

# BRAND STRATEGY & DESIGN

## *Pricing Guide*



**GLOWBUG**  
DESIGN & ILLUSTRATIONS

# *Authentic* ALIGNMENT



Why dim your light behind a bland corporate brand?

Be the vibrant unique entrepreneur you are!

I can't wait to develop you a strategic, aligned brand

with beautiful, cohesive graphics so you can

show up confidently, authentically, and be seen

by the people who are looking for you

My vision for you is to go from

*from*

- ✘ Attracting clients that suck your soul out.
- ✘ Dealing with cynics & tire kickers.
- ✘ Struggling with committing to a niche.
- ✘ Feeling fake, or losing sight of why you started.
- ✘ Feeling generic and invisible.

*to*

- ✔ Attracting clients that bring you joy, that you jump out of bed excited to serve.
- ✔ Making instant connection, and showing your clients they are in the right place before they read a word.
- ✔ Increasing your confidence, and belief in yourself which shines out and makes you irresistible to your audience.
- ✔ Being SEEN so you can build your unique community of clients.

# Investing in your Dream

Branding is far more than a logo, it's a roadmap on how you show up in all the ways you reach your clients. It guides the feeling you want your clients to experience when they encounter your business. Making sure there is alignment in all the key areas gives you that confidence to stand behind your vision.

Knowing your why, your values, and your ideal clients is fundamental to your business, including all your marketing strategies.

**There is only one you, and your people need that connection, to see their story in your story, to clearly understand that your business has the key to the transformation they are seeking, through your vision, services and products.**



“Rebecca’s first brand draft drew a deeply emotional response as for the first time, I felt like someone had been able to get inside my head and truly convey my “why” and the spirit of the brand. It truly brought me to tears as I finally felt that someone heard what I was trying to say but didn’t know how to.”

**Donna McDonald-Landry**

*Owner, Timeless & Twist Fashion Boutique*

# Branding Pricing PACKAGES

## Bright Spark

### BRAND CONSULTING

Great for getting clear on any areas including business name, tagline, missions, values, and target niche.

- ◆ Strategy session 60 minutes
- ◆ key points summarized in a follow up email.
- ◆ Also great for extra support through brand management, tech advice and guided training in software like Canva, Adobe Illustrator & Photoshop etc.

#### INVESTMENT

ONLY \$99 +HST

### MINI PROJECTS

Need a small design job and prefer a quote and hourly rate?

#### INVESTMENT

ONLY \$77 +HST HOURLY

## Get Glowing

### LOGO & BRAND STRATEGY

All the elements you need to get your business ignited with a polished, authentic brand.

- ◆ Brand Questionnaire
- ◆ 30 minute strategy call
- ◆ 1 main logo & 1 sub logo
- ◆ A stylescape presentation with mockups
- ◆ colour palette & font selection
- ◆ 1 page quick reference style guide
- ◆ 2 rounds of revisions
- ◆ Curated folder of final files
- ◆ Canva template with your brand elements
- ◆ **choice of 2** brand elements digital files from this list: Facebook cover, thank you cards, podcast cover, stickers, business cards, signage, email signature

#### INVESTMENT

ONLY 3 PAYMENTS OF \$379 +HST

or

PAY IN FULL \$1111 +HST

## Shine your Light

### FULL SERVICE BRAND/REBRAND

Step into your full blazing light confidently with a premium service, professional & aligned brand journey.

#### Everything in Get Glowing, PLUS

- ◆ Up to 3 logo variations
- ◆ 2 extra rounds of revisions
- ◆ 2 brand patterns or textures
- ◆ A full brand guide
- ◆ **choice of 4** extra brand elements digital files from this list: Social media post template, Facebook cover & profile image, up to 6 brand icons, 4 branded gifs, email signature, signage, business cards, fillable pdf (up to 4 pages), stickers, thank you cards, labels, t-shirt design, other items by request.
- ◆ Brand launch strategy
- ◆ Files stored in Dropbox for 90 Days

#### INVESTMENT

ONLY 3 PAYMENTS OF \$799 +HST

or

PAY IN FULL \$2345 +HST

*Yes*

**I'm in!**



email Rebecca at [rhill@glowbugdesign.com](mailto:rhill@glowbugdesign.com) to book

