

# Service Offerings

# Brand Reading

A strategic plan for how to embody the true nature of your brand through its visual expression.

Gain clarity on the soul of your business and the psyche of your audience, all embodied in a visual direction that includes mood boards to conjure your brand's essence plus recommendations for fonts, colors, photography, and more.

**\$2,200 investment**  
2 week timeline

I'm a meaning-led designer. I believe that before design must come a deep understanding of those essential parts of a business or brand that live below the surface, just waiting to be recognized and celebrated. A Brand Reading throws back the veil on your business's subconscious by articulating things like:

- Your brand's values, mission, and essence.
- Who your ideal audience is and how to draw them to you.
- What makes you a valuable part of the ecosystem within which your business lives, and how to highlight those unique qualities that make your brand distinctly different from the rest.

All of this is humbly shared alongside recommendations for how to visually express your brand's identity through fonts, colors, photography, and other design elements — all mindfully chosen to represent your business in an authentic, intentional, and unique way.

Recommended for:

- New businesses in need of inspiration and guidance.
- Established businesses looking to redefine themselves, inside and out.
- DIY-designers and business owners who want an intentional and elevated identity, even if they can't engage a professional to execute it for them.

## TIMELINE

1 week prior to project kickoff: Brand Reading client questionnaire completed.

**DAYS 1 - 5** After reading your completed questionnaire and getting to intimately know your business and audience I'll intuit two Brand Archetype options with supporting visual direction recommendations directed toward attracting your ideal audience.

**DAYS 6 - 9** Because this foundational document directs the vision for all elements of your brand, four full days are set aside for feedback and revisions.

**DAY 10** Upon approval of your chosen direction, I'll deliver the final Brand Reading document that defines your brand's essence, audience, and creative direction.

A Brand Reading is an essential and required first step in all of my client relationships. The aesthetic and intellectual direction of all other design elements relies completely on this foundational process.

# Logo Design

Your logo is a poignant source of resonance for your audience. To ensure we're using the right visual language to speak to them, your Brand Reading will guide the visual direction of the identity.

At the end of this process, you can expect to receive a suite of logo designs that include:

- Primary and secondary logos with horizontal and stacked variations
- A monogram or symbol
- A brand seal
- An alternative logo lockup

The variety of marks are thoughtfully designed to be uniquely valuable to you by taking into consideration where you'll be using the designs, like in your website header, social profile image, product hang tags, or storefront signage.

## TIMELINE

1 week prior to project kickoff: Logo Design client questionnaire completed.

**DAYS 1 - 5** After reading your completed questionnaire and using your Brand Reading as my guide, I'll design two logo options, presented alongside a handful of variations and marks for each option.

**DAYS 6 - 9** To ensure your chosen logo option completely embodies the vision of your brand, four full days are set aside for feedback and revisions.

**DAY 10** The approved logo designs are saved in a variety of file formats that are most useful for web and print.

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**\$1,300 investment**  
2 week timeline

# Web Design & Build

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**\$3,700 investment**  
**3 week timeline**

A presence outside of social media, where you can present a more guided and well-rounded experience for your audience.

Ideal for either service- or product-based businesses as a vessel to hold all of the intellectual and material offerings of your brand.

During the web design process I act as an advocate for your audience, employing UX best practices to provide the most user friendly, informative, and aesthetically aligned experience possible — making it easy for your audience to fall in love with your brand and engage in your offerings.

At the end of this process, you can expect to receive:

- A six page Squarespace website with mobile and SEO optimization plus email marketing integration (Mailchimp or Klaviyo)
- A typography suite and color palette (which can be utilized for all visual expressions of your brand)
- One week of support post-launch

## T I M E L I N E

1 week prior to project kickoff: Web Design & Build client questionnaire completed. All content (including copy and photos) is also provided by client.

While I can't write your copy, I **can** provide guidance on the type of content ideally suited for each page of your site.

DAYS 1 - 3 After reading your completed questionnaire and using your Brand Reading as my guide, I'll design two Design Glimpse options for your website. Each option includes a color palette, font pairings, site header and footer, plus two page section designs so you can visualize how the final site will look and feel.

DAYS 4 - 5 Two days for feedback and revisions are set aside to ensure your chosen Design Glimpse resonates.

DAYS 6 - 10 Following the guidelines we set in your chosen Design Glimpse, I'll build your six page website in Squarespace following all web design and accessibility best practices to ensure your website is both beautiful and functional.

DAYS 10 - 12 Three days are set aside for feedback and revisions of the full site.

DAYS 13 - 14 After your approval of the built website, I set aside two days to optimize the mobile experience, configure SEO settings, and ensure the backend of your website is ready for launch.

DAYS 15 - 19 For five days after site launch, I make myself available to address any unexpected hiccups that may appear.

# Social Post Templates

**\$700 investment**  
1 week timeline

When you maintain a consistent look on social, you take your brand from unrecognizable to being a familiar face in a crowded environment. Pre-designed templates allow you to nurture a flow in your feed by taking away the guesswork of aesthetics.

Designed in either Canva or Adobe so you're empowered to edit and update the designs in the program you're most comfortable with.

To ensure you're receiving the most useful types of templates, we'll discuss the kind of content you post. From there, we'll determine how many templates are ideal.

At the end of this process, you can expect to receive:

- Up to six square Instagram feed templates, plus Instagram story variations for each
- Guidance on how to utilize and edit the templates

## TIMELINE

1 week prior to project kickoff: Social Post Template client questionnaire completed.

