

our mission

TO HELP YOU WIDEN YOUR REACH AND WORK TO ESTABLISH A FOUNDATION OF TRUST CONNECTING YOUR BUSINESS TO YOUR CURRENT AND FUTURE CLIENTS.



01. | BRAND STRATEGY

VIRTUAL COFFEE DATE: Define your target client and brand focus BRANDING DISCOVERY QUESTIONNAIRE: Deeper assessment of current branding, styles and core values that resonate with you personally COLOR THEORY AND TYPOGRAPHY EXPLORATION: Learn more about how to visually appeal to your target clients
MOODBOARD: Help you to feel and visualize the direction of the project

02. BUILDING THE BRAND

LOGO DESIGN: You will receive three logo concepts and 2 rounds of revisions on your chosen concept. Additional concepts will be billed at my standard rate of \$75/hour.

ADDITIONAL BRANDING ELEMENTS DESIGNS: Your primary logo will not be ideal for every shape and size. Your supporting elements include a secondary logo, submark, custom icons, and a pattern (if applicable)

STATIONERY DESIGN: Design of business cards, notecards and one additional collateral piece of your choice (ex. 1 page pricing guide, menu, flyer, etc.)

BRAND STYLE GUIDE: A Branding Guideline that specifies your colors, fonts and the standard of how to use your elements.

03. | MARKETING THE BRAND

SOCIAL MEDIA GRAPHICS: Design you Facebook Header, 3 Instagram Story Graphics and 3 Instagram Feed graphics.

LAUNCH KIT: Yay! It's time to share your new brand with the world. This includes mockups of your logo in use and a set of 3 launch day graphics.



01. BRAND & MARKETING STRATEGY

VIRTUAL COFFEE DATE: Define your target client and website focus WEB CONTENT QUESTIONNAIRE: Your homework of providing all of your photos is due PRIOR to your start date. We will work together to develop your brand voice.

02. BUILDING THE SITE

CUSTOM DESIGN: Homepage and blog design, in addition to 5 interior pages. Once design mockup is approved, it will be implemented on the Showit platform. Additional concepts will be billed at my standard rate of \$75/hour.

RESPONSIVE & MOBILE FRIENDLY DESIGN: After desktop design is implemented a completely responsive phone experience will be created.

EMAIL NEWSLETTER CONFIGURATION: Flodesk, Convertkit or an email marketing platform of your choice will be designed and embedded on your website.

BASIC SEO: Tags, Meta Data and Descriptions will be added to the backend of site. If you would like more extensive SEO setup I have a recommended vendor list.

TRAINING: 30 day post launch support and access to Showit and Wordpress Training Video Library. For additional support, Showit offers a Facebook Group and HelpDocs.

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01. | BRANDING ESSENTIALS

VIRTUAL COFFEE DATE: Define your target client and brand focus BRANDING DISCOVERY QUESTIONNAIRE: Deeper assessment of current branding, styles and core values that resonate with you personally BRANDING ESSENTIALS: Brand Style Guide, 3 logo concepts with 2 additional revisions on chosen concept, submark & secondary logo design, stationery design, business card design, custom patterns and icons.

02. WEB DESIGN

CUSTOM DESIGN: Homepage and blog design, in addition to 5 interior pages. Once design mockup is approved, it will be implemented on the Showit platform. Additional concepts will be billed at my standard rate of \$75/hour.

RESPONSIVE & MOBILE FRIENDLY DESIGN: After desktop design is implemented a completely responsive phone experience will be created.

EMAIL NEWSLETTER CONFIGURATION: Flodesk, Convertkit or an email marketing platform of your choice will be designed and embedded on your website.

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financing your investment PAYMENT PLANS

We fully understand the branding is an investment of time and money. I take a limited amount of projects at a time, so as to design more intentionally for each client. Therefore a 25% retainer is required upon booking. This reserves your spot in my calendar. Once your project start date rolls around your remaining balance is broken into or 4 or 6 month payment plans, with no interest or extra fees.

WEST MARKET PACKAGE DEPOSIT: \$450

After the design retainer has been paid, you may choose to divide your payments:

PAY IN FULL UPON COMPLETION
OR
\$337.50/ A MONTH FOR 4 MONTHS

THE AVALON PACKAGE DEPOSIT: \$875

After the design retainer has been paid, you may choose to divide your payments:

PAY IN FULL UPON COMPLETION
OR
\$437.50/ A MONTH FOR 6 MONTHS

NORTH ELM PACKAGE DEPOSIT: \$1,250

After the design retainer has been paid, you may choose to divide your payments:

PAY IN FULL UPON COMPLETION
OR
\$625/ A MONTH FOR 6 MONTHS

*Please note, As a special thank you, if you choose to pay your project in full you will recieve (1) free collateral design of your choice.

additional services

DIDN'T SEE WHAT YOU'RE LOOKING FOR?

Product Packaging: \$75/hour

2 Hour Brand Audit/ Strategy Consultation: \$200

Custom Showit Template: \$750

Custom Wordpress Development: Starting at \$5000

E-Commerce Website Development: Starting at \$5000

Media Kit: \$275

LOOKING FOR A SERVICE THAT IS NOT LISTED ABOUT?

Email info@brandedbybernel.com Please allow 48 hours for response