

MOONS & THINGS *Co.*

Experience Guide

Project Inquiries:
moonsandthingsco@gmail.com
319.429.0735

MOONS & THINGS CO.
www.moonsandthings.com
Brand Design | Web Design | Creative Direction

CRAFTING
INTENTION

BRANDS
&

WITH
IMPACT

page 001

... CRAFTING BRANDS WITH INTENTION & IMPACT

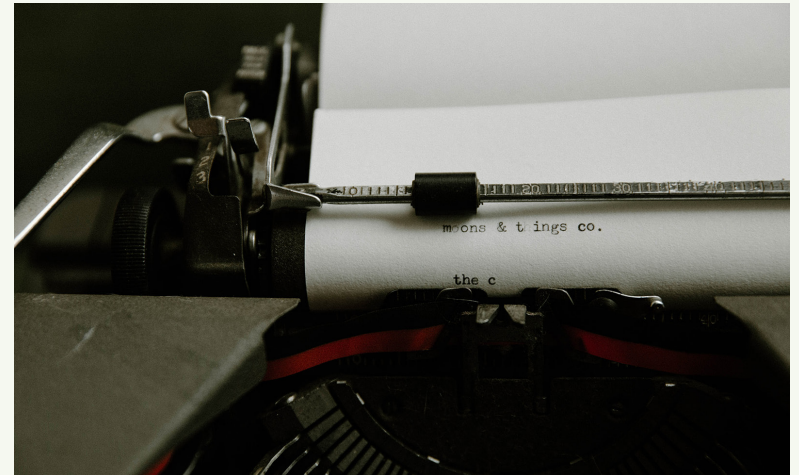


This is **Moons & Things Co.**, a creative studio born of the passion to help creative entrepreneurs build intentional and impactful brands that speak volumes, incite connection, and produce results.

As a long-time creatives in many capacities myself, I bring a unique depth of experience to the table that has informed the M+T Co. signature process and equipped multifaceted, multi-passionate business owners like yourself to shoot for the moon. While there's no single way to do anything, I have found that having a consistent framework for creative exploration is important. Let me tell you a little bit about it.

THE M+T CO APPROACH

My approach has been refined over the years to help me craft emotive brand after emotive brand. I'll get into the logistics of it all in a second here, but most importantly, at the forefront of this approach is my dedication to *your experience*. I have crafted a process that hinges on a combination of candid conversations, exciting touchpoints, creative workshopping, behavioral psychology, brand education, and uninhibited creativity. Every decision, every milestone, every sketch I make with my Ticonderoga pencils (because I'm 100% the type of person who still uses those) is with yours and your business' best interest top of mind.





THE FACE BEHIND THE NAME

Hi, I'm Natascha, and I am the founder and Lead Designer here at Moons & Things Co. I'm many a thing: a brand + web designer, a lover of all things vintage, an avid Normal People and indie movie fan, a book geek, a self-proclaimed chef who also sings and dances while she cooks (you mean, you don't?!), a pop singer/songwriter, and a design nerd to the nth degree.

I started M+T Co. in 2020. I was living in Nashville and five years into pursuing a full-time career in music. In crafting my own brand as an artist, I realized I had an passion for aesthetics and branding that I was hesitant to acknowledge. It took me a minute-- and by a minute, I mean a few years-- to realize that humans are inherently multifaceted and multi-passionate, and it would be a darn shame not to embrace that.

