

BRAND PACKAGES

How would you like a business that plays to your strengths, feeds your dreams and enables you to live the life you want? With no need to hustle, compete on price or be cut off by the competition. With the right brand you CAN create a business that attracts your ideal customers, delivers opportunities and takes you places you only ever dreamed of.

Branding is about managing what people expect, experience and remember about your business, so it makes sense that from the very outset you establish what your business looks, sounds and even feels like.

My **BRAND CLARITY PACKAGE** is designed to hold you by the hand and take you on a journey through your business in ways you may not have thought of before. We explore your vision, values, hopes and dreams. We get to the very essence of what makes you YOU, where you sit in the market, and how you want to be seen by the rest of the world.

We take the time to understand who your perfect customers are, and the language you need to use to attract, enchant and engage them. We'll uncover the brand story that makes it easy for people to choose your business; one that creates an impact, brings meaning to what you do, and builds something that people care about.

Through this process I'll help you to identify what makes your business overwhelmingly special and how to express the authentic you in the best possible way. No high-pressure sales tactics, no hustle, just elegant, powerful messages that put your customer at the heart of what you do. Package price \$1000

My **BRAND STYLING PACKAGE** is the perfect investment when your business already has a voice and knows what it wants to say. I can help you to interpret your business ethos and attributes into tangible yet powerful design.

I'll create a vision board that sets the creative tone and direction for your brand, and help you to discover the right logo, colours, fonts and design styles that will accentuate the qualities you are most proud of. Package price \$1,500.

My **FULL BRAND DEVELOPMENT PACKAGE** starts with giving your business a voice that matches its vision and values. Helping you the find the right words to shout your message from the rooftops and know that the right customers will respond. Your brand story is what your customers engage with, and by listening to what you say, I can help you to develop the story that will have your customers begging for more (as above Brand Clarity package).

Carefully selected fonts, hand-picked Pantone colours, tactile patterns, textures and bespoke illustrations or icons are all elements that will work alongside your logo to form a beautiful brand identity. Showing the business personality and all its attributes in the very best light and working hard at engaging loyal, existing customers as well as attracting new, like-minded people who can't wait to work with you. Start to make waves in your own industry through thoughtful design and words, and your customers will quickly become your advocates. Package price \$2,500.

