the bespoke

BRAND DESIGNER

captivate your audience

HELPING YOU FIND YOUR STLYE & CREATE A BEAUTIFUL, AUTHENTIC BRAND IDENTITY.

...by reading this you have probably already seen a little of what I do, so here is a guide on the process you can expect when working with me.

First and foremost, I am here to help, advise, design and be by your side as we take the journey together of creating your beautiful brand identity. We want it to perfectly represent your business values and beliefs, captivate your ideal future clients/customer and give them that feeling they have come to the right place.

...oh and one more thing...**I want you to LOVE your brand identity - it's really important that you do because you should feel proud of it, it should excite you and it should fill you with confidence.**

01. THE START...let's get to know each other.

It is HUGELY important to me to speak to my clients before we start a project together. I need to hear all about your business, what inspires you, what beliefs and values underpin it as well as listen to your tone of voice.

The more information the better, so - before we begin, I will send you an email with a few questions to get you thinking and prepare for our chat which we will schedule either face to face or via Zoom if the distance is too far.

It's really informal so don't worry - but I will ask lots of questions! I really want to get to know you and your business, the story as to why you started and the reasons you do what you do as well as what sets you apart - that way I can help represent your brand identity authentically.

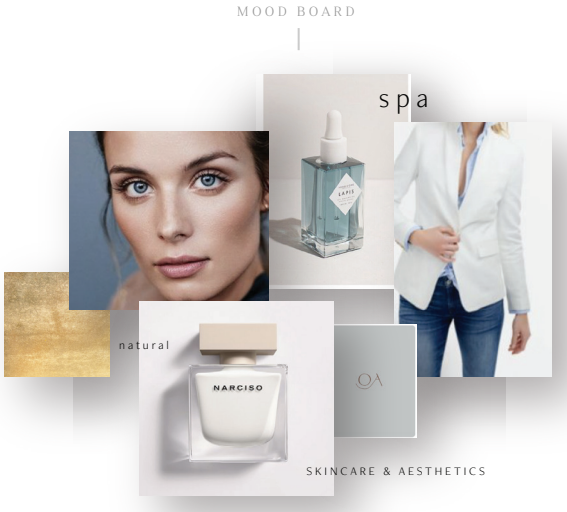
I am here to help and guide using my many years of experience so I ask for an open mind as I may have suggestions you have not considered just yet.

02. MOOD / INSPIRATION BOARD…

Once we have established some of the fundamentals of your business, I go away and start to pull together lots of ideas for your mood/inspiration board.

This part of the process is equally vital as the first.

Here I take all of the ideas, thoughts, key words about how we want your clients to feel when they find you, your wants and needs and setting the tone for your identity. From the colours, images, style of fonts and general feel, this is what I will use as my reference as I move on to design your logo and identity.



03. YOUR LOGO…

Now comes the really exciting part - your logo.
I spend a great deal of time on this part getting the right combination of FONTS whether they are handwritten, serif or decorative - we need find the ones that correctly reflect your business.

I work with the SPACING, I may add elements that create a quirk - however, sometimes there is more impact in keeping it simple - it all depends on the words themselves.

It is amazing how logos can look soooooo different depending on the COLOUR. I will spend time making sure we find exactly the right combination.

A TAGLINE adds an opportunity to send a message to your audience - it should be short but have impact - the font should be different from the logo and it must combine beautifully with it.

I will create approximately 3 designs for you to see - once you have had time to digest them we will catch up again either by phone or Zoom to discuss.

04. SUBMARK…

Once the logo has been chosen/tweeked if necessary, I will design a submark - a smaller simpler version of your logo that you can use as a small reminder of your brand without having to use your entire logo.

05. STYLE IT UP...

Now that we have the foundations of your brand identity it is time to style it up and add those accessories that will enhance and bring flare to your brand.

This may be in the form of textures, patterns, small details that you can add to your website, stationery, social media posts, decor or signage. These small things can in fact be so significant - details count!

06. THE BRAND BOARD...

To bring the journey of discovering and creating your fabulous brand identity together, I will put all of your brand elements into a beautifully presented documment called a BRAND BOARD that you can refer to to always keep you on track, stay consistent and en-brand with all of your marketing.

07. THE FINISHING TOUCHES...

Depending on our agreement, I will create for you some beautifully designed artwork for your stationery and/or your social media banners/posts.

One of my favourite parts of this job is seeing your brand identity come to life in print. I am completely in love with STATIONERY and feel it is a vital part of your brand as not only is it a chance to showcase it but it also it brings an added sensory experience to your audience.

Thick recycled or textured card printed with beautiful gold leaf foil; embossing for your business cards or smartly designed invoices with a lovely personal message from you to thank them for their custom - **give your audience experiences that add a special touch that they won't forget.**

OTHER PRINTED ARTWORK AS REQUESTED:

(priced individually).

BROCHURES
LEAFLETS
ENVELOPES
STICKERS
NOTEBOOKS
INVOICES...and more.

08. THE DELIVERY...

As we bring your project to a close I will prepare all of your files and deliver them via Dropbox or We Transfer in various formats for print and screens including JPEG, PNG and EPS.

WEBSITE DESIGN...
(priced seperately).

Now that you have a new, fabulous, eye catching logo and brand identity that you are proud of, to compliment and really showcase your image, your website must be engaging and captivating..

I can design just the thing, incorporating your new image and showing it in its very best light.

Please ask for details.

F.A.Q's

HOW LONG WILL IT TAKE?

Each project is different, some will take longer than others - as a rough estimate please allow 3 - 4 weeks. (I will confirm in writing upon booking).

WHAT DO I NEED TO PROVIDE?

Any specific images you wish to incorporate must be provided in a high resolution format and you must make sure you have the appropriate license (if required) to use them. Other than that, any ideas, examples or Pintrest mood boards would be most welcomed.

HOW DO I BOOK WITH YOU?

I always like to have a chat with clients before we book anything, just so I know we are a good fit for each other and I can get a good understanding of what you are looking for to make sure I can fulfil those requirements.

Once we have agreed to move forward, I will let you know my availability, send you my Terms & Conditions for you to browse and we will set a date to start.

WHAT ARE THE PAYMENT TERMS?

A deposit of 50% is required in order to secure the start of your project. The remainder is due upon completion of your beautiful brand identity.

DO YOU REQUIRE ANYTHING ELSE FROM ME?

All I ask of each of my clients is that they can be open to me delving deep into their business, honest with their wants, needs and ideas and engage with me as we move through the process together.

CAN I COME BACK TO YOU FOR DESIGN AS MY BUSINESS PROGRESSES?

ABSOLUTELY! I love to hear how people are getting on and am always delighted to help with any advice, graphic design or your website - it is a good way for you to stay consistent with your brand.

I HOPE YOU HAVE FOUND THIS NOT ONLY HELPFUL BUT THAT IT HAS GIVEN YOU AN INSIGHT INTO THE FABULOUS JOURNEY WE TAKE TOGETHER TO CREATE SOMETHING REALLY SPECIAL THAT YOU LOVE AND WILL LAST FOR YEARS TO COME .

MY PHILOSOPHY; BE AUTHENTIC, STAY TRUE TO YOUR BELIEFS & GIVE YOUR AUDIENCE AN EXPERIENCE TO REMEMBER.

AS EVER, I AM HAPPY TO ANSWER ANY QUESTIONS YOU MAY HAVE.

I LOOK FORWARD TO HEARING FROM YOU. Cathy x

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