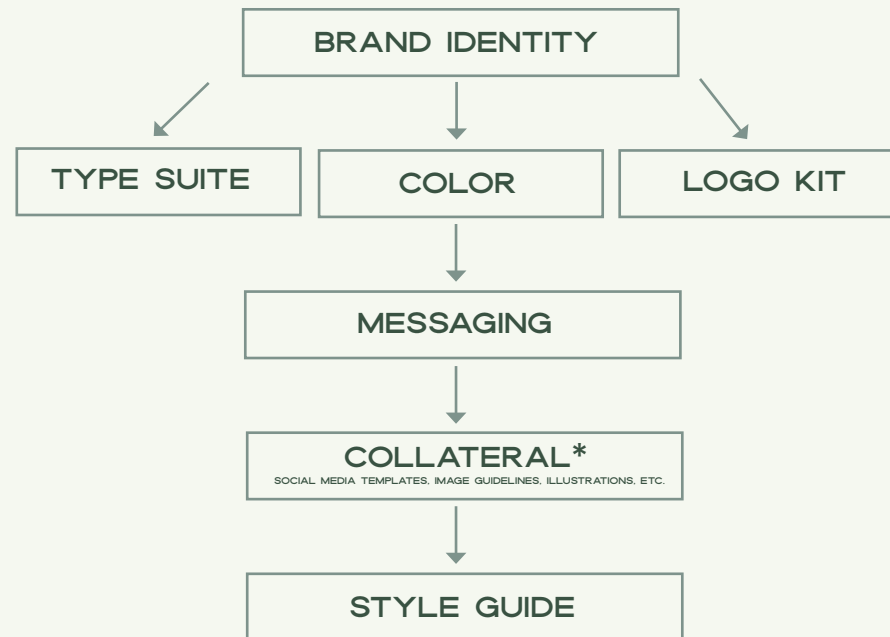
And thus began M+T Co., a creative studio specializing in brand and web design with additional a la carte services designed to help you craft a captivating brand experience. I build brands on the basis of who you are and where you want to go, and I equip you with the tools to execute your brand with consistency using the one-concept approach and 360 marketing method.

More importantly, I am well and truly your biggest fan from the word 'go,' and I can't wait to learn more about you and your business.

Let's shoot for the moon together, shall we?

WHAT IS A BRAND IDENTITY, ANYWAY?

A brand identity is the visual and emotional representation of a brand. It combines a number of core elements— logo kit, color palette, typography, messaging, and design— to create a cohesive identity. Something that’s recognizable, effective, impactful, and represents your business’ values + goals. With the help of a style guide and design assets, you will learn the semantics of your brand in a way that leaves you feeling confident to launch and execute. Each and every element of a brand is carefully fashioned to attract your target audience and evoke specific emotions and associations in their minds.



take it from past clients



“IF YOU ARE LOOKING FOR SOMEONE TO BRING YOUR BRAND VISION TO LIFE, M+T CO. IS YOUR BEST BET.”

“I cannot begin to express how grateful I am to work with Natascha at Moons & Things Co. She works tirelessly, takes the stress off of me, and most importantly, I can trust that she will operate with my brand’s best interest at heart because she sees my vision.”

-CHRISTINE SUSI • WHERE TO EAT

BRAND + WEB DESIGN SERVICES

BRAND DESIGN

BRAND STRATEGY

WEB DESIGN + DEVELOPMENT

BRAND CONSULTING

OTHER CREATIVE SERVICES

CREATIVE DIRECTION

COPYWRITING

GRAPHIC DESIGN

PRODUCT PACKAGING

MOONS & THINGS *Co.*

Services Menu

Project Inquiries:
moonsandthingsco@gmail.com
319.429.0735

MOONS & THINGS CO.
www.moonsandthings.com
Brand Design | Web Design | Creative Direction

CRAFTING
INTENTION

BRANDS
&

WITH
IMPACT

page 008

The Crescent Moon

TIER ONE: THE BRAND ESSENTIALS COLLECTION

Are you ready for the strategically-crafted brand without the designer price tag? The first tier branding package was designed to equip you with the essentials to launch your brand with clarity and confidence.

WHAT'S INCLUDED?

