

OFFERINGS GUIDE

FABLED

BRAND CO.

2024



fabledbrandco.com
UK & Worldwide



Welcome to Fabled.

Are you ready to tell your story?

*F*irstly, let's celebrate - the fact that you are reading this means that you have already taken the first step in your entrepreneurial journey. The fun starts here, and I am as excited as you are to tell your unique story to the world and get your brand to the people who will be your raving fans.

The first thing you should know; *storytelling is my thing.*

A truly successful brand identity should tell the story of what makes your business unique, in a way that resonates emotionally with your ideal client. It should take them on your journey, bring them into your world, and transform them into your biggest fans. Those are the kinds of brands that we build here.

You probably have questions, and this is the place to get answers. You may be a seasoned entrepreneur, or you may be in that rollercoaster first season of business. Wherever you are in your journey, I'll meet you there. This is a collaborative process, and we walk this road together.

Oulined in this document you will find information on the process of strategising and building a brand, different ways in which we can work together, your project investment and the deliverables that you can expect in return. You'll read love notes from past clients, see examples of the work that I create, and find answers to some of the most commonly asked questions.

Ultimately, you'll know in your heart if we're a fit. You know your business best, and you should resonate strongly with the designer you choose to work with. If that's me, then you'll find information on the last page to help you take the next steps.

I look forward to helping bring your brand to life.

Clare x

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WELCOME TO FABLED


We craft visual
stories that take
brands from lost
to legendary.



HERE'S HOW I CAN HELP

Fabled is a brand and website design studio here to elevate brands in the coaching, wellness & parenting space to legend status through strategic storytelling and unapologetically standout design.





Clare's intuitive, and her designs are as beautiful as they are unique. Her ability to turn words and feelings into visual images is truly something special."

SPANISH PEAK PRODUCTIONS - LIFESTYLE & WEDDING VIDEOGRAPHY

Brand Storytelling & Visual Identity



The Process



I believe in the power of stories. Your brand is so much more than just your logo; it is the story that you weave for your audience that makes what you offer tangible, resonant and irresistible.

My process begins with strategy and structure, the foundation stones of your visual brand. We dive into the heart behind what you do, your reason and your mission, and we correlate that with the needs, desires and behaviour of your dream audience to make sure that your brand story speaks directly to them in their own love language.

Only once we have that solid groundwork in place do we begin the design exploration phase, and hone and refine your creative concept into a cohesive and beautiful visual identity that reflects every facet of your brand.

The outcome of my brand storytelling process is a visual narrative that is honed and crafted specifically to speak directly to the heart of your ideal client. Wherever and however they first encounter your brand, we aim for them to feel seen, that they have come home, that they have found their tribe, and that they resonate with your story deeply and honestly.



Clare is my design
fairy godmother. When
I have a vision for my
business she creates
it... only a thousand
times more beautiful
than I ever imagined.”

RAISED GOOD - GENTLE PARENTING GUIDE

Branding, Custom Website Design & Creative Retainer



STAGE ONE

Storytelling & Strategy

This is where the story begins. Before we even touch on your visual brand, we will lay the foundation stones with strategy, clarity, and a deep understanding of who we are speaking to and what they need.

Drawing on years of experience as an Art Director and Brand Designer, the strategy phase involves clarifying your message, identifying your 'muse' or ideal client, and pinpointing your position in the market, however saturated. Beginning with a half day brand storytelling workshop, we'll define your brand pillars, your unique edge, and the key elements of your brand that will make you a no-brainer choice for your target market.

STAGE TWO

Creative Direction

The next step is to translate that strategy into a distinctive visual narrative that will communicate your brand story effectively. We'll outline a compelling creative direction to inform your visual identity, focusing on the mood, tone and feel of your brand. Using moodboards, art direction and colour psychology, this is where we clarify exactly how we tell your story visually in a way that will captivate your ideal client on an emotional level - compelling them to invest in you.

