



DESIGN OPENS DOORS®



Service Guide

BRAND EVOLUTION = REVENUE ELEVATION



#designopensdoors // candvcreative.com // illiah@candvcreative.com

Hello Powerhouse,

Welcome to a world where we turn your business presence from “Oh, that’s nice” to “Wow, who’s behind this greatness?” I’m delighted to be your creative partner, not just adding to your to-do list but taking the reins to give your brand the spotlight it truly deserves.

Your business is already turning heads for all the right reasons, and now it’s time for your brand to catch up. Whether we’re crafting a brand-new visual identity, giving your existing one a style glow-up, or committing to a long-term partnership that ensures your graphics scream “industry leader,” I’m here to make sure your brand not only stands out but stands tall.

A well-crafted visual identity isn’t just a logo; it’s the heartbeat of your business. It’s what sets you apart, builds trust, and opens doors to opportunities waiting just around the corner. As your brand designer and creative director, get ready for a custom, thoughtful, and welcoming approach. It’s not just about being different; it’s about being uniquely you. We’ll kick things off with a deep dive into your vision, values, and goals, ensuring every design reflects the powerhouse status you’ve earned.

Consistency is our forte, and cohesiveness is our game plan. You’ll receive visuals that not only look good but feel like an extension of your brand’s warm embrace. Communication? Crystal clear and frequent. Turnarounds? Blink, and it’s done. It’s a process designed not just to boost your income but to amplify your impact.

Here’s to your brand’s extraordinary evolution,



Illiah

Creative Director & Brand Visionary

It's Brand Evolution, not reinvention.

Your brand is constantly evolving. As your business grows, your design needs to grow with it. With all the big projects you have on the horizon and the new opportunities popping up every day, consistent design is a must. Every new project is a new evolution of your brand, and you need design that rises to the occasion while staying consistent with your existing brand.



You're in need of a brand new visual identity

1. MASTER THE BASICS: Your Irresistible Brand

Your business is super new, you don't want to waste time, and you have an idea for a name for your brand new business. You want your brand to shine right from the start so you can focus on the things that really matter (not branding)

You need a brand that looks the part from the start, attracts dream clients, and unlocks opportunities for growth. a consistent and unforgettable brand identity that builds immediate credibility and elevates your business faster than you can imagine.



You love your existing brand, but it needs a polish

2. EXPERIMENT WITH STYLE: Refreshed Brand VIP Experience

You've "gotten by" with the visual brand identity you started out with, but it's not adding up any more. Now? You know you're losing more clients than it's worth. Before you keep scrolling because you have *not* budgeted for a rebrand this year, keep reading, because I don't believe you need one.

Instead? You need a brand refresh. Something that takes all the best of the visual brand you already have and instantly elevates it to ICONIC. Spend one day with me and it'll feel like the best investment you've ever made. No waiting months for a rebrand. That uninspiring logo? Suddenly DAZZLES. The colour palette? DROOL-WORTHY. And those core brand templates? Well, they'll look so irresistible that your clients will be serving you compliments on the design before asking how they can pay you.



You love your existing brand, and now it's time for on-going support

3. SET THE TREND: Creative Director on Demand

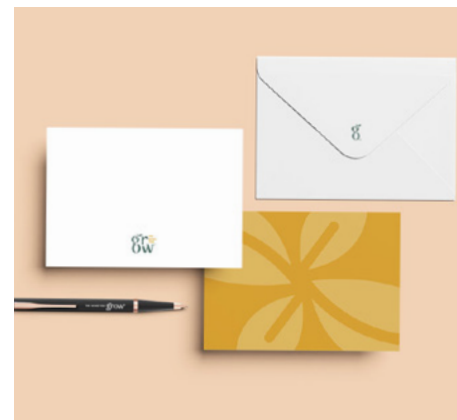
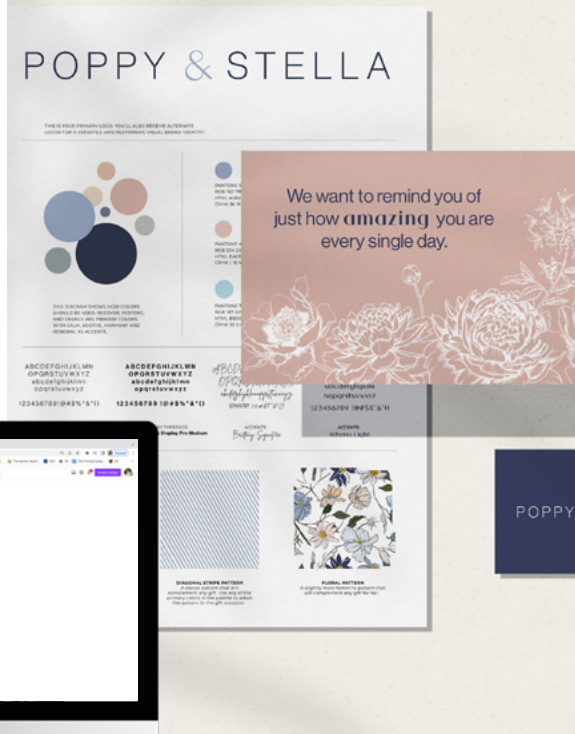
You're a wildly ambitious service-based business owner who delivers a premium service that gets premium results. Your clients rave about the work you do and you know that you'll have an article in Forbes one day. You have a super strong vision for your business and you're full of creative ideas, but you want to take a step back from "doing" so much in your business and still bring on exponential growth.

