! She clearly defined what she needed from us, was patient when we were slow to deliver, and walked us through step by step to understand how to update things on our own when she had completed the site. Plus, she gave us the exact look and feel we were looking for. Our site now POPS and it fully represents who we are as a business! Thank you Nicole for your beautiful work!

"Our site went from basic to beautiful! And now we have landing pages that convert!!"

Ciara & Jess, In Raw Life





READY TO BOOK?

GLAD YOU ASKED



Book a discovery call [here](#).

Or, [send me a DM on Instagram here](#).

Or [send me an email here](#) for more information.

THANK YOU

STAY CONNECTED



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