



WATERCOLOUR
HEART

ILLUSTRATION & DESIGN STUDIO

Visual Brand Identity Pricing Guide



WATERCOLOUR HEART DESIGN & ILLUSTRATION

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Hello and
WELCOME!

Creating a heartfelt, intentional brand is one of the most rewarding journeys you can embark on. Because a brand is never just a logo — it’s a living, breathing story. It’s the way your audience feels when they land on your site, see your packaging, or receive your welcome email. It’s the quiet confidence in your visuals that says: you belong here.

This guide was designed with care to help you feel grounded and informed as you take the next step in your business journey.

Inside, you’ll find a glimpse into my process, a look at the services I offer, and transparent pricing to help you decide what feels right for you. Whether you’re here to craft a meaningful brand identity or create brand collateral through illustration or surface pattern design — you’re in the right place.

Thank you for considering me as your creative partner. I’m honoured to walk alongside you in shaping a brand that reflects the depth, purpose and beauty of what you do.
Let’s begin.



Jess Meyer
Designer | Founder





I'm Jess

ILLUSTRATOR. DESIGNER. EDUCATOR

At Watercolour Heart, my passion lies in cultivating creativity, inspiring connection and empowering you with design that makes your ideas shine.

My honours degree in Fine Art, with a specialization in printmaking roots my creative process in methodical, tactile influences. I blend hand-drawn illustrations and thoughtful mark-making with the versatility of digital design to create impactful visuals that feel intentional.

Every brand identity I get to design is a conversation – a collaboration. I work closely with my clients to interpret their ideas, dreams, and aesthetic direction to bring something truly original to life. Together, we'll create a visual identity that feels like a natural extension of your values, vision, and voice.

MY SKILLS INCLUDE:

Proficient in the use of:

- x Adobe Illustrator
- x Adobe Photoshop
- x Procreate
- x Canva

Knowledge & expertise in:

- x Screen printing
- x Lithography
- x Textile printing
- x Surface pattern design
- x Packaging design

There's enough to figure out - *let me help make this part easy*

I know you're looking for that scroll-stopping aesthetic — but I also recognize you're building something meaningful.

You've poured your heart into your business idea, and now you're ready for your brand to reflect the depth, clarity, and direction you feel inside.

But maybe:

- You feel unsure of how to visually express your story in a way that feels both strategic and true to you.
- You're craving a supportive, educational process that removes the overwhelm and leaves you inspired, energised, and confident in your next steps.
- You know you need more than just a logo — you want a toolkit, a system, a story that you can apply and grow with.
- You're ready to connect with your ideal client in a way that feels natural, builds trust, and fills your inbox with dream enquiries.

I'm so glad you are here

You are exactly where you need to be.

I see the vision you're holding. I see the business you're building. And I see how deeply you care — not just about the what you do, but the why behind it all.

You deserve a brand that brings that vision to life — artfully, strategically, and in a way that feels like home.



BRANDS I'VE HAD THE HONOR OF DESIGNING FOR

From culinary start-ups to soulful small businesses, I've created custom brand identities across:

South Africa • Ireland • the United States
• the United Kingdom • New Zealand •
Singapore

MY BRAND PACKAGES



MY PACKAGES



REVISIONS: 3X ROUND REVISIONS PER DESIGN ITEM

TIMEFRAME: 5-6 Weeks

INVESTMENT: USD:\$965 | ZAR: R17500

A 50% DEPOSIT IS REQUIRED TO SECURE BOOKING

Payments may be made in 2-3 installments

SIGNATURE PACKAGE

2025 DESIGN AND BRANDING SERVICES

THE SIGNATURE BRAND IDENTITY PACKAGE

This package includes everything you need to build a complete, cohesive visual identity with intention and impact.

This isn't just design — it's a guided experience that brings clarity to your vision and confidence to your voice. From strategy to styling, I walk with you through each step, crafting a brand that not only looks beautiful, but works for you.

