



FOR 2023

# SERVICES & INVESTMENT GUIDE

DAYS *Of* MAY

DESIGN + BRANDING

WE CREATE ELEVATED BRANDS FOR BUSINESS OWNERS WHO WANT TO AUTHENTICALLY PRESENT THEIR VISION & BUILD A BRAND THEY ARE PROUD OF.

DAYS OF MAY DESIGN

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# WELCOME TO DAYS OF MAY DESIGN

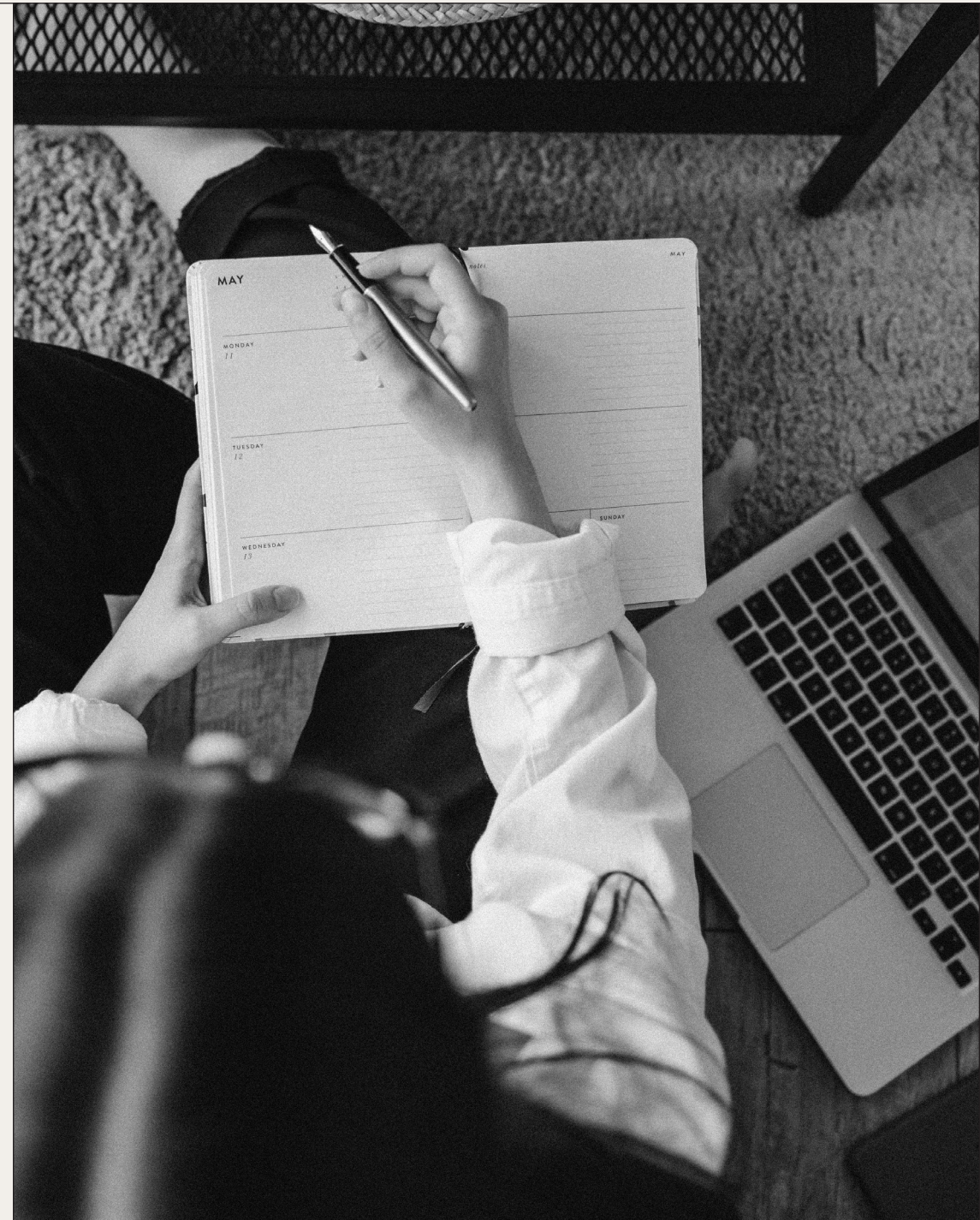
Through refined, timeless, sophisticated and strategic design, I am all about taking an artful and handcrafted approach to ensure that your brand captivates your dream client, and effortlessly creates a space in the market that is uniquely your own.

