



PRICING GUIDE



I tell visual stories

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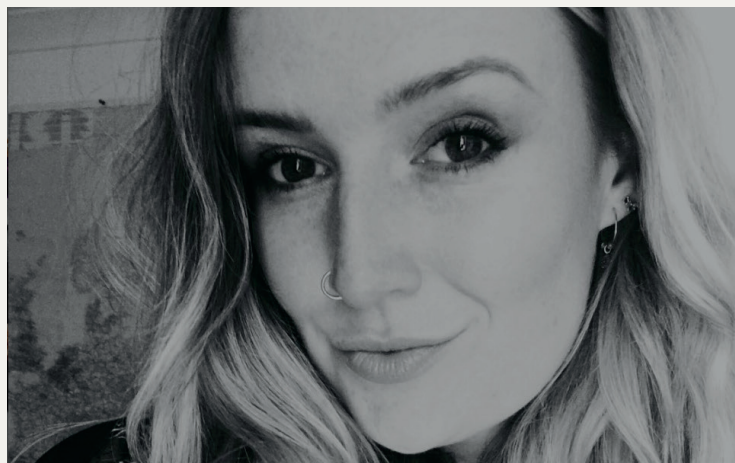


HELLO

I tell visual stories for
free-spirited creative founders.



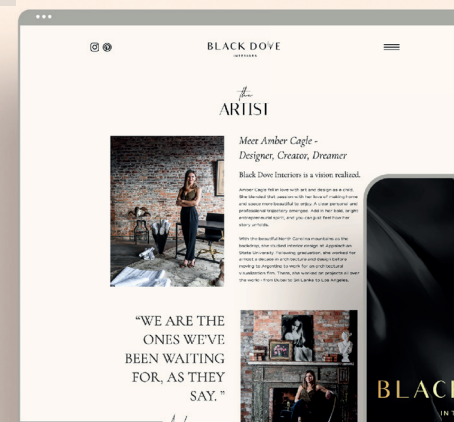
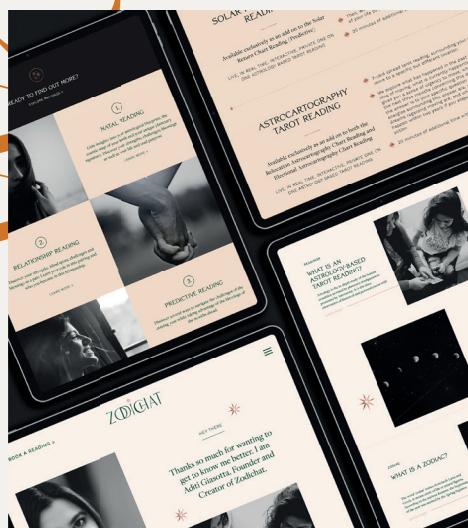
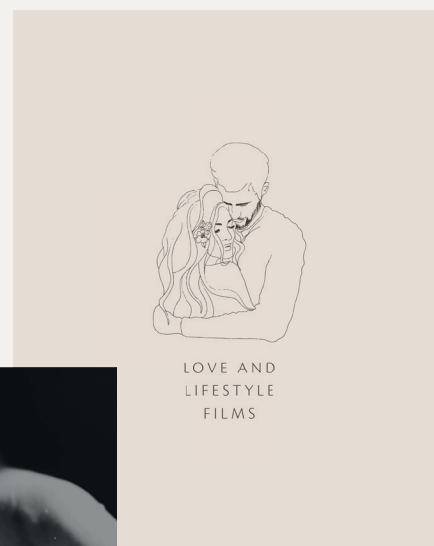
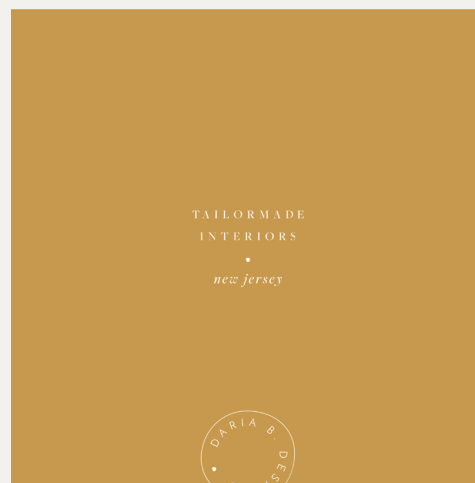
I'm Clare, founder and
Creative Director of
Ink & Honey Design Co.



My business was forged from passion and wanderlust; a way to sustain my street-food-and-beers habit doing what I loved whilst I wandered through South East Asia, Mexico, Europe and New Zealand. A graduate in Design for Visual Communication and former agency Art Director, I have built Ink & Honey from a side-hustle run from hostel bars and balconies to a comprehensive design studio offering bespoke visual branding and website design for freedom seeking, fearless creative female founders.