- + discovery questionnaire
- + strategy workshop
- + full logo kit (3-5 variations)
- + patterns + illustrations
- + color palette
- + type suite
- + image direction
- + messaging + mottos
- + brand guidelines
- + 60 minute recorded brand education
- + 60 minute live Q+A brand support call
- + BONUS: free launch strategy guide Notion template

WHO IT'S FOR

The Crescent Moon was designed specifically for entrepreneurs who aren't quite ready for the undertaking of 360 marketing or the in-depth design process, but still feel motivated to introduce their brand to the world with clarity and intention.

INVESTMENT + TIMELINE

Starts at \$4200. I provide custom quotes based on your unique goals + needs: add-ons, additional launch support or education, etc. Turnaround from start to finish is typically **2 weeks** but can vary based on project scope. Cost of assets (font licenses, stock images, mockups, etc.) is included in project quote.

3 month and 6 month no-interest payment plans are available upon request.

The Full Moon

TIER TWO: THE SIGNATURE BRAND COLLECTION

The signature branding package runs the gamut on setting you up for success, ensuring you have all of the assets you need for organic, long-term results. I think of it all so that you don't have to.

WHAT'S INCLUDED?

- + discovery questionnaire
- + strategy workshop
- + full logo kit (3-5 variations)
- + patterns + illustrations
- + color palette
- + type suite
- + image direction
- + messaging + mottos
- + brand guidelines
- + social media templates
- + stock photo library
- + customized launch strategy
- + business card design
- + complimentary access to all project mockup designs
- + full brand experience direction (additional design collateral priced separately)
- + 60 minute recorded brand education
- + 60 minute live Q+A brand support call
- + one week of post-delivery Voxer (voice note) access
- + BONUS: free launch strategy guide Notion template

WHO IT'S FOR

The Full Moon is for the entrepreneur who already has clarity around who they are and exactly what they offer. This person is ready for *more*— more brand awareness, more sales or leads, more social engagement, and more freedom.

INVESTMENT + TIMELINE

Starts at \$6350. I provide custom quotes based on your unique goals + needs: add-ons, additional launch support or education, etc. Turnaround from start to finish is typically **3-4 weeks** but can vary based on project scope. Cost of assets (font licenses, stock images, mockups, etc.) is included in project quote.

3 month, 6 month, and 12 month no-interest payment plans are available upon request.

Web Design

COMPREHENSIVE WEBSITE DESIGN + STRATEGY

I craft an aesthetic and strategic website designed to attract your target audience, route them through your website in intentional ways, and generate more leads or sales.

**Must go through brand design process with Moons + Things Co. first.*

WHAT'S INCLUDED?

- + six page custom site design through ShowIt
- + creative site copy
- + responsive design for desktop + mobile
- + built mindful of conversion and SEO
- + video tutorials to maintain your site

WHO IT'S FOR

Our custom web design exists for the entrepreneur who already has a powerhouse brand in tow and is ready for the web presence to match it.

INVESTMENT + TIMELINE

Starts at \$6800 USD. I provide custom quotes based on your unique goals + needs: add-ons, additional workshopping, etc.. Turnaround from start to finish is typically **6 weeks** but can vary based on project scope.

3 month, 6 month, and 12 month no-interest payment plans are available upon request.

The Meteor

TIER THREE: FULL BRAND + WEB DESIGN

The Meteor couples the branding of the Full Moon package with an integrated, SEO website. Limitations on you & your business? Never in a million.

WHAT'S INCLUDED?

- + *the entire Full Moon branding package*
- + six page custom site design through ShowIt
- + creative site copy
- + responsive design for desktop + mobile
- + built mindful of conversion and SEO
- + video tutorials to maintain your site

WHO IT'S FOR

The Meteor is for the entrepreneur who is ready to launch their business with gusto— a captivating and evocative brand, a full web design, and the strategy to shoot for the moon... and hit it.