Together we'll discover the heart of your business and turn it into a unique visual story that will allow you to feel empowered in your industry and give your brand a voice that is sure to speak to your ideal audience.

The purpose of this document is to help you understand everything you need to know about our project together.

*Robyn Edwards*

FOUNDER / CREATIVE DIRECTOR





## 01. ESSENTIAL

## CUSTOM BRANDING

INVESTMENT: FROM \$2300AUD

(PAYMENT PLANS AVAILABLE)

A brand is more than just a logo, and it is necessary in providing your business with a recognisable identity that is consistent across all your platforms. This package is ideal if you are in the early days of developing your brand or if you are looking to rebrand. Together we will uncover your why and tell your story through a brand identity with unique and strategic design that visually express your values and attracts your ideal audience. We will deliver all the tools you need in order to successfully launch and grow your business.

TIME LINE: 4 - 6 WEEKS

*Package Includes:*

- 
- |                                   |                                |
|-----------------------------------|--------------------------------|
| - BRANDING QUESTIONNAIRE          | - CUSTOM COLOUR PALETTE        |
| - ACCESS TO CLIENT PORTAL         | - IMAGE DIRECTION & MOCKUPS    |
| - BRAND STRATEGY & VOICE          | - BRAND PATTERN(S)             |
| - CREATIVE DIRECTION PRESENTATION | - DETAILED BRAND STYLE GUIDE   |
| - BESPOKE LOGO SUITE & VARIATIONS | - 9 INSTAGRAM LAUNCH TEMPLATES |
| - TYPOGRAPHY SUITE                | - 2 ROUNDS OF REVISIONS        |

## 02. COMPLETE

## BRANDING + WEB DESIGN

INVESTMENT: FROM \$5000 AUD

(PAYMENT PLANS AVAILABLE)