What's Included — Final Deliverables

01	PRIMARY LOGO
02	SECONDARY LOGOS & SUBMARKS
03	CUSTOM BRAND MARKS & ICONS & ILLUSTRATIONS
04	TWO SIGNATURE SEAMLESS BRAND PATTERNS
05	CURATED COLOUR PALETTE
06	TYPOGRAPHY SUITE
07	STYLING & IMAGE DIRECTION
08	SOCIAL MEDIA CANVA TEMPLATES (CUSTOMISED TO YOUR BRAND)
09	VISUAL IDENTITY GUIDEBOOK

From the first idea to the final handoff, I take great pride in managing each project with clarity, care, and a sense of calm. I'll guide you every step of the way — and I promise, we'll make something truly special.





REVISIONS: 3X REVISIONS PER DESIGN ITEM

TIMEFRAME: 2-4 WEEKS

INVESTMENT: QUOTED INDIVIDUALLY

ADD-ON OFFERS

Once your visual brand identity is in place, you may be ready to take the next step — applying your new brand to the real-world touchpoints that connect with your audience. Whether it’s a beautifully designed product guide, custom packaging, or email templates that align seamlessly with your brand, these add-on services help ensure your visual story continues with clarity, cohesion, and creativity. Each piece is crafted with care to not only look good — but to work hard for your business. Thoughtful brand collateral can strengthen your customer experience, increase trust, and make sharing your brand effortless and impactful.

What is on offer:

01	PRODUCT OR SERVICE GUIDEBOOK -Perfect for client onboarding, sales conversations, or product storytelling.
02	CUSTOM PRODUCT PACKAGING DESIGN -Bring your brand to life on the shelf or in your customers' hands.
03	BRANDED PRICING GUIDE -A beautifully styled PDF that reflects your brand and clearly communicates your offerings.
04	FLODESK EMAIL TEMPLATE DESIGN -Cohesive, conversion-friendly email designs that feel on-brand and easy to edit.
05	ADDITIONAL CUSTOM ILLUSTRATIONS -For packaging, social content, digital products, or any other creative asset you need.

THE BRAND DESIGN PROCESS

WEEK ONE

CREATIVE
DIRECTION

- Complete a brand questionnaire to define your goals, values, and vision
- Receive a curated creative direction board (mood, tone, style)
- Align on aesthetic direction through a kickoff call

WEEK 2-3

LOGO CONCEPTS
& DESIGN

- Strategic research and sketching based on your brand direction
- Presentation of 2–3 distinct logo concepts
- Choose your favourite trajectory to develop further

WEEK 4

REFINE & EXPAND

- Refine your chosen logo concept
- Develop secondary logos, brand marks, colour palette, and typography
- Design two custom brand patterns and illustration assets

WEEK 5

FILE DELIVERY
& WALKTHROUGH

- Final revisions and approval of brand identity
- Delivery of brand guide, final files, and Canva templates
- Final call to walk through your brand assets and celebrate your launch

WEEK 6

ADD-ONS &
CLOSURE

- Creation of any additional collateral (e.g., packaging, email templates)
- Additional time to account for any time delays on feedback and revisions

TESTIMONIALS



Aureum Skincare

"We are in absolute awe of what you have achieved so quickly and so beautifully! All of the patterns you have designed work beautifully together for both our brand & packaging. You have really captured Aureum so elegantly - we couldn't be happier"

SKINCARE. WELLNESS



Les Petite Royals

"You just got us, what we were about, what we stand for and what we visioned and you delivered above and beyond! We LOVE that you love it as much as we do and we cannot wait to work with you on future projects! You are so professional, talented and patient."

CHILDREN'S BOUTIQUE



Grace Patisserie

" Jess created such an incredible brand kit for my business. She made the process so easy and I enjoyed working with her. Her work has been incredible and I have been in awe of revisions each time. I am very happy with my final result."

PATISSERIE

TESTIMONIALS



A Thread of Adventure

“Our brand is simply beautiful! You are such an artist and what you manage to create is phenomenal. You brought my vision to life! Thank you from the bottom of my heart.”

CHILDREN’S BOUTIQUE



Candice Hamer

“Even with a very critical eye, I couldn’t fault Jess’s first draft because it was love at first sight.

It is almost like she was able to climb into my head and just unfold all the clutter onto this beautiful design. Really, I am just too proud to let this work represent my business.”

