

## Visual branding packages for every stage of your growth.

No matter where you are on your brand's journey, whether that's a new fledging business you're looking to build excitement about, or an established organisation you want to breathe a new lease of life to, there's a process perfect for you.



### Groundwood

A quiet pause to assess what's already there, and uncover where your brand could grow next.

£250



### Acorn

A small, purposeful beginning, planting the core elements of your visual identity.

FROM £1,500



### Sapling

Rooted and reaching, we can build a brand that stretches into its full potential.

FROM £2,000



### Oak

A complete and considered identity built to last, deep-rooted, expansive, and wholly yours.

FROM £3,000



## Groundwood

£250

**A grounding point for reflection for established businesses seeking clarity or direction before making design changes.**

This package is designed for brands that already exist but may feel unclear, inconsistent, or a little lost. Through a careful review of your current visual identity, we'll uncover what's working, what isn't, and what could be reimagined. You'll receive a clear set of insights and practical recommendations to help you move forward with confidence.

INCLUDED:

- ✦ Document outlining my assessment and recommendations
- ✦ Next steps and how I'd proceed
- ✦ Quote for work available on request

### \* AUDIT

I'll start by reviewing your current brand identity, looking at elements like colour, typography, logo, and any graphic assets, and considering how effectively they reflect your ethos and communicate what you offer.

### \* RECOMMENDATIONS

I'll share a clear set of recommendations to help strengthen how your brand comes across to your audience.

### \* NEXT STEPS

How I would approach evolving the identity. This may include visual references, examples of past work, or other brands that reflect the kind of direction that could suit you and your business.

Contact Clare



## Acorn

FROM £1,500

**A thoughtful starting point for those at the beginning of their brand journey.**

This package includes the essential visual elements that bring your brand to life: logo, colour palette, type choices, and a handful of key assets to help you show up with clarity and consistency. It's simple, refined, and designed to grow with you.

INCLUDED:

- ✦ Two mood-board routes
- ✦ One route creatively explored
- ✦ Two rounds of feedback and refinement
- ✦ Brand assets created during the process: logo, fonts, any graphic devices
- ✦ Basic brand toolkit: guidelines for using the identity confidently

Contact Clare

### \* GATHERING

Gather what we need to understand the heart of your brand.

### \* MOOD-BOARDING

Two directions using visual references and ideas that hint at possible creative paths.

### \* CREATIVE

A creative visual concept shaped by your feedback, exploring logo, colour, type, graphic elements, or photography.

### \* FEEDBACK & REFINEMENT

Talking through the concepts, we then refine the one that resonates most.

### \* ROUND-UP

Once the identity is feeling fully formed, I'll prepare and deliver all the assets, for you to put out into the world.



## Sapling

FROM £2,500

**For brands that are ready for more depth and creative expression.**

This package offers a more layered and flexible identity, with room to explore supporting elements such as patterns, image direction, and real-world examples. Whether you're expanding an early brand or building something with more personality, this option brings structure and style without becoming overwhelming.

INCLUDED:

- ✦ Two mood-board routes
- ✦ Two concept routes creatively explored
- ✦ Three rounds of feedback and refinement of one chosen route
- ✦ Brand assets created during the process: logo, fonts, any crafted graphics
- ✦ Enhanced brand toolkit: guidelines for using the identity in the best light

[Contact Clare](#)

### \* GATHERING

A conversation or questionnaire to help me understand your business more deeply.

### \* MOOD-BOARDING

Gather visual references into two considered mood-boards, reflecting different directions your brand could take.

### \* CREATIVE

Crafting the visuals. Where useful, I'll also show how the identity might appear in context, like social posts or reports.

### \* FEEDBACK & REFINEMENT

You'll have time to reflect and respond, and we'll work through to refine the design until it feels like you.

### \* ROUND-UP

I'll prepare and deliver your final identity in practical, ready-to-use formats.



## Oak

FROM £4,500

### A complete and considered visual identity shaped with care and depth.

This is for brands that need a full system, from thoughtful foundations to a rich library of visual assets and applications. Every part of the process is tailored to support your long-term vision and bring clarity, cohesion, and character to your brand.

#### INCLUDED:

- ✦ Two mood-board routes, plus wildcard option
- ✦ Two concept routes creatively explored
- ✦ Three rounds of feedback and refinement of one chosen route
- ✦ Brand assets created during the process: logo, fonts, any crafted graphics
- ✦ Comprehensive brand guidelines: confidence in using your new identity
- ✦ Up to two template files for applications such as social posts, letterheads, posters etc.
- ✦ Four weeks of consultation support as you roll out your new identity

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#### \* GATHERING

We get into the weeds; what you do, what matters to you, and where you're heading.

#### \* MOOD-BOARDING

Collate visual references into possible directions, as well as a wildcard route to explore unexpected possibilities.

#### \* CREATIVE

Create the foundations of a unique identity based on the chosen direction(s).

#### \* FEEDBACK & REFINEMENT

Review the concepts and choose a direction to develop. I'll refine the design and explore how it might live in the world.

#### \* ROUND-UP

I'll prepare your brand assets in usable formats, along with clear guidance for using them well.



## Templates

FROM £100

See your brand blossom with confidence when rolling out your sparkling new brand identity by wrapping up your rebrand with collateral templates.

### BENEFITS OF TEMPLATES:

- ✦ Consistency across all comms, outputs, and teams
- ✦ Ready-to-go materials at your fingertips saves time
- ✦ Build brand recognition and trust with your audience
- ✦ Confidence to draft assets without design know-how
- ✦ Eliminate guess-work and interpretation

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### \* SOCIAL MEDIA POSTS

Be ready to post at a moment's notice with templates covering a range of platforms in a software that works for you.

FIGMA, CANVA, ADOBE CREATIVE SUITE

### \* PRINT DOCUMENTS

From posters to letterheads, reports to brochures, we can craft an outline that gives you the confidence to rollout professional documents as needed.

FIGMA, CANVA, ADOBE INDESIGN

### \* BRAND ASSETS

From posters to letterheads, reports to brochures, we can craft an outline that gives you the confidence to rollout professional documents as needed.

VECTOR, BITMAP, STOCK PHOTOGRAPHY