STAGE THREE

Visual Identity Design

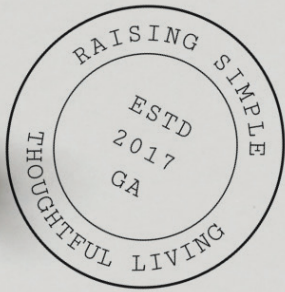
Once the creative direction is established, it's time to move into the brand design phase. I'll spend some time deep in the creative exploration phase before presenting a design ecosystem for your brand that ties together everything we've defined during the creative process in a way that feels cohesive, resonant, and impactful, tailored to your specific muse audience, and optimised to give your brand the edge in your market. The final outcome is a timeless and comprehensive brand identity that will inspire you to elevate your business to the next level and support you in reaching those big, 'pinch me I'm dreaming' goals.

STAGE FOUR

Project Delivery

Once your brand identity is refined and finalised, your brand assets will be delivered digitally via Google Drive. All logos, brand marks and graphics will be delivered in the full range of file formats - vector AI, EPS, SVG, PDF, JPEG and PNG. You'll receive any illustrations, patterns, textures or icons created as part of your brand ecosystem, as well as a custom art direction guide to aid you in curating brand shoots and your brand guidelines packaged as a PDF for you to refer to when implementing your brand across your business touchpoints.





A HOME *for* THOUGHTFUL LIVING

Brand Marks

RS

RAISING
SIMPLE

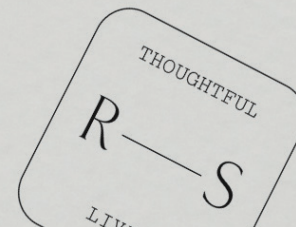
RAISING
SIMPLE

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A HOME
FOR
THOUGHTFUL
LIVING

ESTD 2017
RAISING SIMPLE
MINIMALISM BY DESIGN

RAISING SIMPLE - MINIMALIST LIFESTYLE MENTOR & AUTHOR
Brand Identity & Website Design



“Thank you for this! It is
wonderful and you made me cry.
You nailed so many things here...
You have a beautiful gift to see
people and tell their story. I am
so glad I found you.”

DR DEBORAH MACNAMARA - COUNSELLOR, AUTHOR, SPEAKER & SCIENTIST

Brand Storytelling & Visual Identity



What does brand storytelling do for your business?

*A*n investment in professional branding for your business is a huge step, cementing your intention for your brand not just in the present, but also envisaging where you could grow to in the future.

The tangible deliverables - things like your logo design, website, print pieces, and social media graphics are created specifically to capture the imagination of your defined target audience. Your visual identity establishes your brand in their minds and hearts - communicating to them without words your authenticity, your brand values, your edge and your expertise. It is this visual communication that transforms those people into your fans, your clients and customers, because your visual identity lets them know unequivocally that you are for them.

Then there's the intangibles - all the ways in which brand storytelling can enhance your business in addition to the project deliverables. There's the confidence that comes from having true clarity in your brand identity and the strategy behind it. There's the fire that is ignited for growth when you are truly aligned and excited by your visual identity, with a brand that feels like you.

And there's the fact that when you have a visual brand that is rooted in strategy and cohesively aligned across all the touchpoints of your business, it does some of the hard work for you - captivating your ideal clients and customers and convincing them that you are the solution to their problem before you've even said a word. People don't buy products and services, they buy *stories* - and your brand should tell your story in a resonant and authentic way.



A black and white photograph of two hands reaching towards each other against a dark background with light rays. The hands are positioned in the center-right of the frame, with fingers slightly curled as if about to clasp or touch. The lighting creates a dramatic effect, highlighting the contours of the hands and the texture of the skin. The background is dark with soft, ethereal light rays emanating from the top left, creating a sense of depth and atmosphere.

CORE SERVICE OFFERINGS

Got a story to tell?

*There's a few ways we can
work together...*



Storytelling Intensive

A great option for brand new business founders & entrepreneurs who value strategic design and know that a brand is more than just a logo, this strategic Storytelling Intensive will see you walk away with a clear, authentic and beautiful core brand after just two days.