You know this is possible with your amazing team, but you don't have a dedicated designer. To become an industry-leader, your brand deserves premium design — and canva templates aren't going to cut it. You'd love to outsource all your design needs to a devoted and friendly expert who knows your business inside out. One who can translate your ideas into ultra-polished assets that your ideal clients go crazy for. Oh, and you want them on a super-fast turnaround. That's where I come in. I believe that great design has the power to open doors and create opportunities — like ideal clients, speaking requests, and incredible PR.



4. NOW, YOU'RE AN ICON

When you start a business, you need a brand that looks the part from the start, attracts dream clients, and unlocks growth opportunities.



Some design deliverables include, but aren't limited to:

A suite of cohesive logos that fit everywhere. Your wordmark, a text-only logo will be tailored to fit your brand personality with one-of-a-kind customizations. Artwork will be provided to you in all appropriate file types: .eps, .png, .jpg – and in all color variations original to your brand.

Color Palette and a library of fonts

Choice of collateral:

- + Business Card
- + Canva Brand Kit Set-Up
- + Social Media Setup

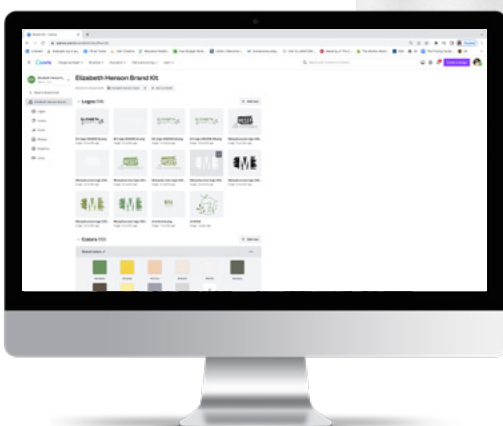
Brand Guide

Your visual identity neatly packaged in a comprehensive guide to help you grow with a cohesive and consistent brand.

Full delivery of all final + approved art files, prepped to upload and print

Total Package: \$1,800.00

Paid in two payments of \$900.00.



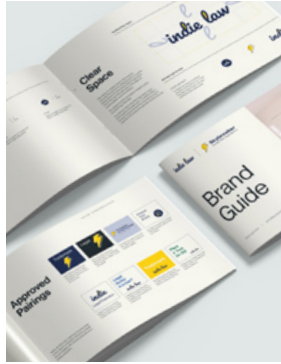
CO-PILOT YOUR BRAND

All business results start with a clear vision and strategy. We'll work together to create a clear plan and build a timeless brand that represents your business today and your vision for where it's going.

We'll begin with a vision meeting to inspire a vision board that sets the tone for your entire brand. Then, I'll design your logo and a simplified version for smaller spaces. Finally, choose one of the collateral options in the list to the right to start your brand on the right high-heeled foot.

SCHEDULE YOUR FREE CONSULTATION

Imagine the power of a brand that doesn't just keep up, but sets the trend, establishing the latest industry standards.



Simply put, your visual brand doesn't do you justice any more (maybe it never did). And as a result? You're below-average excited to show up, and you're not reaching the clients who want to pay you for your service.

You need a brand refresh. Something that takes all the best of the visual brand you already have and instantly elevates it to ICONIC. That uninspiring logo? Suddenly DAZZLES. The color palette? DROOL-WORTHY. And those core brand templates? Well, they'll look so irresistible that your clients will be serving you compliments on the design before asking how they can pay you.

HOW WE WORK

- 1. Review the Vibes** – Based on your answers on a brief questionnaire, we'll dive into your current assets to identify what works and give it the elevation it deserves.
- 2. Design Dance** – I'll whip up a responsive visual identity optimized to attract top-notch leads. Imagine turning your visual brand into a killer capsule wardrobe that always turns heads.
- 3. Delivery** – Your brand's instant debut. The very next day, your brand's ready to strut its stuff. The morning after your VIP day, we'll take you on a live tour, answer questions, and talk about how to apply your new assets into styled to sell graphics.