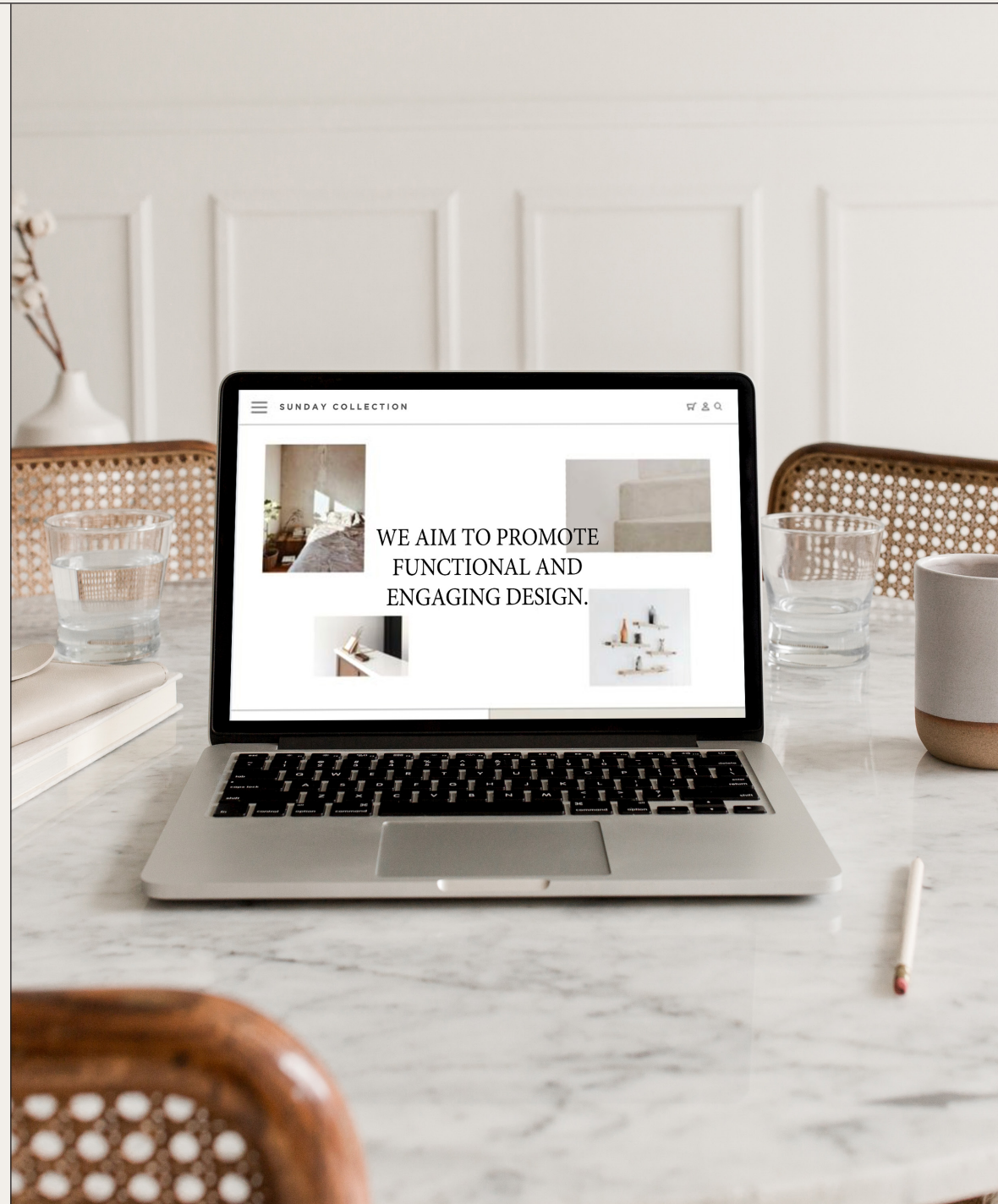
First impressions are EVERYTHING, so it is important that your website quickly and effectively convey your brand to your visitors in order to grab and maintain your desired audience. This package combines everything from the Essential Brand Development experience, PLUS a fully branded custom website to get a wider audience to your new brand. We will help you build a brand experience that is both tailored to your user as well as your business needs and will leave you with all the tools you need to successfully launch and grow your business.

TIME LINE: 8 - 10 WEEKS

Package *Includes:*

- BRANDING & WEB QUESTIONNAIRE
- ACCESS TO CLIENT PORTAL
- BRAND STRATEGY & VOICE
- CREATIVE DIRECTION PRESENTATION
- BESPOKE LOGO SUITE & VARIATIONS
- TYPOGRAPHY SUITE
- CUSTOM COLOUR PALETTE
- IMAGE DIRECTION & MOCKUPS
- BRAND PATTERN(S)
- DETAILED BRAND STYLE GUIDE
- 9 INSTAGRAM LAUNCH TEMPLATES
- CUSTOM 5 PAGE WEBSITE DESIGN
- SOCIAL MEDIA INTEGRATION
- BASIC SEO SETUP
- WEBSITE TRAINING

*\*Please note - Rate does not include: Web hosting subscription, domain, maintenance, copywriting, font licenses, stock images, blogging, or e-commerce integration.*





## 03. ADD-ONS

## CUSTOM COLLATERAL

While branding serves as a base, collateral takes your visual identity to the next level for a fully customised brand experience that speaks to your dream client. On top of our brand experience, we offer additional services, such as Packaging, Social Media, and more in order to elevate your brand and create a well-rounded and consistent look across all your print, socials and platforms.

