

Branding Pack

Description and terms and conditions

This pack is for you if you're starting a new business, event series or any other endeavour that requires a distinctive look.

Experience the comfort of one point of contact. I'm here to answer your questions as they arise and make sure your brand represents your business essence as clearly as possible.

Unpacking the branding pack

Initial meeting/questionnaire

Good design is all about effective visual communication of core information. In this step, I will meet with you virtual or in person, or if that's impossible, I'll send you a questionnaire. I make sure I capture those crucial bits of information so that I can represent your business and its values well in my design.

Research (understanding the market, the competition and the customers)

In this step I help you stand out. By learning about the market you're in, discovering your direct competitors' strengths and weaknesses, and understanding who your core customers are we can identify what to highlight that sets you apart from the competition while resonating with your customers.

Ideation and creation of two concepts

Led by my research, I explore and come up with a range of ideas. I find colours, fonts and a style that matches your profile. From there, I develop two concepts that I will present to you. You choose your favourite, and we discuss what you like and what needs changing.

Additional services

If you need additional design work done, let me know, and I'll provide you with a quote.

Adding further packs*

- Purchasing the branding pack entitles you to a **\$500 discount** before GST on the website pack.
- The social media pack will come down to \$120, which is a **50% discount**.

Timeframes

I strive for a turnaround time of one month for brand development. This is subject to availability and given that you provide information required within the agreed upon timeframes. I will create a schedule for this project when we start working together.

An initial meeting and a deposit of 50% of the total fee are required to start with the process. I send results by the end of each week or might schedule a short presentation with you. Your feedback is crucial to my workflow; please provide it timely.

Design of logo and style guide

Now is when I get nerdy and make sure every detail of your logo is perfectly balanced. When I'm happy, I'll send it to you for approval. Once the final approval comes through, I finalise the files and create a style guide. This is a summary of the elements of your brand and how to use them.

Logo files for print and web

Together with the style guide, you'll receive a folder containing several versions of your logo for print and web. If your logo is in colour, I also will supply a black and white version of it.

Two applications of your new brand

This offer also includes production-ready files for two applications of your choice. This could be a business card, a social media banner, a letterhead or a poster. If you need something not listed, ask me about it.

Content creation & Photography

If you need help with your copywriting or photography, let me know.

I have talented photographers and content writers in my network and am happy to engage them on your behalf or to make the introduction.

- Design and concept - 2 weeks
- Coding and development - 2 weeks
- Finalising website content, SEO - 1 week
- Final testing and go live! - 1 week



The fine print

- The branding pack includes a maximum of two rounds of iterations on the chosen concept
- Additional iterations will be charged at an hourly rate of \$60
- The final files won't be produced until you signed them off
- Signoff means that you accept all responsibility for the content of the design
- All designs are 100% owned by you once all project fees have been paid in full (until then I own the copyright)
- Due to limited capacity I might have to refuse or delay the project
- I remain the right to use the designs for self-promotion purposes
- You'll receive an invoice of 50% of the charges at the time of acceptance of the proposal. Payment is required for the project to commence. The final 50% will be invoiced on project completion
- I hand the files over once I receive the final payment
- All prices will have 15% GST added.

* The discount is possible due to the research and branding work already done on your company. I will still hold a meeting to discuss your needs and expectations for your website or social account of choice.

In case you accepted the terms and conditions via the website regina-speer.com no further steps are needed.

If you didn't order through the form on the website please sign this form and email a copy of this document to say-hi@regina-speer.com.

If you have any questions, please get in touch.

Your full name

Your Signature

