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Service & *Price* Guide



Crafting bold, distinctive brands that dare to be unforgettable



How This *Works*

The rates you'll find here are starting points—not final numbers. Every brand has its own story, challenges, and ambitions, which means every project is uniquely priced to reflect that.

This guide gives you a clear picture of where things begin, but it's not a formal proposal. Think of it as the first piece of the puzzle. Want to see the full picture? Fill out my enquiry form. I'll respond within 48 hours, and if we're the right fit, we'll book a call to talk through your vision. From there, I'll create a custom proposal tailored exactly to your project.

ENQUIRE NOW!

*Click it now and
start the project!*





What's *Inside*

01_About Me

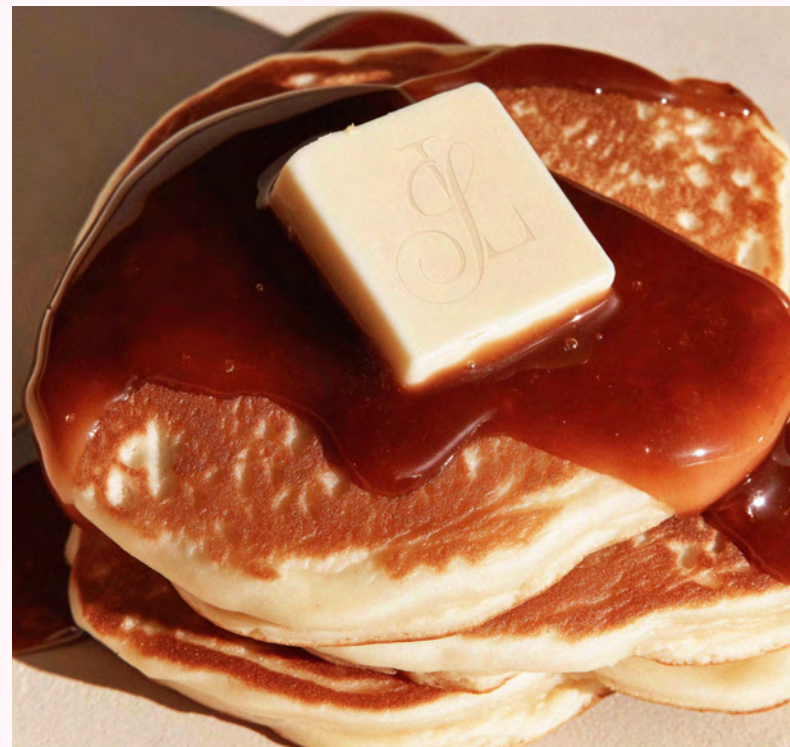
02_Design Packages

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About Me

The Vision Builder Behind

01



So Nice to Meet You

Hey, I'm **Sara**

My journey into brand design started with a simple realization—I wanted to create something meaningful. In 2023, I decided to stop dreaming and start doing. I launched my freelance design business with nothing but passion, a laptop, and an unshakable belief that I could build something extraordinary. Those early days were a mix of excitement and uncertainty, late nights perfecting logos, learning the ins and outs of running a business, and discovering what it truly means to pour your heart into your work. But with every project, I found my rhythm. I started to understand the true power of branding—not just as a visual identity, but as a story, a feeling, a connection. It became clear to me that design isn't just about making things look beautiful; it's about giving businesses the confidence to show up authentically and make an impact.

With dedication, a vision for what I wanted to create, and a deep love for what I do, I've built a business that feels like a true

reflection of who I am.

Today, I work with ambitious creators and businesses from all over the world, helping them transform their ideas into brands that stand out, resonate, and leave a lasting impression.

Every project is personal to me—it's not just about delivering a logo or a color palette; it's about understanding your vision, your values, and your goals, and translating that into a cohesive, strategic identity that helps you grow and thrive.

But here's the thing: I'm not just here to build brands. ***I'm here to show you what's possible when you believe in your vision and take the leap.*** I've seen firsthand how the right brand can change everything—how it can open doors, attract dream clients, and give you the confidence to own your space. And I want that for you. I want to empower you to invest in yourself, to trust the process, and to create something you're proud of.