INVESTMENT + TIMELINE

Starts at \$12,850 USD (SAVE \$300). I provide custom quotes based on your unique goals + needs: add-ons, additional launch support or education, extra web pages, etc. Turnaround from start to finish is typically **10 weeks** but can vary based on project scope. Cost of assets (font licenses, stock images, mock-ups, etc.) is included in project quote. All costs associated with website are client responsibility.

3 month, 6 month, and 12 month no-interest payment plans are available upon request.

Brand Closeup

TWO WEEK BRAND MENTORSHIP

Branding is so much more than the visual pieces that comprise your identity. It's the immersive *experience* that you take your clients/customers on. In this two week mentorship, we collaborate on honing that experience into something *beyond* captivating and compelling.

WHAT'S INCLUDED?

- + preliminary discovery questionnaire
- + custom strategy workbook
- + weekly 1:1 sixty-minute Zoom calls (2 total, recorded for your lifetime use)
- + two weeks of unlimited Voxer access
- + framework and action plans, delivered as PDF guide one week after sprint-style intensive
- + full brand experience audit (web, experience guides, IRL + digital touch-points, brand identity) delivered as PDF and recorded video walkthrough

Project Inquiries:
moonsandthingsco@gmail.com
319.429.0735

MOONS & THINGS CO.
www.moonsandthings.com
Brand Design | Web Design | Creative Direction

WHO IT'S FOR

The two week mentorship is for the entrepreneur that has at least a year of being in business under their belt. Maybe they have the DIY brand identity and website, but something isn't working. They feel like they're constantly in a spiral of trial and error rather than ease and alignment, and they want to fine tune their systems and brand to energize their business from start to finish.

INVESTMENT + TIMELINE

\$2200 with two week, sprint-style timeline.

3 month and 6 month no-interest payment plans are available upon request.

take it from our past clients



“WORKING WITH MOONS & THINGS CO. IS AN INVESTMENT I WOULD ENCOURAGE ANYONE TO MAKE.”

“I felt my hopes and preferences were carefully considered every step of the way. The end result is beautiful and congruent with the tone and values of my business. The brand design has even provided me with an anchor for decision making in domains of the business that are unrelated to web & branding.”

-JESSIE ALEXANDER • OAK + REED

The Design Process

Steps 01 to 11

Step 01

Client Application

I value the opportunity to get a clear understanding for who you are, how I can help you, and the scope of your project. I also value your time and want to be sure my studio is the best fit for you and your business.

Step 02

Connect Call

My process is largely built on trust and communication, so before I take on any new project, I kick things off with a phone call so we can get to know each other and ensure I see the scope of your project from every angle.

Step 03 Proposal

Once I feel like we have a good sense for what you need and how I can help, I'll send a project estimate. This is also where you can choose to add or remove from the scope to adjust your goals and budget.

Step 04 Contract

Once you give me the go-ahead on the parameters of the proposal, I'll send an e-sign contract your way and collect your 25% retainer. If you opted for a payment plan, this is also where you will set up your auto-pay, as well.

Step 05 Welcome

I'm a big fans of celebrating anything and everything around here, and our partnership is certainly something worth celebrating! I'll make things official by sending you a Welcome Kit, complete with project timeline, questionnaires, and further direction surrounding your project. We'll also meet for a 30 minute video call to meet "face-to-face" and clear up any questions you might have before your project start date.

Step 06 Discovery

I start each and every project with a questionnaire that helps me learn the ins and outs of your business and your likes, dislikes, goals, and dreams as a business owner. I'll ask a lot of questions that will help me get into the mind of your target audience, understand the nuances of your business, and build a brand that is emotive and communicative.

Step 07 Ideation & Workshop

Before I launch into the full brand build and design all collateral included in your project scope, we meet for a focus workshop to work through various focus exercises together and review two potential creative directions. I find that intentional collaboration helps us get in your entrepreneur mind (as much as one can without superpowers!) and deliver a final product that feels absolutely aligned.

