

10 FINGERS FOR DESIGN

VISUAL STORYTELLING FOR EXTRAORDINARY ENTREPRENEURS
WHO ARE READY TO TAKE ON THE WORLD

we craft iconic brands to help your business connect, grow and thrive



Branding is a profound manifestation of the human condition. It is about belonging: belonging to a tribe, to a religion, to a family. Branding demonstrates that sense of belonging. It has this function for both the people who are part of the same group and also for the people who don't belong.

- WALLY OLINS



BRANDING COLLECTIVE

*Branding Identity Design Packages crafted to helping you take
on the world with what you are on your own terms.
No excuses are allowed.*



OPTION 1: The Witness Protection Program

- Two hours of one-on-one creative connection, to learn about you, your business, strategize and define both your brand map and our work together. We will define your brand voice, tagline and pillars: mission, vision, uniqueness, audience, engagement and growth goals
- Unlimited email support and communication for the duration of the project
- Inspiration mood-board for your new stunning brand
- Brand color palette
- A logo, but not just a logo – the visual definition of who you are and what you're bringing to the world. Includes a primary logo, a secondary logo, and a sub-mark
- email signature
- Typography combination
- Two-three gorgeous and customized patterns and/or backgrounds
- Business card
- One website and one newsletter banners
- Social media kit: two banners, five social media posts templates, and four blog posts templates
- Your Brand Box - an implementable guide to help you create stunning content that you can use across your online presence after our work together. Includes: brand pillars, brand voice and message, mood-board, color palette, logos, and fonts combination, and a guideline on how to use all these elements
- Custom “coming soon” page designed and installed on your domain
- One e-book cover and one custom internal page for your opt-in
- Timeline: 4-6 weeks
- Investment: \$2950

Note: premium fonts license is not included and must be purchased separately for future usage. A 50% deposit is required. All payments are processed through Paypal and payment plans are available for projects above \$1500.



OPTION 2: The Makeover

- Two hours of one-on-one creative connection, to learn about you, your business, strategize and define both your brand map and our work together
- Unlimited email support and communication for the duration of the project
- Inspiration mood-board for your new stunning brand
- Brand color palette
- A logo, but not just a logo – the visual definition of who you are and what you're bringing to the world.
- Typography combination
- One gorgeous and customized pattern and/or background
- Your Brand Box - an implementable guide to help you create stunning content that you can use across your online presence after our work together. Includes mood-board, color palette, logos, and fonts combination, and a guideline on how to use all these elements
- Custom one page website or one custom designed homepage that will be adapted to four pages: about, work with me, contact and blog pages
- Up to three custom website banners, three buttons, a favicon, one widget and four social media icons included
- Integration with social media and email marketing
- One-hour of training included and 15 days of support post website development
- Google and mobile friendly
- Timeline: 6-8 weeks
- Investment: \$2750

Note: premium fonts license is not included and must be purchased separately for future usage. Free life-time membership for Divi theme and plugins, premium security and backup plugins included. Domain and hosting must be purchased by the client. All websites are custom designed and coded according to your brand and business model. The Divi Wordpress framework is used for hassle-free updates of content (copy and photos) and creation of additional pages in the future. A 50% deposit is required. All payments are processed through Paypal and payment plans are available for projects above \$1500.



OPTION 3: The Epic Launch

- Two hours of one-on-one creative connection, to learn about you, your business, strategize and define how our work together will support your services/products, the launch, sales funnel and marketing brand map and our work together
- Unlimited email support and communication for the duration of the project
- Inspiration mood-board for your new stunning launch
- A primary and alternative logos
- Typography combination
- Two graphic patterns or backgrounds
- Three Icons
- One custom sales page design (up to 2500 words)
- One Opt-in Page
- Social media kit: two Facebook banners, five social media posts templates (stock photos are included)
- Three graphics for Facebook adds
- One e-book up to 5 pages
- Integration with social media and email marketing
- One-hour of training included and 15 days of support post website development
- Google and mobile friendly
- Timeline: 4-6 weeks
- Investment: \$2950

Note: premium fonts license is not included and must be purchased separately for future usage. A 50% deposit is required. Free life-time membership for Divi theme and plugins, premium security and backup plugins included. Domain and hosting must be purchased by the client. All websites are custom designed and coded according to your brand and business model. The Divi Wordpress framework is used for hassle-free updates of content (copy and photos) and creation of additional pages in the future. A 50% deposit is required. All payments are processed through Paypal and payment plans are available for projects above \$1500.