Design Packages

From Concept to Launch: Your Brand, Fully Realized

03



Branding Package 01

The Bold Beginning

Perfect for startups and small businesses ready to make their mark with a distinctive, strategic brand identity.

What's Included:

- Brand questionnaire & discovery session
- Target audience analysis
- Brand positioning & personality definition
- Primary logo
- Secondary logo
- Submark/logomark
- Color palette (3-5 colors)
- Typography pairing (2-3 fonts)
- Brand pattern or graphic elements
- Comprehensive brand guide (PDF)
- Logo usage rules
- Color & typography guidelines
- Do's and don'ts

Delivery

- All files in print & web formats (.AI, .PDF, .PNG, .JPG, .SVG)
- 2 rounds of revisions included

Investment Starting from
\$3,000 USD

Divisible into 2 installments

Timeline:
4-5 weeks

Concepts:
1 Design direction





Branding Package 02

The Signature Package

For ambitious founders building a brand from the ground up—designed to stand out, connect deeply, and leave a lasting impression.

What's Included:

- Brand strategy workshop
- In-depth competitor & market research
- Target audience deep-dive & persona creation
- Brand mission, vision & values definition
- Brand positioning strategy
- Strategic roadmap document
- Full logo suite (primary, secondary, submark, logomark)
- Custom color palette (4-6 colors)
- Typography system (3-4 fonts with hierarchy)
- Brand patterns & graphic elements
- Custom illustrations or icons (set of 3-5)
- Brand mockup presentation
- Photographic direction guide
- Comprehensive brand guidelines book (20-30 pages)
- Detailed usage instructions for all assets

Delivery

- All files in print & web formats (.AI, .PDF, .PNG, .JPG, .SVG)
- 2 rounds of revisions included

Investment Starting from
\$4,000 USD

Divisible into 2 installments

Timeline:
5-6 weeks

Concepts:
1 Design direction





Add On - Social Media Branding

Make Your Mark Online

This add-on can be purchased with any package or as a standalone service for existing brands.

What's Included:

- 5 custom feed post templates (editable)
- 3 Instagram story templates (editable)
- 5 highlight covers
- Profile picture optimization
- Animated brand GIF for stories
- Templates provided in Canva Pro or Adobe Express
- Easy-to-edit with brand guidelines included
- Export instructions & best practices

Investment Starting from
\$1,500 USD

Divisible into 2 installments

Timeline:
2-3 weeks





Add On - Packaging & Print

Packaging & Print Design

This add-on is highly customizable, can be purchased with any package or as a standalone service for existing brands and pricing can vary significantly depending on the specific needs, quantities, formats, and level of complexity required. For this reason, **a final quote is provided only after discussing the project in detail.**

Custom packaging and print collateral designed to elevate your brand and create unforgettable unboxing experiences. **The options listed below are fully flexible** — clients can select only the items that best suit their brand and product needs.

Packaging Options

- Product boxes (custom die-cut or standard)
- Shipping mailers
- Labels & stickers
- Bags
- Wrapping paper or tissue paper
- Hang tags
- Bottles, cans, tubes (product packaging)

Print Collateral Options

- Business cards
- Thank you cards
- Gift cards or vouchers
- Postcards or flyers
- Loyalty cards
- Stationery suite (letterhead, notecards, envelopes)

What's Included:

- Creative direction & mood board
- Custom packaging/print designs
- Print-ready files with specifications
- Mockup presentation
- 2 rounds of revisions

Investment Starting from
**CONTACT ME FOR A
FINAL PRICING**





Tools & Resources

How We Collaborate to Build Your Brand





How We *Work* Together

Building a bold, strategic brand is a collaboration—and collaboration works best when we're aligned from the start. This section outlines the tools, platforms, and communication channels I use to keep the process smooth, transparent, and efficient.

Communication

- **Business e-mail:** for initial approach, daily communication and questions
- **Google Meet:** for calls and meetings

Project Management

- **Notion:** for client portal and feedback

Business Hours

10am to 6pm, Monday to Friday

Inspiration

- **Pinterest:** for gathering pictures and inspo for the project





Design Process

Let's Build Something Bold: The Process Behind the Brand

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From Vision to Reality:

How Your Brand Comes to *Life*

01_Enquire & Connect

Reach out and tell me about your vision through my enquiry form. I'll respond within 48 hours, and if we're the right fit, we'll schedule a discovery call to dive deeper into your goals, audience, and what success looks like for your brand.

