

CREATIVE DIRECTION +
BRAND IDENTITY & INTERIORS



SERVICE GUIDE

Les Sardo.

CRAFTING A BADASS BRAND.

01 BRAINSTORMING + BULLSHITTING.

- ✓ **Creative Exploration:** We kick off with a brainstorming session that's all about big ideas and bold visions. Think of it as the creative playground where we let our imaginations run wild.
- ✓ **Design Discovery:** Here, we dive into the visual side of things, sketching out potential looks and feels for your brand. It's like creating a mood board for your brand's personality.
- ✓ **Market Insights:** We take a deep dive into the data pool to understand your audience, competitors, and industry trends. This helps us make informed decisions about your brand's direction.
- ✓ **SWOT Analysis:** Think of this as a friendly chat where we discuss your brand's strengths, weaknesses, opportunities, and threats. It's all about understanding where you shine and where you can grow.

02 YOUR BRAND BLUEPRINT.

- ✓ **Conceptual Clarity:** From the ideas we've brainstormed, we'll distill the essence of your brand into a clear and compelling vision. This is where we define what makes your brand special and how it stands out in the crowd.
- ✓ **Design Development:** Once we've nailed down the concept, it's time to bring it to life visually. We'll create logos, colors, and visual elements that capture the essence of your brand and make it memorable.

- ✓ **Marketing Strategy:** Here's where the magic happens. We'll craft a plan to get your brand out there and make sure it gets noticed by the right people. From social media to traditional advertising, we'll cover all the bases.

03 BRINGING THE BRAND TO LIFE.

- ✓ **Design Execution:** With the blueprint in hand, we'll roll up our sleeves and start building your brand. This includes everything from designing your website and packaging to creating marketing materials that make a splash.
- ✓ **Marketing Launch:** Get ready for the big reveal! We'll orchestrate a launch that gets people talking and puts your brand in the spotlight. Whether it's a flashy event or a digital blitz, we'll make sure your brand gets the attention it deserves.

04 KEEPING THE MOMENTUM GOING.

- ✓ **Brand Monitoring:** Once your brand is out there, we'll keep an eye on how it's doing. We'll track metrics like brand awareness and sentiment to see how people are responding to your brand.
- ✓ **Feedback Integration:** Your feedback is crucial to our success. We'll listen to what you have to say and use it to fine-tune our approach, making sure your brand continues to evolve and grow.
- ✓ **Market Adaptation:** Finally, we'll stay on top of market trends and changes, adjusting our strategy as needed to keep your brand ahead of the curve. So, are you ready to embark on this adventure and create a brand that'll leave a lasting impression? Let's do this!



BRAND LONGEVITY.

This package caters to start-ups and entrepreneurs, the goal is to help you create a cohesive brand and strategy that lasts.

\$2K

INCLUDES

- ✓ BRAND CONSULTATION
- ✓ STRATEGY PLANNING
- ✓ COLOR STORY BUILDING
- ✓ LOGO DESIGN + SUBMARKS
- ✓ FONT SELECTION
- ✓ BRAND GUIDELINES
- ✓ BRAND MESSAGING
- ✓ BRAND VOICE
- ✓ TWO MARKETING PIECES

The items in this package are selected from our years of experience and are not interchangeable with other services. Add-ons are available.

POPULAR ADD-ONS

INSTAGRAM THEME PACK	\$750+
CUSTOM FONT DESIGN	\$500+
PRESENTATION \ DECK DESIGN	\$50 / PAGE
TAILORED CREATIVE COPY	\$400+
PHOTO / VIDEO CREATIVE DIRECTION	ASK FOR A QUOTE
PRODUCT PHOTOGRAPHY	\$600+
BUSINESS CARDS \ FLYERS	\$250+



BRAND EXPERIENCE.

\$5K

Ok, you want a little more. Developing an exceptional user experience for your customers and clients is very necessary.

INCLUDES

The items in this package are selected from our years of experience and are not interchangeable with other services. Add-ons are available.

- ✓ everything in LONGEVITY package, plus...
- ✓ SOCIAL CONTENT STRATEGY
- ✓ WORDPRESS DESIGN + DEVELOPMENT (with training)
- ✓ CANVA Pro BRAND SETUP
- ✓ BLOG AND ANALYTICS SETUP
- ✓ SOCIAL MEDIA TEMPLATES
- ✓ CONTENT CALENDAR TEMPLATE
- ✓ POST-LAUNCH SUPPORT
- ✓ CREATIVE COPY ASSISTANCE

POPULAR ADD-ONS

INSTAGRAM THEME PACK	\$750+
CUSTOM FONT DESIGN	\$500+
PRESENTATION \ DECK DESIGN	\$50 / PAGE
TAILORED CREATIVE COPY	\$400+
BUSINESS CARDS \ FLYERS	\$250+
PHOTO / VIDEO CREATIVE DIRECTION	ASK FOR A QUOTE
LAUNCH PARTY PLANNING AND DESIGN	ASK FOR A QUOTE



BRAND MARKETPLACE.

\$8K

Ok, you want a little more. Developing an exceptional user experience for your customers and clients is very necessary.

INCLUDES

The items in this package are selected from our years of experience and are not interchangeable with other services. Add-ons are available.

- ✓ everything in LONGEVITY package, plus...
- ✓ SOCIAL CONTENT STRATEGY
- ✓ SHOPIFY DESIGN (with training)
- ✓ CANVA Pro BRAND SETUP
- ✓ TEN PRODUCTS ADDED + GUIDE
- ✓ SOCIAL MEDIA TEMPLATES
- ✓ CONTENT CALENDAR TEMPLATE
- ✓ POST-LAUNCH SUPPORT
- ✓ CREATIVE COPY ASSISTANCE

POPULAR ADD-ONS

PACKAGING SOURCING AND DESIGN	\$1000+
BRANDED VEHICLE WRAPS	\$1500+
PRODUCT PHOTOGRAPHY	\$600+
BRAND AMBASSADOR PROGRAM DESIGN	\$400+
REWARDS PROGRAM DESIGN	\$400+
AD CAMPAIGN (social or email)	ASK FOR A QUOTE
COMMERCIAL CREATIVE DIRECTION	ASK FOR A QUOTE



RETAIN HER.

Let's build a relationship so we can help you elevate your brand over time, with proper strategy, concepts and scale-ups. **A two month commitment is required.**

LEVELS2THISSHIT.

DIGITAL DESIGN (includes 15 marketing items)	\$1000/month
SOCIAL MEDIA MANAGEMENT	\$1500/month
WEBSITE MAINTENANCE + REFRESH	\$1200/month
CONTENT STRATEGY	\$900/month
CREATIVE DIRECTION (photo+video)	ASK FOR A QUOTE

FAQs

Q: What if I want more than the package includes?

These packages were crafted to tailor to brands of any industry and cater to the core needs of any business. But, let's keep it real, sometimes things aren't really that cut and dry. There are a wide range of add-ons that will help you build the perfect package for you.

Q: What platforms do you use for websites?

Currently all web design projects will be created with wordpress, wix or shopify.

Q: How long is the design process?

Brand Longevity	2-4 weeks
Brand Experience	8 weeks
Brand Marketplace	8-10 weeks

estimated, times may vary.

Q: What are your payment options?

You got moneyyyyyy, lol. Each project **requires a 25-50% deposit** to book your service and begin, depending on the package you select. There will then be payment milestones created for the duration fo your project based on the turnaround time. The final payment is due before you recieve files and launch. A more in-depth payment timeline will be available in your on-boarding packet. *Invoices are sent throught Square for safety and security.*



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TTYs.