A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another. If the consumer (whether it's a business, a buyer, a voter or a donor) doesn't pay a premium, make a selection or spread the word, then no brand value exists for that consumer.

- SETH GODIN

Option 3: **A LA CARTE DESIGN**

you choose the design elements



BRANDING:

- One hour of one-on-one creative connection, to learn about you, your business, brand map and work together
- Unlimited email support and communication for the duration of the project
- Inspiration mood-board for your brand
- Brand color palette
- A primary logo, a secondary logo, and a sub-mark
- Typography combination
- Two brand pattern/textures/backgrounds.
- Two custom banners at your choice
- Business Card
- Your Brand Book with mood-board, color palette, logos, and fonts combination, and a guideline on how to use all these elements.
- Timeline: 3-4 weeks
- Investment: \$1500

Note: premium fonts license is not included and must be purchased separately for future usage.

E-BOOK DESIGN

- Unlimited email support and communication for the duration of the project
- Design of the cover, internal pages, custom graphics, interactive and editorial design. Additional pages \$30 each
- Custom cover and up to custom design internal pages (up to 10)
- Timeline: 2-4 weeks
- Investment: Starts @ \$450

LOGO DESIGN

- One hour of one-on-one creative connection, to learn about you, your business, and strategize our work together
- Unlimited email support and communication for the duration of the project
- Inspiration mood-board for your brand
- Brand color palette
- A primary logo, a secondary logo, and a sub-mark
- Your logo style guide - an implementable and comprehensive guide on how to use your logo.
- Timeline: 2-4 weeks
- Investment: \$800

Note: premium fonts license is not included and must be purchased separately for future usage.

SOCIAL MEDIA KIT

- Unlimited email support and communication for the duration of the project
- Four social media banners delivered in two formats of your choice; seven social media posts templates delivered in two formats of your choice, four blog post templates.
- Timeline: 1-2 weeks
- Investment: \$450

Note: Free life-time membership for Divi theme and plugins, premium security and backup plugins included. Domain and hosting must be purchased by the client. All websites are custom designed and coded according to your brand and business model. The Divi Wordpress framework is used for hassle-free updates of content (copy and photos) and creation of additional pages in the future. All payments are processed through Paypal and payment plans are available for projects above \$1500.



ONE-PAGE WEBSITE

- One hour of one-on-one creative connection, to learn about you, your business, and strategize our work together
- Unlimited email support and communication for the duration of the project
- One custom designed one page website with the following sessions: introduction, about, work-with-me, testimonials and opt-in
- Three customized buttons, a favicon, 5 social media icons
- Integration with social media and email marketing
- One-hour of training included and 15 days of support post website development
- Google and mobile friendly
- Timeline: 3-4 weeks
- Investment: \$1650

CUSTOM WEBSITE

- One hour of one-on-one creative connection, to learn about you, your business, and strategize our work together.
- Unlimited email support and communication for the duration of the project
- Six custom designed pages, home, about, work with me (no sales page), blog, testimonials or portfolio, and contact.
- Five banners, three customized buttons, a favicon, 3 widgets and 5 social media icons.
- Integration with social media and email marketing.
- One-hour of training included and 15 days of support post website development
- Google and mobile friendly
- Timeline: 6-8 weeks
- Investment: \$3500

ADD-ON PAGES

- Testimonial page, up to 10 uploaded and styled: \$400
- Portfolio page, up to 6, styled: \$650
- Shop - starts at \$800

YOUR BRAND BEST FRIEND CONSULTATION

- Two hours of one-on-one creative connection, to learn your business, strategize and define your brand map.
- Your Brand Box - an implementable guide to help you create stunning content that you can use across your online presence after our work together. Includes: brand pillars (mission, vision, uniqueness, audience, engagement and growth goals), brand voice, strategy, message, social media and photography style guideline, five branded photos, mood-board, color palette, logos, and fonts combination, and a guideline on how to use all these elements
- Investment: \$575

SALES PAGE

- Less than 2000 words: \$800
- Between 2000 - 3500 words: \$1500
- More than 3500 words: request a custom quote



WEBSITE COPY

- 60-minute strategy call
- SEO-optimised Home Page, About Page, Services Page + 2 pages of your choice
- 2 blog posts
- Brand voice style guide
- 2 revisions, and a final polish by an editor.
- Starts @ \$1500