This is where we explore what's possible together.

03_ Strategy & Creative Direction

I'll dive deep into research—analyzing your industry, competitors, and target audience. Together, we'll define your brand positioning, values, and personality. Then, I'll present a moodboard to set the visual direction, ensuring we're strategically and creatively aligned.

Strong brands start with strong strategy.

05_ Feedback & Refinement

I'll present the designs in a comprehensive brand presentation. You'll review everything and provide feedback, and we'll refine and adjust until every detail feels exactly right. Collaboration is key to creating something you love.

We don't move forward until you're 100% happy.

02_Proposal & Agreement

I'll create a tailored proposal outlining the scope, timeline, deliverables, and investment for your project. Once approved, we'll sign the agreement and you'll pay a 50% deposit to secure your spot.

Your brand journey officially begins.

04_ Design & Development

This is where the magic happens. I'll design your logo, color palette, typography system, brand patterns, and all the visual elements that make your identity bold, distinctive, and unforgettable. Every detail is crafted with intention and strategy.

Your brand comes to life.

06_ Delivery & Launch

Once approved, I'll deliver all your final files—organized, labeled, and ready to use across print and digital. You'll also receive a comprehensive brand guidelines document to keep your identity consistent as you grow.

Your brand is ready to make its unforgettable entrance into the world.



FAQ

Your Questions Answered: Everything You Need to Know

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Faq

How long does a project take?

Each project varies depending on its scope. While you can find a general estimate of the timeline on the packages pages, for a more precise estimate, feel free to ask me directly.

What's your payment structure?

50% deposit to start, 50% upon final delivery. Payment plans available on request.

How far in advance do I need to book?

I typically book projects 4-8 weeks in advance, depending on demand. If you have a specific launch date or deadline, reach out as early as possible so we can plan accordingly and secure your spot in my schedule.

What's included in revisions?

Each package includes 2-3 revision rounds to refine the designs. Additional rounds can be added if needed.

What payment methods do you accept?

I accept bank transfers (preferred for Australian clients) and Stripe. All payment details will be outlined in your proposal and invoice.

How do I get started?

Fill out my enquiry form on my website and I'll respond within 3 working days!

More Q&A on the next page!





Faq

When will I receive my final files?

You'll receive all final files upon completion of the project and payment of the final invoice (remaining 50%). Files are delivered on Notion, organized and labeled with a clear usage guide.

Do I own the rights to my brand after the project?

Yes! Once the final payment is made, you own all rights to your brand identity and can use it however you like. You'll have full ownership of all logos, color palettes, typography, patterns, and any custom illustrations or designs created for your project.

What if I need support after launch?

I'm here for you! Even after your brand launches, I'm available for questions, troubleshooting, or guidance on how to use your brand assets. If you need additional design work down the line—whether it's new collateral, a brand refresh, or packaging—just reach out and we can discuss your needs.

What's included in the final delivery?

You'll receive all brand assets in multiple file formats (.AI, .EPS, .PDF, .PNG, .JPG, .SVG), a comprehensive brand guidelines document (PDF), and any additional deliverables included in your package.

Will I have access to see the project progress?

Yes! I use Notion (or Trello/Asana) to manage projects, and you'll have access to a shared project board where you can track timelines, view drafts, and see upcoming milestones. This keeps everything transparent and organized throughout the process.

How do we communicate during the project?

We'll communicate primarily via email for formal updates and file sharing. Major milestones and presentations will be shared in Notion.





Ready to Build your *Unforgettable* Brand?

Let's make it happen.

If you're ready to stand out, connect with your audience, and build a brand that leaves a lasting impression—I'm here to make that vision a reality.

Fill out my enquiry form and I'll get back to you within 3 working days. Let's create something bold, strategic, and unmistakably you.

ENQUIRE NOW!

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BRAND DESIGN
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