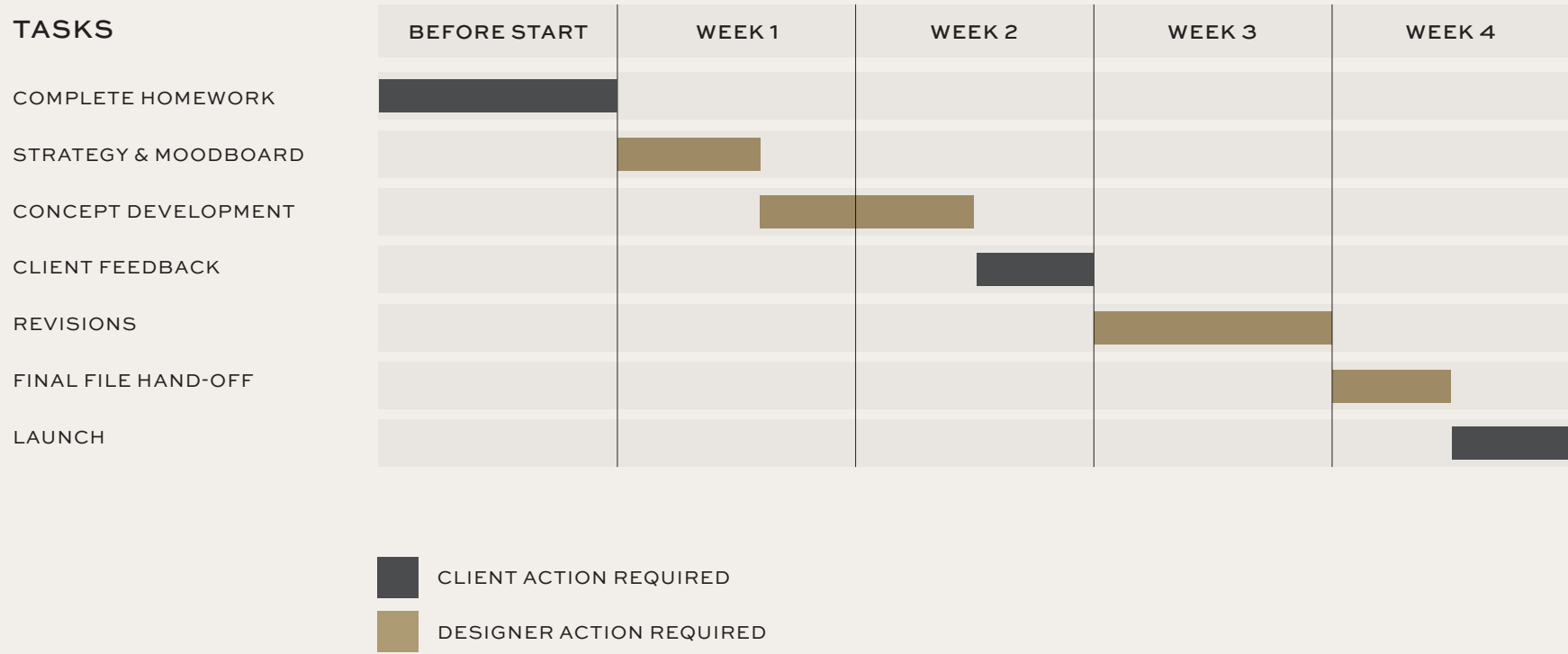
BUSINESS CARD DESIGN	\$150 AUD
PRINT STATIONERY	STARTING FROM \$100 AUD
SOCIAL MEDIA TEMPLATES KIT	\$200 AUD
PACKAGING	CUSTOM PRICING
LABEL DESIGN	\$80 AUD
MARKETING/PROMOTIONAL MATERIAL	\$210 AUD
E-COMMERCE INTEGRATION (SQUARESPACE)	\$1000 AUD
ADDITIONAL WEB PAGES	\$550 AUD EACH

*If there is something you need that you don't see, let us know and we can get you a custom quote!*

*\*Rate does not include cost of printing*

# PROJECT TIMELINE

Because every business has diverse needs, the logo design and visual identity part of the branding process can take 4 to 6 weeks to complete. If you have a Website as well they can take several months to complete, so allocating 2 to 5 months for a branding and website design and development is common.





## ABOUT THE FOUNDER

My love for design began as a child, which became my area of study at University, where I earned a Bachelor of Visual Communications. During this time I discovered my love of branding design, and thus eventually Days of May came to life during my evenings and weekends while working in the art department of a print company by day.