Launching a business into the world is hard. You're wearing all the hats, trying to do all the things - and you know deep down that logo you DIY'd one night in Canva isn't going to cut it when it comes to elevating your business and speaking to the premium clients you know would get the most out of your offerings. The Storytelling Intensive aims to equip new entrepreneurs like you with a professionally designed foundational brand upon which to grow, with a super quick turnaround and a manageable investment for a new business.

This two day intensive process focuses on strategy and storytelling, uncovering your dream client, positioning in your market, and your unique magic through a targeted Storytelling Workshop on day one; and translating that into a beautifully cohesive visual identity on day two.

Deliverables:

Storytelling Sessions Workshop consultation

Mini brand strategy report

Brand moodboard

Primary logo concept

Brand identity eco-system

Colour palette

Typography system

Brand guide stylesheet

All brand assets delivered in multiple colourways and file formats, ready to use immediately

need
TO KNOW

project investment
£2,800

project timeline
2 days



Brand Strategy & Storytelling

Getting clear on your story and how to tell it is the key at the heart of strategic positioning for your brand. Communicating that story visually is how we tell the world who you are, stand you apart from everyone else in your market - no matter how saturated - and make you a no-brainer proposition for your dream clients, because they resonate with the story behind your brand.

Drawing on years of experience as an Art Director and Brand Strategist, we'll begin with a Storytelling Workshop during which we'll clarify your message, identify your 'muse' or ideal client, and pinpoint your position in the market. We'll define your brand pillars, your unique magic, and the things that make you, you, and pull everything together into a comprehensive brand strategy briefing that you can refer to at every touchpoint of your brand experience.

We'll outline a compelling creative direction for your visual identity, focusing on the mood, tone and feel of your brand, and determine how we tell your story visually in a way that will captivate your ideal client on an emotional level - compelling them to invest in you. Finally, we'll weave your brand story into a beautiful and standout visual identity that ties together everything we've defined during the creative process in a way that feels cohesive, resonant, and impactful, tailored to your specific ideal client, and optimised to give your brand the edge in your market.

Deliverables:

Storytelling Sessions Workshop consultation

In-depth brand strategy report

Creative Direction

Brand moodboards

Colour palette

Full brand identity eco-system including logo graphics, brand marks and lockups, brand patterns and/or illustrations as needed

Typography system

Comprehensive brand guidelines

Art direction guide for photography & social media

All brand assets delivered in multiple colourways and file formats, ready to use immediately

Optional:

Print, packaging designs, marketing materials, social media templates, merchandise, and more...

need
TO KNOW

project investment
£4,500

project timeline
4 weeks



The Storytelling Sessions

Included as a foundation stone of every brand storytelling project, these storytelling workshops have been such a runaway hit with clients that I'm now offering them as a standalone service.

Over the course of the 2.5 hour workshop, we'll work to clarify your brand story, key messaging, muse client and position in the market. The workshop is tailored to your specific needs, so we can work through any specific blocks you may be encountering and you can pick my brains on all things brand. Think of me as your personal brand consultant for the day!

This can be a one-on-one consultation session, or you can bring the team along if you have one. We can audit your existing brand and website, or if you're just starting out we can work to clarify and cement your brand story and what makes you unique. I want you to get the most possible out of the workshop, so we'll be led by whichever stage you're at in your journey.

*Storytelling Sessions are held virtually on Google Meet, however, if you are UK based and more of a face-to-face kind of vibe, then I can travel to you to hold the workshop in person. This can be a coffee date or a visit to your headquarters, or anything in between - whatever will give the best experience for your set up. Please note that travel fees will be payable in addition to the workshop fee in this instance.

How it works:

+ Prior to the day of the workshop I'll send over a questionnaire that will help me to understand where you are in your business journey, your key goals and areas where you're searching for more guidance. This will help me to structure the session specifically to your needs.

+ On the day we'll either jump on a Google Meet, or I'll travel to you if you're UK based and more about that face to face time. Our workshop session will last about 2.5 hours, including time to ask any burning branding questions while you've got me.