Step 08 Revisions

In the days to follow, you'll receive a Brand Brief (brand design) or Live Frame (web design). For brand design, this one-page, abridged version of your visual identity gives me the chance to make sure we're on the same page before diving off the proverbial design deep end. For web design, this is your chance to see your ENTIRE website in PDF format before I dive into development and launch. This is also where your complimentary rounds of revisions happen.

Step 09

Full Brand Build

After I get your approval on the Brand Brief or Live Frame, I go dark for a little while. I might send a few emails back and forth to get clarity from you (or just to shoot the breeze and see how life is treating you), but it could be a little quiet while I design the entirety of your brand and/or web and all of your deliverables.

Step 10

TA-DA! Presentation Time!

It's important to me that you know every! single! intentional! decision! that went into crafting your brand and website. It's *all on purpose*, and I believe brands with the perfect amount of alignment and consistency connect with you on a personal AND professional level. I present your brand/web to you both in your brand guidelines and in a recorded presentation led by yours truly.

Step 11 Final Delivery

I'll deliver all of your final files as outlined in your original project scope. If you had any additional rounds of revisions, add-ons, or extra support outside of the original scope throughout your project, you will also receive a final invoice.

★ ★ ★ ★ ★

“I JUST KNOW I’M GOING TO LOOK BACK ON THIS AND THINK THIS (INVESTMENT) WAS THE BEST THING I COULD’VE EVER DONE FOR MY BRAND AND MY BUSINESS.”

“I’M FREAKING OBSESSED!!!! Essentially, it’s like I’ve had all of these jumbled thoughts, ideas, and dreams for my brand, and M+T Co. has somehow brought that to life in a cohesive, stunning way. It’s romantic, whimsical, and just plain cool. It just feels so elevated and inspires me to keep chugging along with the difficulties of a new business! All in all, I feel so inspired and excited for this next chapter. Just wow.”

-MICHAELA HARLE • PHOTOS BY MICH

FREQUENTLY ASKED QUESTIONS?

001. Do you offer payment plans?

I sure do! Payment plans make it possible for you to tackle your dreams head on, but on your terms. Each and every project requires a 25% non-refundable retainer to book, but the remaining amount begin upon final delivery of your project and continue with monthly, auto-pay installments through our Client Management Software. 3 month, 6 month, and 12 month no-interest payment plans are available.

002. When will my project start?

The studio is typically booked anywhere from 3-6 months in advance. We will discuss your potential project start date in our Connect Call and then confirm your timeline in the proposal and contract process. If we determine M+T Co. a good fit for your project, you will have one week after your proposal to book by signing your contract and completing your retainer payment.

003. How much input do I get on designs?

My signature process includes multiple opportunities for collaboration and communicating your unique vision. While we always take your aesthetic preferences and ideas into account, we will never execute them if we do not feel it is in the best interest of your business and goals. Remember: (1) You hired a brand designer for a reason-- trust the process! (2) What works best may not be what you *like* best. It's your job to know your target audience; it's our job to design to appeal to them. Again... trust us!

004. Why does each package have a set number of revisions?

Clarifying the number of revisions helps keep feedback clear, intentional, and concise. In addition to making the most of everybody's time and creative energy; this also ensures that we aren't muddying the visual identity that we have intentionally crafted. Additional revisions are always available at our hourly rate.

005. Will you help me launch my brand after final delivery?

Each branding collection include a one hour Q&A + Launch Support Call following final delivery. During this time, I will answer any questions you might have and provide insight into how to put your brand into action. The Full Moon package includes a customized launch strategy and brand experience delivered in PDF format, as well as a week of Voxer (voice note) access post brand delivery as an additional support option. Any additional launch support qualifies as an add-on from our a la carte menu and will be invoiced separate from your project.



Enough about me.

I can't WAIT to hear from you. Schedule a Connect Call so you can dish more about your business & your dreams. I'm excited to help you reach them.

[SCHEDULE CONNECT CALL](#)