After 10 years of design experience, in 2022 I finally decided to take the leap into founding my own boutique branding and web design studio. Through purpose-led design, my passion lies in working with other creative entrepreneurs to craft artful brands and soulful identities that elevate your business and help bring your big dreams to life!



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ROBYN EDWARDS

FOUNDER / CREATIVE DIRECTOR

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Days of May where amazing to work with, communication was excellent and all aspects of the process where always completed on time or early and to an exceptional standard. I really am thrilled with the results and impressed with how she understood exactly what I was after.

*Robyn delivered a beautiful branding experience, making what could have been a stressful ordeal seem effortless.*

Thank you Robyn for all your hard work, I now have beautiful cohesive branding I can be proud of and can't wait to show off.

MAY, MAY & CO



# MODERNISING THE BRAND FOR A NEW ERA

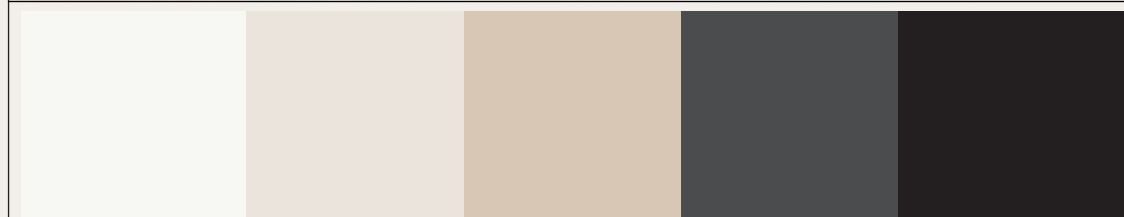
## Case Study: Inkwell Press

HAND-CRAFTED - ELEGANT - HERITAGE - MODERNISED

Inkwell Press is a letterpress printing company specialising in embellishments such as embossing and foiling, established in 1978. The company wanted to retain their heritage roots while looking to modernise their brand to attract a new era of clientele and give an overall refresh to the brand.

### Deliverables:

- Brand Identity
- Services Guide
- Branded Stationery  
Including Business Cards & Thank You Cards
- Business Signage
- Packaging



# FAQs

## *What will my project cost?*

All package prices are an indication only, each project is quoted on an individual basis once all details about the proposed project are known. All quotes in your Proposal Document are dependent on your specific indicated requirements and are valid for 14 days.

## *If I wish to go ahead, how do I secure my booking?*

A non-refundable deposit of 50% of the full project cost is required in order to secure your booking time. This is required as soon as possible, no later than 7 days before your start date and no work will commence until the deposit is paid. The remaining balance will be paid upon sign off of the project and before hand over of final files. This is our standard booking process, however other payment plans are available and can be discussed at the discovery phase.