+ After the workshop, I'll follow up within a couple of days with a mini brand strategy document outlining what was discussed in the session. You can then take this forward to develop a visual identity for your brand, inform your rebrand strategy or website content, or simply refer to for clarity and a strategic approach to communicating your unique story to your target audience.

+ We could talk about:

| | |
|----------------------------------|------------------------|
| Brand story | Brand / website audit |
| Market positioning | Competitor analysis |
| Messaging strategy | Blocks or difficulties |
| Muse profiling (target audience) | Your brand magic (USP) |

need
TO KNOW

project investment
£950

project timeline
2.5 hours



CASE STUDY

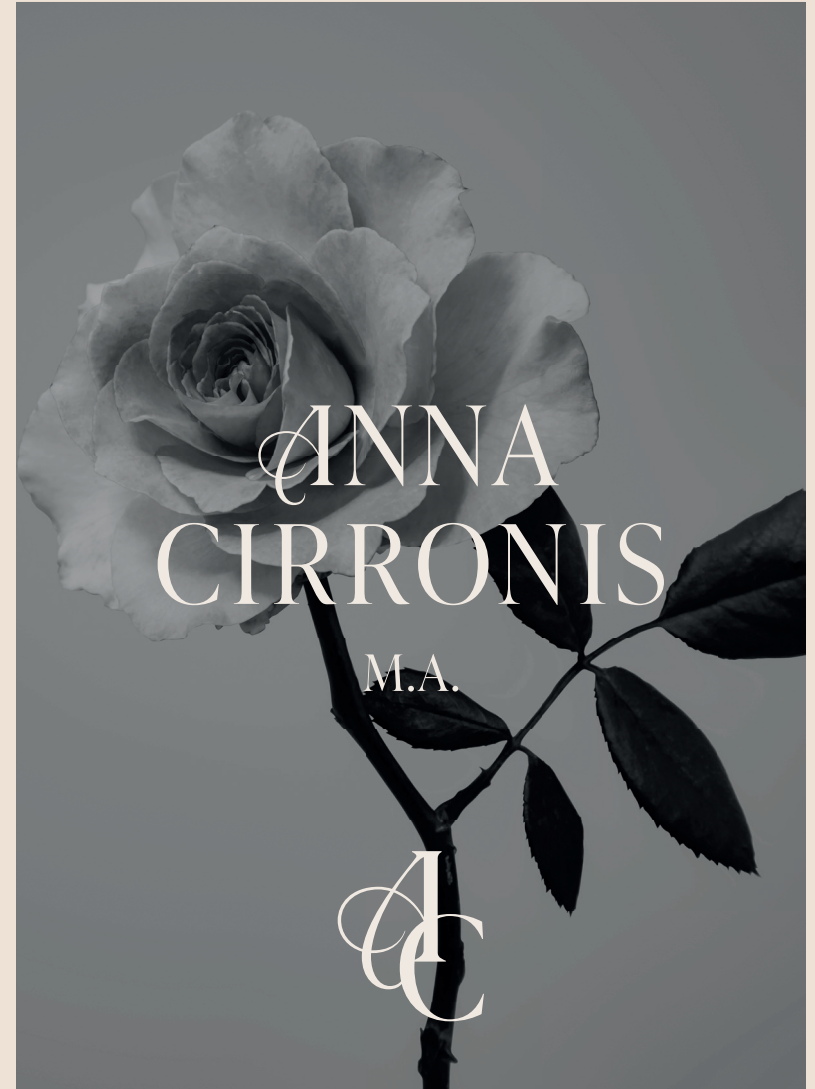
Anna Cirronis, M.A.

MASTER COACH & EXPRESSIVE ARTS THERAPIST

Brand Storytelling Intensive

During our two day storytelling intensive, we worked to put in place a solid brand strategy for Anna's rebrand, redefining her unique story and weaving it throughout a cohesive visual identity crafted to resonate with her particular client muse.

Her visual identity now embodies her extensive professional experience through elevated typography, whilst also drawing on her varied and eclectic life stories and her artist's spirit through illustration and subtle flourishes to create a personal brand that is feminine, elevated, truthful and timeless.