SKINCARE. WELLNESS



Madri

“Jess captured my vision for expressing both elegance and artistry in a unique way. I am so excited to launch this brand.”

JEWELLERY

	INDUSTRY EXPERIENCE	2025 DESIGN AND BRANDING SERVICES
WATERCOLOUR HEART ILLUSTRATION & DESIGN	<div>INDUSTRY EXPERIENCE</div> <div>I have designed brands for these industries</div>	
	Skincare & Wellness	
	Flower Farm & Florist	
	Children’s Clothing Boutique	
	Children’s Swimwear	
	Jewellery	
	Party & Events Co-ordinator	
	Textile & Craft	
SERVICES & PRICING GUIDE		



CLIENT SPOTLIGHT

The Little Stamford Company creates premium countryside inspired gifts and clothes for babies and toddlers. Thier signature collection features hand-painted watercolour prints depicting countryside themes on quality organic cotton. They also stock a range of accessories like tweed caps and gilets to complete the country look.

Little Stamford embodies a quintessentially British style and feel for a children's boutique that focuses on unique designs inspired by the UK countryside.

Elegant fonts and etching-inspired illustrations were used to bring a warm, luxurious feel to the design.

" Jess is a dream to work with. She is professional and has well-thought-out processes to make sure everything goes according to plan. And of course, she is an extremely talented artist and branding consultant. Jess brought my brand to life - you won't be disappointed!"

Holly | Founder

- X VISUAL BRAND IDENTITY
- X PACKAGING DESIGN
- X TEXTILE DESIGN

FREQUENTLY ASKED QUESTIONS

O1. Why don't you offer logo-only design?

Because a single logo simply can't carry the full weight of your brand story. A well-crafted identity is more than just beautiful visuals — it's about creating a complete, strategic system that speaks directly to your dream clients and helps you stand out with clarity, consistency, and confidence.

O4. Can the payment schedule be adjusted?

Typically, I work with a 50% deposit upfront and 50% upon completion before final delivery. However, I do offer flexible payment plans (including a 3-part option) and am happy to discuss what works best for you.

O2. What if the set number of revisions isn't enough?

In my experience, the deep strategy and creative direction we establish early on means we're aligned by the time we reach the revision phase. That said, if we find we need more time or changes, I'm happy to discuss why that might be and add additional revisions to your quote where needed.

O5. Can you complete the process in a faster turnaround?

Timely feedback always helps a project move smoothly — and I'm grateful for clients who are responsive and engaged throughout. However, I believe in honouring the creative process and giving each stage the depth and attention it deserves. Rushing often leads to missed opportunities and dissatisfaction later down the line. The recommended 5–6 week timeline ensures we build something meaningful, refined, and lasting — something we're both proud to put into the world.

O3. Do you only work in watercolour?

While watercolour often plays a part in my process, it's just one of the tools I use. I also work with digital illustration, hand-drawn textures, and layered mark-making to build a unique and versatile visual language for each client. Painted elements are professionally scanned and optimised for both print and digital use.

O6. What if I don't think I need brand patterns or illustrations?

Not every project requires the same, detailed visual elements. However, I include patterns and illustration as part of my Signature Package because they play a powerful role in extending your brand across touchpoints.

These assets allow for greater flexibility and versatility in designing packaging, social media, print collateral, and more. They create visual cohesion, support storytelling, and make your brand instantly recognisable in a saturated market.



NEXT STEPS

Book Your Free Discovery Call

If you’ve made it this far, you are dreaming bigger for your brand, that in itself is no small thing.

Maybe you’ve outgrown your DIY branding, or maybe you’re standing at the edge of something new — ready to launch, evolve, or expand. Wherever you find yourself, I want you to know: you don’t have to figure it out alone.

This process is about more than design — it’s about trust, clarity, and co-creating something that feels like an honest reflection of your heart and purpose. If that resonates with you, then perhaps our paths have crossed at just the right time.

I’d love to invite you to book a free consultation so we can connect, explore your needs, and make sure this experience is the right fit for you. No pressure — just a gentle conversation to see if we align.

Jess Meyer
Designer | Founder

[CLICK HERE TO TAKE THE NEXT STEP](#)