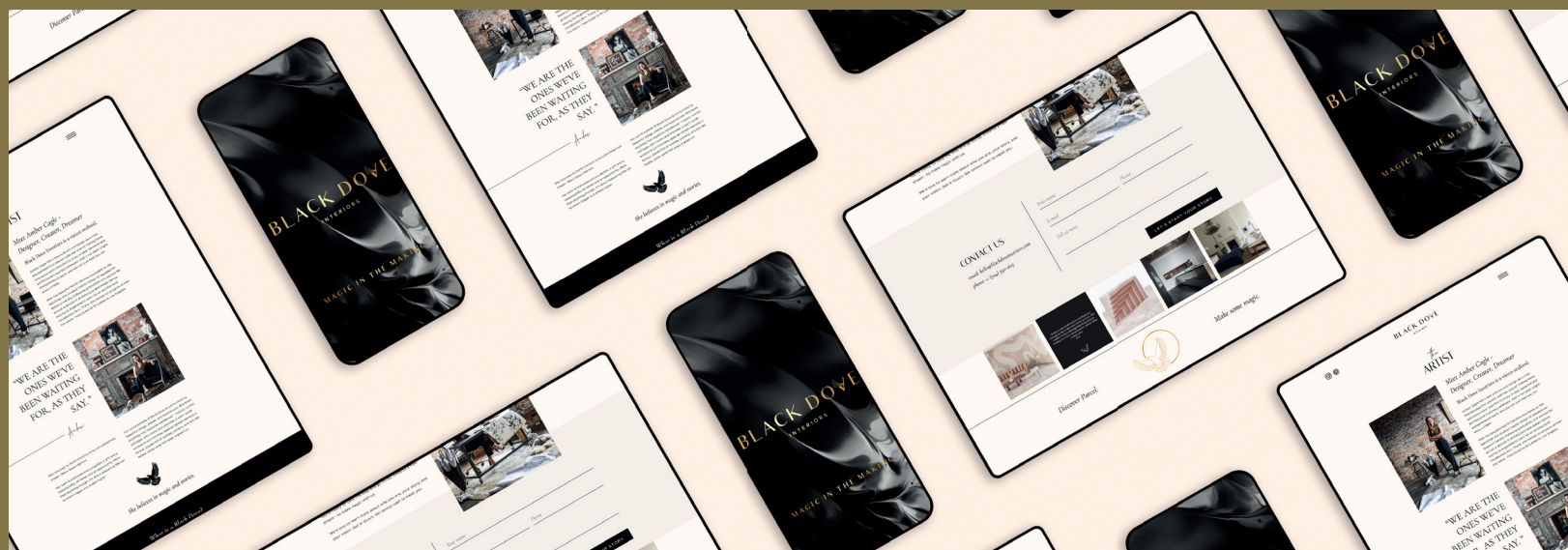
I believe in creating a life built around the freedom of doing something you are wildly passionate about, and I collaborate with free-thinking entrepreneurs who understand the power of great design to elevate their unique offering to the world.





THIS IS WHAT I DO

Branding // Art Direction // Custom Website Design //
Print *and* Packaging // Graphic Design // Editorial *and* Layout



Ready to tell your story?

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 branding 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.



“She’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*.”

THANK
YOU.

TIFFINEY LOZANO

SPANISH PEAK PRODUCTIONS

69 Forest Ave.
Verona, NJ 07044

973.870.7996

Daria B.



INVESTMENT | \$4,000 | £3,200

Brand Signature

My signature branding process, designed to work from the foundations up to build a visual identity which is strategically conceived, beautiful to look at, and crafted to work cohesively across your entire business. A complete visual system that will cut through the noise and speak directly to the heart of your dream client or customer base.

HERE'S WHAT'S INCLUDED

- In-depth brand strategy
- Creative direction and concepting
- Primary logo
- Secondary logos
- Brand identity system including logo alternates, brand marks and lockups
- Brand colour palette
- Typography styling
- Brand patterns or illustrations
- Brand guidelines
- Art direction guide for photography & social media

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ADD-ONS

Business or notecard design

Packaging design

Instagram template toolkit



INVESTMENT | FROM \$8,000 | FROM £6,200

Brand & Website

Combining my signature branding process with a completely custom website design that will elevate and position your brand apart from the competition. Our aim is to create an immersive online home for your brand, with each bespoke detail designed with your dream audience in mind.

HERE'S WHAT'S INCLUDED

- Brand signature process
- Full visual brand identity system
- Website content guide, structure and creative direction
- Fully custom website design
- Website design developed and built with Showit
- Mobile responsive design
- Launch graphics toolkit
- Video tutorials to give you the freedom to manage and update your site moving forward
- 3 weeks of design support post-launch

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ADD-ONS

Wordpress blog integration

Shopify e-commerce integration

Instagram template toolkit



INVESTMENT | \$2,500 | £1,900

Brand Foundation

Created for brand new business founders and entrepreneurs who value strategic design and know that a brand is more than just a logo, this pared back version of my signature brand package will give you a clear, authentic and beautiful core brand on a budget. Including a mini brand strategy, visual direction and stylesheet as well as logo and brand marks, typography pairings and a brand colour palette; this mini package is the perfect place to start for a unique visual identity that will get you noticed right out of the gate.

HERE'S WHAT'S INCLUDED

- Mini brand strategy
- Visual direction moodboard
- Primary logo
- Secondary logo
- Brand marks x3
- Brand colour palette
- Typography styling
- Brand stylesheet

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ADD-ONS

Business or notecard design

Packaging design

Instagram template toolkit



ADDITIONAL SERVICES

Photoshoot *art direction*

Print collateral

Instagram *template* toolkit

Packaging design

E-book & *digital product* design

AND MORE...





INK & HONEY
DESIGN CO

Ready to tell your story?

PROJECT INQUIRIES //
HELLO@INKANDHONEYDESIGNCO.COM

INKANDHONEYDESIGNCO.COM

thankyou.

IG // INKANDHONEYDESIGNCO