Showit Website Design

*F*or most of the entrepreneurs I work with, their website is the key to telling their story to the world. Your website is your shopfront, your sales pitch, . When your people land there, we want them to feel as though they are in exactly the right place at the right time - their imagination captured, their heart jumping as they explore your unique offering and discover that YOU are the perfect fit for them.

We achieve this with elevated custom website design that is strategically designed to convert with user experience and brand recognition in mind. Using Showit, we are able to use boundless creativity to craft an online experience which feels a million miles away from a cookie cutter template site and feels authentically, undeniably YOU.

Deliverables:

Website content planning consultation

Site map to optimise user experience

Planning of user flow and content structure (in collaboration with copywriting team, if applicable)

Bespoke website design, built in Showit

Responsive mobile site design

SEO basics covered

Management of the domain transfer process to take your new Showit site live

Training and tutorial videos to allow you to take full control of your site

3 weeks priority support post-launch

need
TO KNOW

project investment
from £6,000

project timeline
2-3 months





RACHEL BROWNBIDGE - GUIDE, MENTOR & THOUGHT LEADER
Brand Identity & Website Design

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ADDITIONAL SERVICES*

Photoshoot *art direction*

Print collateral

Instagram *template* toolkit

Packaging design

E-book & *digital product* design

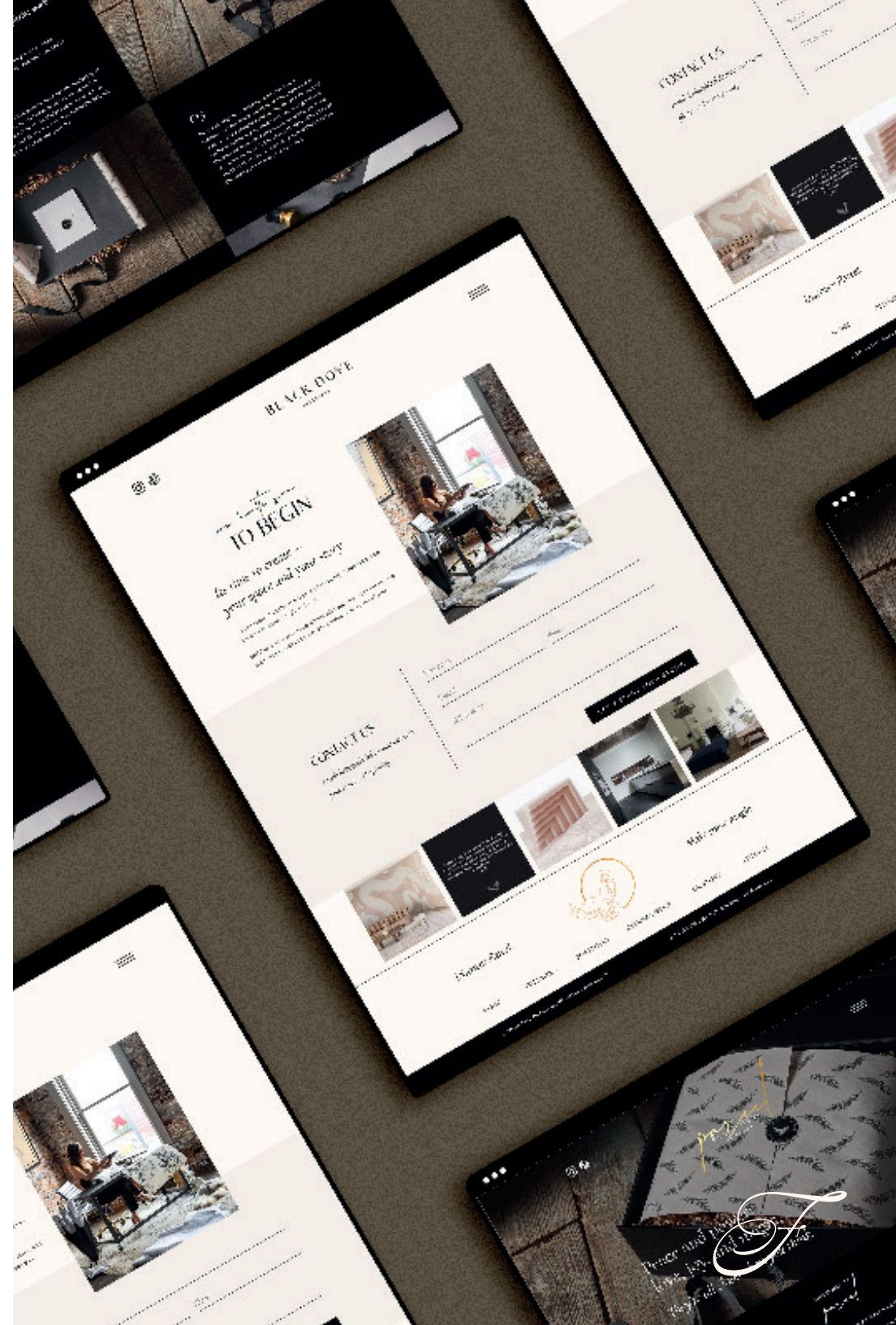
AND MORE...