SEO

- Keyword and positioning research, and a full keyword list, meta descriptions, and heading suggestions.
- Implementation using Yoast SEO Plugin
- Investment: \$400

MONTHLY DESIGN PARTY

- Unlimited email support and communication
- One monthly 60 min connection call to strategize our work
- Examples of services, to name a few:
 - Ad design
 - Website design and updates
 - Sales page design
 - Opt-in page design and testing
 - Sales funnel strategy and creation
 - PDF/eBook/Workbook design
 - Content upgrade design and promo graphics
 - Blog Post design and graphics
 - Social media posts graphics
- Investment: Starts @ \$500 and requires three months of minimum commitment with one month of trial period to ensure we are the perfect match. Schedule a call to discuss how I can support your business, start [here](#).

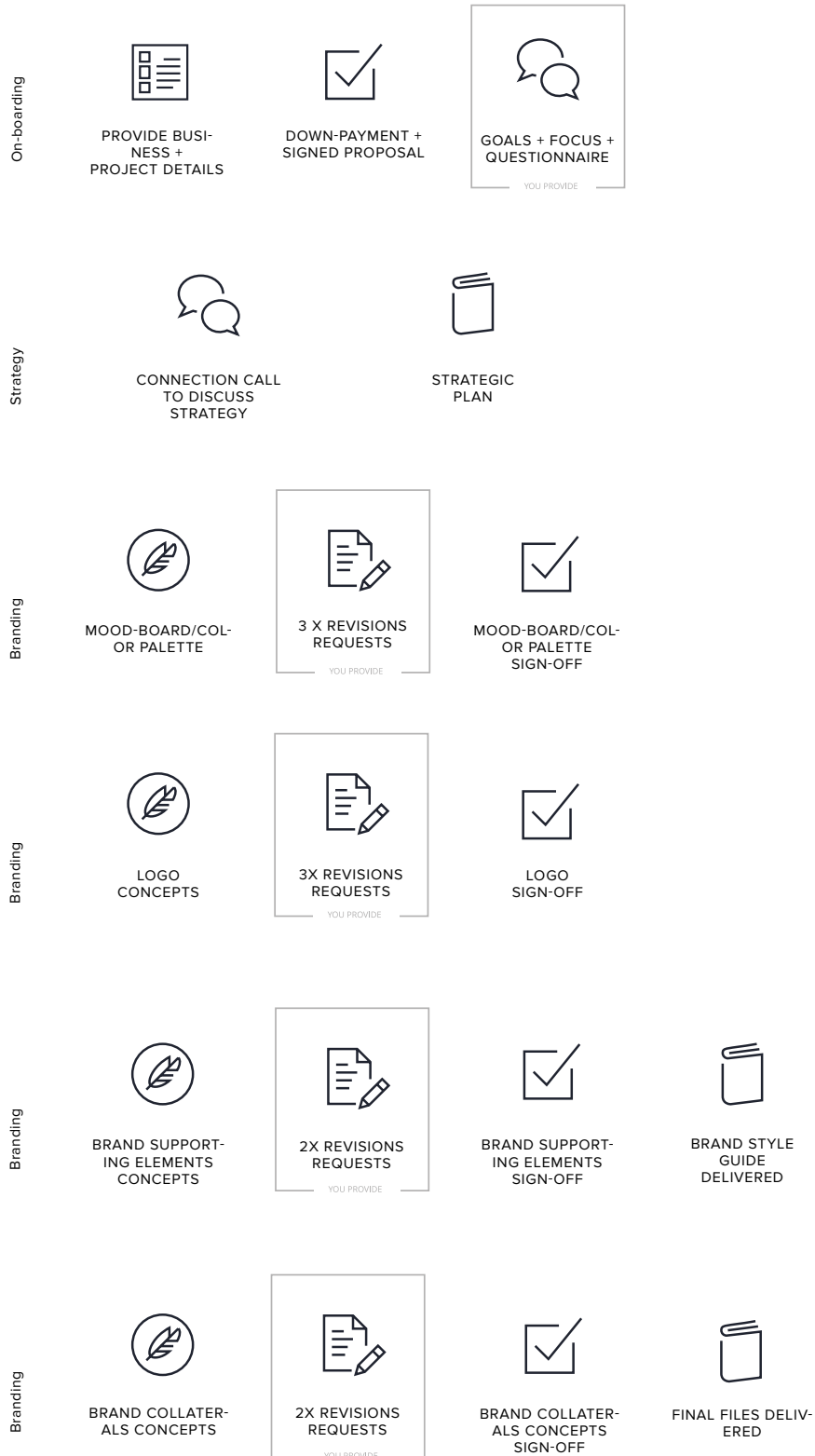


HOW WE CO-CREATE

step-by-step process and the milestones of your branding project

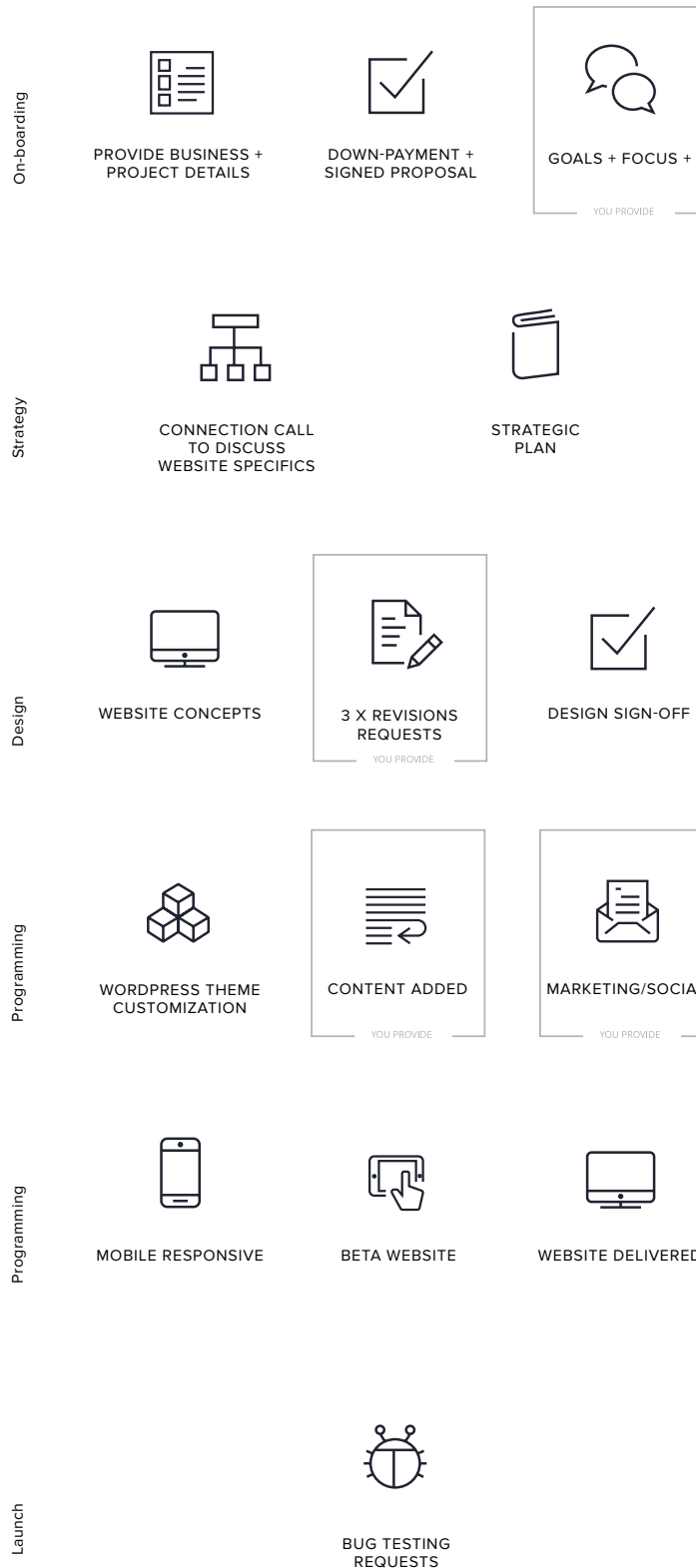


BRANDING PROJECT PHASES





WEBSITE DESIGN PHASES





Thanks for stopping by!

Are you ready to take on the world!

SHOUT IT OUT LOUD!

Warning: your art might happen!

I can't wait to meet you.

Connect [here](#)

A brand is not necessarily visual. It's a promise of an experience.

- SEAN ADAMS

