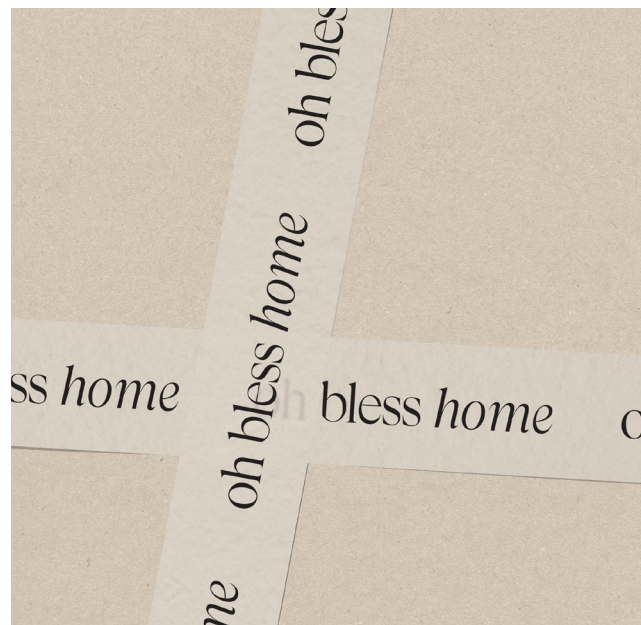


services & pricing

GUIDE



We are Ainsley Jane Designs

& WE ARE SO EXCITED TO HAVE YOU HERE

We create irresistible brand experiences to elevate your business. For hospitality, boutique accommodation & interior design.

Give your business the credit and recognition it deserves with branding that is attractive, stands out from the crowd and brings back customers again and again. Become that brand *that* people can't stop talking about it.

When your work with me, I promise to make sure the process is clear and not full of any unexpected costs or surprises.

So, if you're ready to become *that* brand people can't stop talking about, 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



STARTKEY & 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. After years in the tourism sector and working as an event manager, I learnt how to give people a great brand experience from the moment they walk in the door until the moment they leave – feeling inspired and on a high from your potent brand vibes (the legal kind, of course).

FAVOURITE FONT

Currently, Playfair Display

WHAT I DO FOR FUN

Try new cafés or restaurants

SOMETHING I CAN'T LIVE WITHOUT

My dog.. Benji

CURRENTLY WATCHING

Season 18 of Greys Anatomy

Let's connect @ainsleyjanedesigns_



OUR PACKAGES

Entire Brand Package

TIMELINE: 4- 6 WEEKS

INVESTMENT: FROM \$2,700

what's included?

CREATIVE DIRECTION

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

FULL LOGO SUITE

What this includes:

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

BRAND STRATEGY

What this includes:

60mins Strategy Call.
A long-term plan to achieve your goals.
In a Brand Strategy Document (with brand objectives, goals, target audience, competition etc)

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

Elevated Web Package

TIMELINE: 4 WEEKS

INVESTMENT: FROM \$2,300

what's included?

CUSTOM 4-PAGE WEBSITE

What this includes: Designed on Showit providing your business with a stunning website that capture your brand and build credibility.

BASIC SEO SETUP

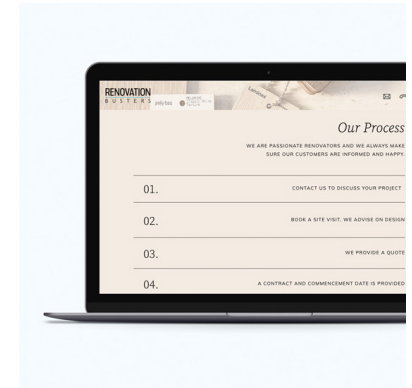
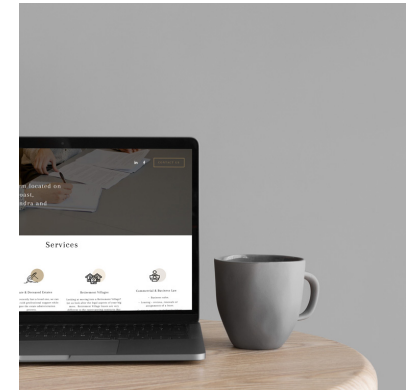
What this includes:
Photo Naming Convention
Page Titles
Page Descriptions

MOBILE RESPONSIVE

What this includes: A designs are created to be mobile responsive.

LAUNCH SUPPORT

What this includes:
Launching your website can be stressful but it doesn't have to be. I will be there to assist to make sure it goes smoothly.





OUR PACKAGES

Essential Design Day

TIMELINE: 1 DAY

INVESTMENT: FROM \$800

what's included?

PHONE CALL OR COFFEE CATCH UP

What this includes: We discuss together your current list of design jobs and the purpose of each item.

QUESTIONNAIRE PRIOR TO THE DAY

What this includes: You fill out the questionnaire and set the goals you want to achieve from the Essential Design Day.



EXAMPLES OF DESIGN TO-DO LIST

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

ESSENTIAL DESIGN DAY

What this includes: I get to work on your to-do list. We communicate through out the day, your list will be completed. It is that simple.



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



BRAND STRATEGY & CREATIVE DIRECTON

60 mins Strategy 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 Google Drive 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

Are you ready to take your branding from 'blah' to 'ooh la la',

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.

Fill out a project questionnaire

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!