**Available to add on to any brand storytelling or custom website project*



“Clare is wildly creative
and really dove in
to understanding &
knowing my company
and brand.”

BLACK DOVE INTERIORS
Brand Identity & Website Design



Monthly

Creative Retainer

Ready to uplevel beyond branding to build something with real momentum? With a monthly creative retainer I become your in-house creative partner, developing ongoing strategy and bringing my skills and experience in art direction, campaign conceptualing and design to the table to realise your wildest business goals.

HERE'S WHAT I'M BRINGING TO YOUR TABLE:

Monthly strategy meeting

Ongoing creative direction

Image curation

Goal mapping

Campaign creative conceptualing

Design implementation at a level tailored to your needs
(see tiers below)

TIER ONE

For day-to-day support
1 full day implementation

Investment

\$650 | £480

TIER TWO

For growth & goals
2 days implementation

Investment

\$1,200 | £900

TIER THREE

For big picture & launches
3 days implementation

Investment

\$1,500 | £1,100

Availability
FOR

Campaign launches

Team meetings

Annual & monthly strategy planning



HERE'S SOME THINGS WE COULD ACHIEVE WITH A CREATIVE RETAINER

Creative direction & campaign concepting,
Social media content, Website audit & updates,
E-mail newsletter design & templates, E-book
design, Brand consultancy, Photoshoot art
direction, Launch creative, Lead magnet design

AND MORE...



I tell *visual stories*
for heart-led
brands.



Hello, I'm Clare

FABLED FOUNDER, MOTHER OF TWO TINY HUMANS,
BRAND STORYTELLER & DESIGNER OF BEAUTIFUL THINGS.



My business was forged from passion and wanderlust way back in my distant 20s; a vague idea brought to fruition in order to sustain my street-food-and-beers habit doing what I loved whilst I wandered through South East Asia, Mexico, Europe and New Zealand. I have run a business from backpacker hostels in Guatemala, as a side hustle to my day job, as a single Mum of a toddler and now whilst growing a family of four. A graduate in Visual Communications, I have 12+ years experience working with 100+ brands.

I believe in creating a life built around the freedom of doing something you are wildly passionate about, and I collaborate with free-thinking entrepreneurs who understand the power of great design to elevate their unique offering to the world.





Next steps...

*T*hank you so much for your interest in collaborating with Fabled Brand Co. I hope that you have found the information included in this guide useful!

If you would like to discuss your project in more detail, please reach out to hello@fabledbrandco.com to arrange a complementary discovery call and custom project proposal. I can't wait to meet you.

* Please be aware that I only work with 10-12 full brand & website clients a year, and only 1-2 clients at a time (with the exception of intensives & retainers). Generally I book out 2-3 months in advance, and would advise reaching out early to avoid disappointment and to ensure that we are able to meet your launch timeline.

PROJECT INQUIRIES //

HELLO@FABLED BRANDCO.COM