**DAYS 1 - 2** After determining the amount and types of templates that are needed, and using your Brand Reading as my guide, I'll design the two logo options, presented alongside a handful of variations and marks for each

**DAYS 3 - 4** Two days are set aside for feedback and revisions to ensure your social presence is completely aligned with your brand.

**DAY 5** Upon your approval of the square Instagram feed templates, I'll create the remaining story variations. All templates will either be created directly within your Canva account, or delivered as fully editable Adobe files.

# Newsletter Template

A vessel within which you can deliver a care package of information, thoughts, and announcements — directly to individual members of your audience.

The template, designed within either Mailchimp or Klaviyo, provides you with a variety of pre-styled blocks meant to invoke your brand while simplifying the process of creating and distributing your content.

At the end of this process, you can expect to receive:

- A robust main template design that includes all of my recommended content blocks so you can create endless layout variations to perfectly suit whatever content you may be sending.
- A simpler template that can be used for things like automated flow emails and order confirmations.
- Popup form and teaser tab styling, if needed.
- Video walk-throughs of your template showing you how to edit text, swap images, and utilize the template to the best of its abilities.

## TIMELINE

1 week prior to project kickoff: Newsletter Template client questionnaire is completed.

**DAYS 1 - 2** After reading your completed questionnaire and using your Brand Reading as my guide, I'll design the main template directly within either your Mailchim or Klaviyo account.

**DAYS 3 - 4** Two days are set aside for feedback and revisions to ensure your newsletter is completely aligned with your brand.

**DAY 5** Upon your approval of the main template design, I'll create the simpler template along with video walkthroughs showing you how to edit and use both templates.

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**\$300 investment**

**1 week timeline**



# Lead Magnet/ Presentation Deck

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**\$300 investment**  
1 week timeline

A more direct way to share with and offer guidance to your audience. This deliverable allows you to present a part of your practice, a part of your process, or a part of your learned experience with your audience — either via a PDF lead magnet, or as a class/webinar presentation slide deck.

At the end of this process, you'll receive an up-to 20-page 16:9 document custom designed in Canva using the copy that you provide. This can be used for lead magnet PDFs or slideshow presentations, whatever is most useful to your audience and beneficial for you.

## TIMELINE

1 week prior to project kickoff: Web Design & Build client questionnaire completed. All content (including copy and photos) is also provided by client.

**DAYS 1 - 2** After reading your completed questionnaire and using your Brand Reading as my guide, I'll design the PDF or presentation directly within your Canva account.

**DAYS 3 - 4** Two days are set aside for feedback and revisions to ensure your PDF or deck is completely aligned with your brand.

**DAY 5** Upon your approval of the design, I'll create video walkthroughs showing you how to update or reuse the design.

# Recommended Bundles

Project type pairings that celebrate your brand’s unique voice and purpose.

The timelines of some project types can be nested within one another, shortening the overall length of your project by up to one week.

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## SPACE HOLDER

Brand Reading +  
Logo Design +  
Website Design & Build

\$7,200 investment  
7 week timeline

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## KNOWLEDGE SHARER

Brand Reading +  
Website Design & Build +  
Newsletter Template +  
Lead Magnet/Presentation Deck

\$7,200 investment  
7 week timeline

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## COMMUNITY BUILDER

Brand Reading +  
Logo Design +  
Social Post Templates

\$4,200 investment  
5 week timeline



# Frequently Asked Questions

Have a question that's not answered here?

Contact me

## Why do you require a Brand Reading before any other project engagement?

Your brand needs to reflect the compelling and authentic story of your business. For that story to resonate with your audience, you need to know who they are. And to know who your audience is, you need to dig deep into the psyche of your business. Without that crucial first step, your brand has a harder time giving your audience something to think about, relate to, get inspired by, or feel held by. In turn, there's less incentive for someone to interact intellectually or financially with your business. **This is my most valuable offering**, especially for DIY'ers who want an authentic and intentional brand without having to hire a designer to execute it.

## What if my needs are different from what you offer?

Every business is unique, and each project is always blessed with a variety of nuances that could never be honored in a one-size-fits-all package. As such, I'm always happy to be adaptable. So let's talk about the details!

## What else can you design for my brand?

Pretty much every type of print or digital asset you could dream of. Packaging, shipping, merch, album covers, bird calendars, you name it — the sky's the limit. Contact me for a convo and custom quote.

## How do revisions work? Are there unlimited rounds?

Because I only work with one client at a time, your project can be focused on exclusively — which means I can dedicate set days to polishing and refining our work together. Each project has from 2–4 days assigned for feedback, during which time we'll complete as many rounds of revisions as necessary to create a strong and effective design.

## Why do you use Squarespace instead of Wix, Shopify, or Wordpress?

Squarespace is the best of both worlds. It's a DIY designer's dream with a hard-to-mess-up, drag-and-drop editor that empowers you to edit and evolve your site on your own. It also has a robust backend, storefront, SEO control and customization. Form and function.

If you already have a website on another platform and would prefer not to switch to Squarespace, we can discuss making that work!

## What if I don't want a logo?

A logo is just one piece in the puzzle of your brand identity, and not always the most important. Because of that, I don't believe a logo is always necessary — although there are plenty of instances where it has a powerful (and valuable) presence. Each circumstance is different, so let's talk about the specifics.

# Ready to make a creative ally?

I want to support you. I want to inspire you. I want to validate you.  
My goal is to help you succeed in whatever your mission may be.

Let's work together.

Click the link above to fill out my  
contact form, or email me directly at  
[hello@foreverbeckie.com](mailto:hello@foreverbeckie.com)