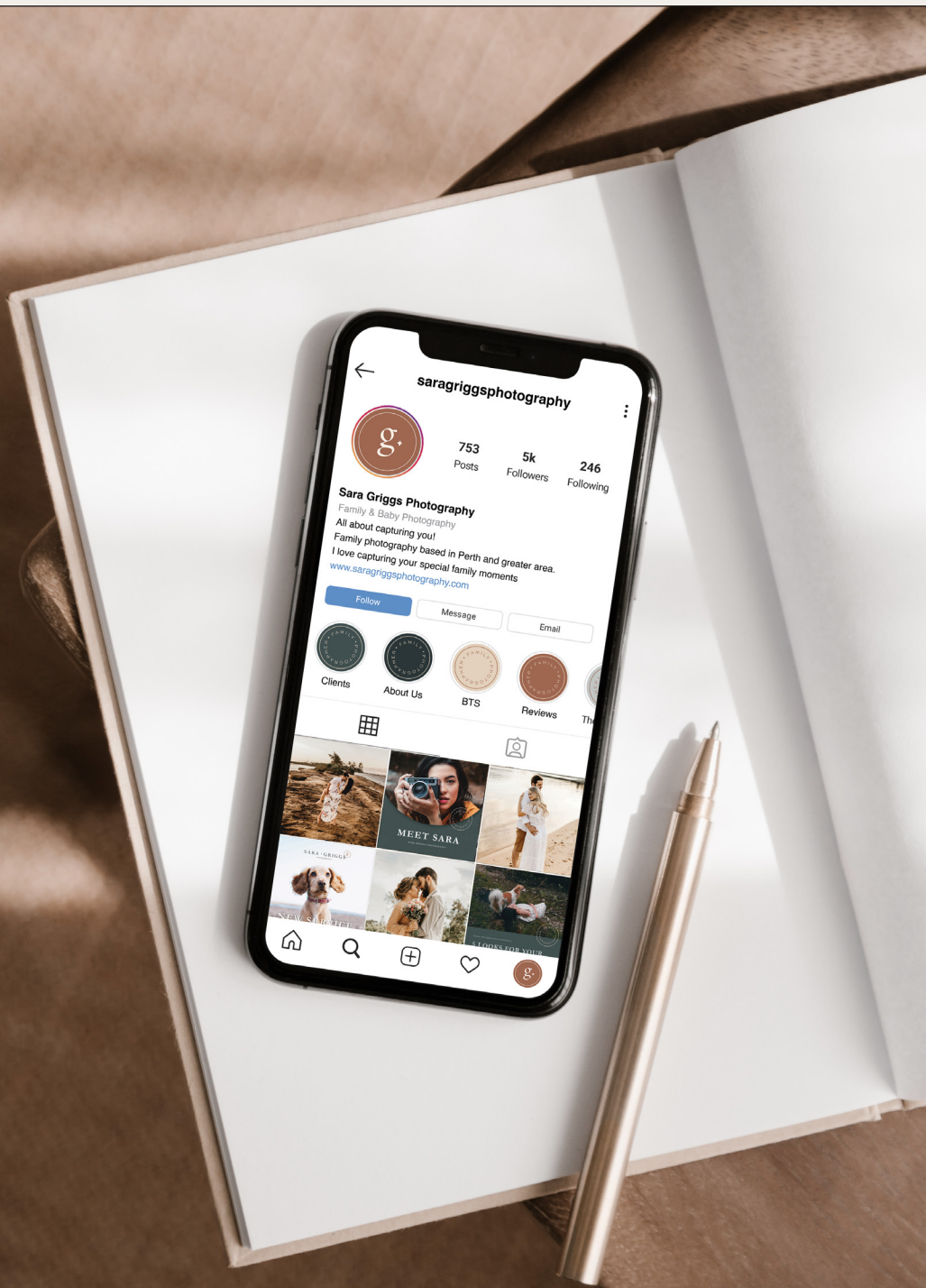
## *When can we start?*

Once you enquire for our services, we will provide you with a start date. We typically book a couple of weeks (sometimes months if we are busy) in advance. This is to ensure you will have plenty of time to complete the questionnaires and prepare any necessary content for your website.

## *Can I personalise a package?*

Yes, I simplified my services into packages, brand or branding and web with the option of custom collateral add ons such as business cards etc. However if you are looking for something specific which would suit you better, please let me know.





## FAQS

### *What if I only need a logo?*

A single logo can not showcase the true values and story behind your brand. I believe each business deserves a full brand identity which is visible through all aspects of your business. This is the reason I created different level packages in your Brand Proposal Document for different budgets and brand requirements.

### *Will I be involved throughout the process?*

One of our key business values is collaboration and we strongly believe in creating a collaborative process, where your feedback is valued at each stage of the process.

### *What files will i receive?*

You will receive all logo variations in all brand colours, as JPG, PNG, PDF & EPS files. These should cover any needs that you might need for both digital and printing purposes.

### *Are there any additional fees that are not included in the price of the packages?*

There are fees for the website hosting, domain purchasing and font licenses and they are not included in our pricing.

### *What website builders do you use?*

We work mainly using Showit. This is a drag-and-drop builder, with utilises some coding elements (done by me) to help create beautiful and unique website results. While there's no coding required from you, you'll still be able to edit elements of your site after the handover. If you prefer a different platform, please get in touch to discuss.

## WHAT HAPPENS NEXT?

*If you're interested in seeing how we can transform your business, head to our website and fill out a brand enquiry form. We will get back to you in 2 - 4 working days to set up a call, and put together a Brand Project Proposal for more information.*

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