

Studio Guide

HONEYFIG STUDIO

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What we do

You deserve a brand that is as intentional and ambitious as you are. You deserve a brand that radiates kindness, intention, and aesthetic. And, most importantly, you deserve a partner that gets it.

Meet HoneyFig.

We're a branding studio that helps women-led businesses shatter glass ceilings by building bespoke, purposeful brand experiences that make long-lasting impressions on your eyes and your hearts.



Who we do it for

At HoneyFig, we understand that your brand is rooted in something bigger than a product or a service. And whether it's humanity, sustainability, or equality that fuels your business, we are committed to highlighting, embracing and transforming that purpose into a bespoke, intentional brand experience unlike any other. So, if you're a fearless woman on a mission to make the world better, kinder and compassionate, you've found the right place. We can't wait to meet you.

How we can help

TAILORED PROPOSALS TO REACH YOUR UNIQUE GOALS

You've poured your heart and your energy into your business, and it's grown. Now you're looking at a bold new set of goals. But part of reaching them is developing something you've never had before—a unique and memorable brand rooted in your vision. That's why we don't offer cut-and-paste packages that might work for your business. Instead, we tailor our proposals to your specific goals and their industry.

IN-DEPTH STRATEGY AND INTENTIONAL DESIGN

You know your business has the purpose and potential to be incredible. Now you just need the world to see that, too. That's why you're here. At HoneyFig Studio, we get to know your goals, needs, and dreams like they were our own, then we develop a unique brand strategy, create a striking visual identity, and launch a bada** brand. Together we'll create a captivating brand experience that breaks through the clutter with strategy, aesthetics and intention.

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



A few words from the Fig Founder

I started designing basically as soon as my parents would let me touch the computer. Birthday party invites, random PowerPoint presentations about stuff I liked (especially dogs)...I'd spend hours creating anything I could. So when the opportunity to start my own design business after college presented itself, it was a no-brainer.

But as a newly-graduated, Alaska-based, 21-year-old living with her parents, I could have neverrrrrr imagined what HoneyFig would become.

Before I knew it, my tiny one-woman show picked up. Suddenly, I was running a full-fledged branding studio and working with some of the most inspirational, insightful and empathetic women I could've ever imagined. Their passion to change the world sparked something in me that keeps burning to this day—a desire to change the world right along with them.

And that's exactly what we do.

My vision for HoneyFig is to continue using my passion for branding to make space for women-led businesses to grow and thrive. And, with the help of my team (and the emotional support of my pup-Joey), we'll keep building the most purposeful and powerful brand experiences in the game.

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?

All of our designs are based on the brand strategy work we do together. So we usually don't work with branding elements we didn't design—but we're happy to connect with you to take a look and explain what our direction would be.

CAN YOU JUST UPDATE MY WEBSITE?

We aren't able to update existing websites because our Website Design & Development services are based on what we discover together in the brand strategy phase. Once we figure out your needs, we build your website from scratch to make sure it works like a dream.

DO YOU ONLY WORK WITH WOMEN-LED BUSINESSES?

Mostly! But we do make exceptions for women who co-own a business with their husband, or who have a male business partner. All we ask is that you're the main point of contact and that you have an equal say in the business.

DO YOU OFFER PAYMENT PLANS?

Yup! When you book with us, we require a 25% deposit. Then we'll split the balance into equal monthly payments until your launch day arrives.

CAN YOU RECOMMEND A PRINT SHOP?

Of course. We have a list of trusted printers that we love to recommend. Since we have years of experience with print media, we'll be able to guide you so that your printed materials meet your exact needs.

Next Steps

THANK YOU SO MUCH FOR YOUR TIME.
WANT TO WORK WITH US? IT'S EASY TO GET STARTED.

01

Fill out our contact form on our website.

02

We'll get back to you in 2-3 business days. If it feels like a match, we'll drop you a link to schedule a 1-hour call with us where we'll get to know you, learn about your goals, and start putting together a plan.

03

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

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