

services & pricing

GUIDE



We are Ainsley Jane Designs

& WE ARE SO EXCITED TO HAVE YOU HERE

We are a branding studio, helping you elevate your business with timeless & thoughtful design.

Don't create your brand around trends. Your business is unique, focus on your customer's experience. Using an uncompromising design that represents your brand now and for life.

Working with interior design, accommodation and hospitality industries. Helping them create refined, minimalistic and emotive branding.

If you're ready to stop wasting time on your brand and ready to have a brand people love. Scroll down.

AINSLEY, DIRECTOR & DESIGNER



*don't just take our
word for it...*

LISTEN TO OUR CLIENTS INSTEAD

“She worked with us and took our loose ideas and vision and made it a reality, by recreating our website, logo, marketing content and uniforms. She absolutely nailed the brief, and her work is second to none and we couldn't be happier with the results.”

DAN, STAKREY & CHRISTOE

“Very grateful for Ainsley's help in designing our business logo. We absolutely love it. It was a pleasure working with you!”

JESSICA, ILUKA PHYSIO



STAKREY & CHRISTOE



ILUKA PHYSIO



G DESIGNS

*don't just take our
word for it...*

LISTEN TO OUR CLIENTS INSTEAD

“Ainsley Jane Designs certainly made the process of re-branding much easier! Her creative flair, attention to detail, promptness, and willingness to listen were greatly appreciated.”

GWENDA, G DESIGNS



MY 30 MINUTES

“Her communication was excellent and she was happy to refine her designs multiple times, as I changed my mind about the finished product. I look forward to working together again in the future!”

KENDALL, MY 30 MINUTES

MEET THE TEAM

hey, I'm Ainsley!

A BIT ABOUT ME

I'm kind of obsessed with helping brands succeed. Before I became a designer, I was an Event Manager. I loved event management yet wanted to help businesses succeed and work with like-minded creatives. I saw how impactful design affects engagement and brand growth.

FAVOURITE FONT

Currently, Playfair Display

WHAT I DO FOR FUN

Try new cafes or restaurants

SOMETHING I CAN'T LIVE WITHOUT

My dog.. Benji

CURRENTLY WATCHING

Season 19 of Greys Anatomy

Let's connect @ainsleyjanedesigns_



OUR PACKAGES

Custom Branding

TIMELINE: 6 WEEKS

INVESTMENT: FROM \$1,500

what's included?

CREATIVE DIRECTION

What this includes: Brand development and guide with the creative concepts & moodboard that represent your brand.

BRAND STRATEGY

What this includes: A long-term plan to achieve your goals. In a Brand Strategy Document (with brand objectives, goals, target audience, competition etc)

FULL LOGO SUITE

What this includes:

Primary Logotype
Logotype Secondary Layout
Secondary Logomark (Icon)
Colour Palette
Font Selection

MOCKUPS FOR LAUNCH

What this includes: Your new brand is showcased in situational imagery and which you can promote across all your platforms.





OUR PACKAGES

Print & Digital Collateral

TIMELINE: 3 WEEKS

INVESTMENT: FROM \$700



what's included?

OVERVIEW OF CURRENT COLLATERAL

What this includes: We discuss together if your current collateral is serving its purpose. Brainstorm on how we can improve it.

GOALS FOR COLLATERAL

What this includes: We then brainstorm and set the goals you want to achieve with the new collateral.



DESIGNED FOR PLATFORM

What this includes: Whether designing for a How to Guide for your email list or needing thank you cards for your products. The designs are delivered ready for you to use.

EXAMPLES OF COLLATERAL

- Business Cards
- Thank you Cards
- Brand Stickers
- Menus
- Welcome E-books
- Social Media Tiles

OUR PACKAGES

Way-finding Design

TIMELINE: 4 WEEKS
+ production

INVESTMENT: FROM \$900

what's included?

CREATIVE DIRECTION

What this includes: A guide with the creative concepts & moodboard that represent your brand and physical space.

MATERIAL SELECTED

What this includes: Working with you to ensure we choose the correct materials to showcase your brand and business.

DESIGNED

What this includes: Signage and way-finding designs delivered for revisions.

DELIVERED IN FORMAT

What this includes: Working with you and the signage company to ensure the design are delivered and installed to a high standard.



what would a typical project look like?

LET US SHOW YOU

WEEK 1



A PLAN OF ATTACK

50% deposit invoice paid + project contract signed
Project scheduled, added to calendar + questionnaire sent
Commence filling out project questionnaire

WEEK 2



CREATIVE DIRECTON

Brainstorm session
Create and send brief
Sign off or provide feedback on the brief
Begin logo concept drafting

WEEK 3



FIRST ROUND CONCEPTS

Brand concepts sent for review
Feedback Round 1
provided after 3 business days
Concept/s are refined based on feedback
Brand concepts sent for review

what would a typical project look like?

LET US SHOW YOU

WEEK 4

SECOND ROUND CONCEPTS

Feedback Round 2 provided after 3 business days
Concept/s are refined based on feedback
Brand concepts sent for review
Final approval for chosen concept (addional refinements will require a fee)

WEEK 5

DESIGN EXTRA ELEMENTS

Collateral options are designed

WEEK 6

POP THE CHAMPANGE

Final files are saved
Final payment made
All brand files are released in a Dropbox folder
Celebration!

frequently asked questions

DO YOU WORK WITH BUSINESSES WHO ALREADY HAVE ESTABLISHED BRANDING?

Yes, absolutely. We love to help brands re-designs and redefine their brand so they can get the most out of their business.

ARE YOUR PRICES NEGOTIABLE?

No, our prices are not negotiable. We love working with like-minded creatives where we both have a mutual respect for each other.

CAN YOU CREATE MY DESIGN FASTER? DO YOU HAVE A RUSH FEE?

Short answer - possibly. Each project timeline has been thoughtfully created to give us enough time to do our research, for me to draft your design, and for us to go through the refinement rounds. Yet, there are some circumstances in which your project may be able to be turned around quickly if the situation allows. If you need a rush project, please let me know well in advance so I can create a custom quote based on your requirements.

WHAT DO YOU NEED BEFORE A PROJECT?

Before branding projects can begin, I will need your design questionnaire returned with your business details. You must have a solid idea of your target audience, business mission, products and services, a general idea of styles you like/appeal to your target audience (or exactly what you dislike) and of course, your business name!

WHAT FILE TYPES DO YOU INCLUDE?

We include all the file types you might need. JPG, PNG, EPS and Ai.

DO YOU OFFER PAYMENT PLANS?

Payments are broken into two parts. There is a 50% non-refundable deposit that needs to be paid up front to secure your booking and the 50% rest can be paid on the end date OR when the project is complete (whichever comes first).

any other questions?

Just ask! Send us an email to hello@ainsleyjanedesigns.com and we will get back to you as soon as we can

ready to invest in your business?

HERE'S WHAT HAPPENS NOW

Please fill out the inquiry form below with as much detail as possible. Once submitted, you'll hear back within 48 business hours (Mon - Fri).

We then will jump on a call on how we can work together.

A proposal will be sent about the project, timelines and requirements.

Once your initial deposit is paid.

We start designing.

FILL OUT AN ENQUIRY FORM TO GET STARTED

ainsleyjanedesigns.com/contact

WE HOPE TO HEAR FROM YOU SOON!

