

EST. 2010

leaff design

*hello There!*

We are so excited to find out more about you and your business! Perhaps you are a new business, or perhaps you are an established one. Either way, you are about to enter on such an exciting journey - branding is such a wonderful opportunity to creatively express who your business is, and your aspirations too. Good branding should showcase your character, your expertise, and your passion for what you do.

If you haven't had professional branding done before, you may be unsure about the total cost of the project and what is included. Here, we have outlined our services, complete with a price guide for your investment. This should fill in all of those gaps and help you to have a clearer idea about the best way to allocate your budget.

We hope that this gives you a taste of what to expect and we really look forward to chatting with you more about your business and your goals.





THEY HAD A CLEAR,  
CONFIDENT VISION  
OF MY BUSINESS.

SHARON MCGOWAN

Lead

# brand development

From initial briefing through to design and supply, I will be working closely with you. You will be telling me about your business - what it is you do, why you do it, who you do it for. You will be telling me about your passion, your ambition - your wildest dreams.

I will help you to realise where your budget would best be focused, and why, enabling you to have a clear idea of what materials will best work for your needs and your budget, and will work hardest for your investment.

Through detailed colour psychology and research, I will draw together 'a vision' for your branding, to show you the direction I see the branding heading in, and to ensure we are on the same page with your dream branding.

It starts with your logo concepts, and I then build your brand around your chosen concept, finishing with the unimaginably exciting unveiling of your entire brand board.

By the end, you will be feeling empowered and driven by your branding - confident that it authentically and effectively communicates your business' services and character, and absolutely bursting to show the world.

We will then be working hard to artwork your final chosen materials, and finally supply you with the master files of the fruits of your investment ahead of your launch.

Opposite is an outline of what is included in the brand development package. The branded materials outlined are always essential, and any further requirements can be added on at additional cost.

## WHAT IS INCLUDED

- Consultation
- Full briefing
- Detailed colour psychology
- A vision board to discuss
- Up to 3 logo concepts
- A feedback session with up to 2 sets of revisions
- Brand build around chosen logo concept, including:
  - Sub-mark and logo variation
  - Surface pattern & texture
  - Font recommendations
  - Brand icons
- Branded materials, including:
  - Full logo suite master-files
  - Colour palette breakdown
  - Brand board visual
  - Email signature
  - Social media profile images & banner designs
  - Letterhead (digital or printed\*)

£3,250.00 INVESTMENT\*\*

10-12 WEEK PROCESS

\*PRINT COSTS NOT INCLUDED  
\*\*SPLIT INTO 2 EQUAL PAYMENTS

SPECIALIST EMBROIDERER



JENNY  
ADIN-CHRISTIE

{ SINCE 2009 }



I AM ENDLESSLY AMAZED  
BY YOUR ATTENTION TO  
DETAIL AND COMMITMENT  
TO THE PROJECT.

JENNY ADIN-CHRISTIE

Thank you

# website design

Your online presence in today's world is at the forefront of your business. Ensuring your branding is seamless across all online platforms as well as your physical ones is vital for building strong brand recognition, creating trust with your audience and unshakable brand strength. We offer two website design routes.

## IN-HOUSE BUILD

For those whose website needs are fairly simple, we have the capability of building small websites in-house, from initial design concept to going live.

### WHAT IS INCLUDED

- Visual of home page concept to discuss
- Website design around concept, including up to 5 additional page designs
- A feedback session with 1 set of revisions
- Website build, including Search Engine Optimisation
- Website testing / proofing
- Website launch

£3,015.00 INVESTMENT

## DEVELOPER BUILD

For those whose website needs are more complex, or who are already working with a developer, we can provide the design concepts to hand over for development.

### WHAT IS INCLUDED

- Visual of home page concept to discuss
- Website design around concept, including up to 5 additional page designs
- A feedback session with 1 set of revisions
- Supply of design files for your developer

£1,012.00 INVESTMENT



# McGOWAN

• WEDDING CAKE ARTISTRY •



I WOULDN'T TRUST MY  
BUSINESS WITH ANYONE ELSE.

STEPHANIE SAUNDERS

Lead

# additional services

Each client has different needs in terms of physical materials, and so these are quoted for on an individual basis and by the hour. However, we have included estimates for the more standard marketing materials. The list below is not exhaustive, but is typical of what clients might generally require. Print costs are not included as we outsource production.

## STANDARD MATERIALS

- Promotional Card Design  
£100.00
- Business Card Design  
£75.00

## CUSTOM SERVICES

- Product Packaging Design
- Book Design (Notebook / Look-Book)
- Photography Styling & Art Direction

## HOURLY DESIGN RATE

£50.00

# are you ready?

We can't wait to hear from you! Let's get started. Hit the button below to fill out and submit our online contact form.

GET IN TOUCH



BRAND DESIGN & STYLING

## about me

As well as a business owner, I am a wife, and a mother of 2 young children who I home educate. Life is busy! I therefore take on a limited number of new clients each year to ensure that I can give the most attentive service possible to each client, because I want every client to have my absolute best.

When I am not designing, I spend as much time as possible immersed in nature. As a family, we love nothing more than getting lost in the beautiful countryside, along forgotten footpaths.

hello