[SCHEDULE YOUR FREE CONSULTATION](#)

Your deliverables include:

A Suite of Responsive, Vector Logos tailored to fit every platform. Your original logo will be designed in horizontal, vertical and square formats and provided to you in all appropriate file types: .eps, .png, .jpg – and in all variations custom to your brand.

Font library & Color Palette

At least one original pattern design to increase recognition and add even more dimension to your brand.

Brand Board, like a style guide,

but all in one page– A comprehensive resource to help you maintain consistently and cohesiveness with your visual assets.

A choice of collateral so you see how to apply your new iconic brand to your visual marketing system, like a few custom templates in Canva, business cards or a custom notecard design.

Total Package: \$2,500.00

“ **10 out of 10! Personalized, approachable, dependable, easy, and very high end.** ”

It was an absolute pleasure working with Illiah and C&V! I had peace of mind throughout the process, and my favorite thing was just being able to rest easy knowing that Illiah would knock the project out of the park (which she did!). I feel so much more confident about my brands being in alignment and leveling up. We're already noticing a sense of polish and leveling up across our team, our clients, and so on. ”

JOEY C. VITALE

CEO of Indie Law and Founder
of The Supercharged CEO™

Let's amp up those visuals, sustain your momentum *and make your brand omnipresent.*



Some design deliverables include, but aren't limited to:

- Social Media Graphics
- Workbook Design
- Opt-In // Lead Magnet
- Blog Graphics
- Stationery
- Launch Prep
- Facebook Ads
- Welcome PDFs
- Icon Design
- Challenge Graphics
- Podcast Graphics
- Postcards
- YouTube Channel Branding
- Promotional Swag
- Product // Service Branding
- Website Graphic Updates

Some exclusions apply. Please ask for more information about brand strategy, rebrands and websites as they are offered separately from Creative Director on Demand.

You're a wildly ambitious service-based business owner who delivers a premium service that gets premium results. Your clients rave about the work you do and you know that you'll have an article in Forbes one day. You have a super strong vision for your business and you're full of creative ideas, but you want to take a step back from "doing" so much in your business and still bring on exponential growth.

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[Click here to schedule your call!](#)

“ You know you have hired the right Creative Director when others are raving about your brand. My Nurture Marketing Expert said to me today as she was reviewing my content, “The branding looks excellent and is so cohesive!”

Hiring Illiah has been one of the best investments I have made. Not only is she really fun, thoughtful and caring as a person, but her talent as a designer is phenomenal! ”

HEATHER CRABTREE
SAVVY BUSINESS™ COACH

You focus on the vision, I'll focus on the design.

YOU: Your new projects on the horizon need consistent design, and you want everything to match your existing brand. You'd love to partner with someone who knows your brand inside and out who can deliver graphics within 36 hours of when you need them—and increase your visibility 10x more.

ME: I'm here as your creative and strategic partner to elevate your visuals to match your voice. Whenever you need anything, I'm literally in your back pocket to ensure that everything is kept beautifully consistent and cohesive—and you get the assets that you need super, super quickly.

With a trusted and reliable designer on your team, you'll have consistent visuals for every new project that comes your way. No more searching for a designer for every project. And no more back and forth as your new designer gets to know your style and aesthetic. You'll have someone on your team to help you build your brand and create a cohesive style that matches your vision month after month.

The next step is to talk about your business goals and how a Creative Director on Demand (me!) could best support you.

[Click here to schedule your call!](#)



“ Illiah's great about time management, about the revision process, and about working collaboratively with me and on behalf of my clients. I can't say enough about the experience of working with her and C&V Creative—it was absolutely a highlight of my career.

If you're considering working with Illiah as a designer or as a creative director on demand, I strongly, strongly recommend that you do so. ”

KATY WIDRICK
MAKE MEDIA OVER

COMPONENTS:

Monday Check-ins // Monthly Team Meetings
Asana // Click up
M - F Voxer // Slack access
Print Coordination
Exceptional level of support
Clear, conversion-friendly visuals
Elevated visibility for your business!

PAYMENT OPTIONS:

\$780 6 hours / month

\$1,300 10 hours / month

\$1,875 15 hours / month

If interested in a Creative Director for more time, ask us!

+ hours available at \$150 / hour

Additional hours available upon request. We do our best to estimate accurately and do not roll hours over. Minimum length of contract is six months with a six hour per month requirement.



Let's talk.

[Click here to schedule your call!](#)

