



LUXURY BRANDING & WEBSITE DESIGN

Crafting *iconic & aligned*
personal brands for
high performance
women

BRAND for the BOLD
by DESIGN

WHO ARE BRAND BY DESIGN?

CoFounders:

Rosie Wilkins | Personal branding strategist & designer

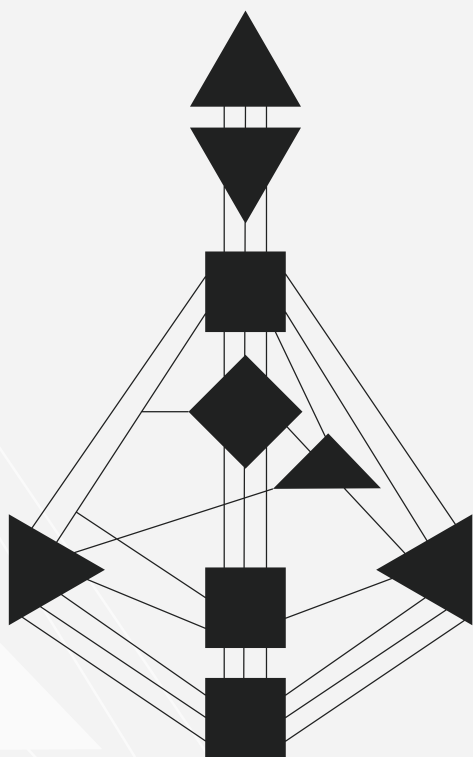
Nicola Dowley | Sales, business, & Human Design coach

Having worked side by side in a previous online business, then as client and strategist in their respective branding and coaching business', the pair have been integrating energetics and HD alongside branding and brand strategy successfully for the past 2 years. The formation of Brand by Design was a natural stepping stone to support more ambitious women create impact and legacy.

Iconic branding means considered branding. It means design with intention, design with strategy, design with style and most importantly design that is aligned to you, showcasing your personal flair within your business. Personal branding should create a visual representation of the person you are within.

Being seen and making waves is energetics. It is who we are behind the brand and our branding must look and feel aligned, so we can show up as our most fearless selves.





TRUE ALIGNMENT, WITH HUMAN DESIGN INFUSION

To create a brand that is a real reflection of you, we first need to understand who you are and Human Design is a huge part of that connection. HD is infused all the way through our branding and brand design process, looking not only at the visuals that we create but also your messaging, how you are showing up in your business, how you're building connections and how you are creating offers and serving your audience.

HELPING YOU BECOME MAGNETIC IN YOUR BRAND

When you step into a brand that feels aligned, you're also stepping into confidence and in turn magnetising those dream clients. Our clients enjoy brand identities that support them while they rise on both a personal and professional level.

What do our clients say?

WHO? Kirstie George | Kirstie George Fitness

WHAT DID WE DO? Extensive Brand Strategy | Visual Brand Development
Social Media Branding | Course & Membership Branding | Custom Sales Page Design

"I have worked with Rosie and Nic the last few months in Muse and also for further support with my re-brand. They helped me understand my Human Design and ultimately what drives me as a business owner and where to use my human design in business. I've definitely struggled previously with my emotions in business and this really helped

We built my brand, my logo, my graphics right from the start from a mood board. We built these around my values and my vision for my brand and my ideal client. The coaching sessions were invaluable to then allow the design part to take place. This all took place in a strategic structured way.

Everything I wanted my business and brand to look like was in my head I just didn't have the technical capability or skill to produce it to such an incredibly high standard. This is where Rosie and Nic came in.

Support with course launches, e mail data capture, landing pages. A full library of graphics for my brand, colour codes, fonts the list is endless. They produced and worked on it all. I am so proud of my new brand. Brand by Design captured exactly what I visualised And wanted my new brand to become. I now own a Luxury Fitness brand unique from the rest. I feel so excited for the future"



Mini Brand

TIMELINE: Approx. 4 weeks

INVESTMENT: from £2,222

THE VISUALS TO GET YOUR BUSINESS MOVING & GROWING

WHO IS THIS PACKAGE FOR?

Either brand new business owners, or those looking to progress from DIY branding or visual branding that is no longer serving them. These business owners want to show up with a more professional image in order to scale things to the next level and a consistent income.

DELIVERABLES:

Brand Strategy Consultation

Pinterest Board collaboration

Brand Clarity questionnaire

Mood Board & Colour Palette

Visual Brand Development including:

Initial concept design with 2 rounds of revisions

Minimum of 3 logo variations

Brand Guidelines document outlining logo usage, typography and font styling, colour palette, & aesthetic guidance

Branding for your choice of 2 social media platforms, including editable templates where applicable. Package includes feed and story posts, highlight covers (Instagram) and cover photos.

Max 8 of each.



Muse

TIMELINE: Approx. 6 weeks

INVESTMENT: from £4,444

A BESPOKE, COMPREHENSIVE BRANDING PACKAGE INFUSED WITH HUMAN DESIGN TO BRING YOU ALIGNMENT & DEPTH

WHO IS THIS PACKAGE FOR?

The woman who is already seeing success, but wants to work on her brand as a whole, getting clear on what makes her unique both in business and design so she can take things up a notch, become more visible and be seen as the expert she is.

DELIVERABLES:

Extensive Brand Strategy including including a Human Design session, your mission, message, and what makes you unique; content strategy, offers/service ladder and pricing yourself (around 4 hours of 1:1 time)

Visual Brand Strategy Session

Pinterest Board collaboration

Brand Clarity questionnaire

Visual Brand Development including:

Mood Board & Colour Palette, Initial concept design with 2 rounds of revisions. Minimum of 3 logo variations

Brand Guidelines document outlining logo usage, typography and font styling, colour palette, & aesthetic guidance

Branding for your choice of 2 social media platforms, including editable templates where applicable.

Custom designed sales page for offers (can be Mailerlite, WiX or Wordpress) where applicable.

Creative direction for photoshoot including outfits/styling and shot list



Icon

TIMELINE: Approx. 8-12 weeks

INVESTMENT: from £10,000

THE ULTIMATE RE-BRAND EVENT

WHO IS THIS PACKAGE FOR?

The ambitious female business owner who is ready to uplevel her business, and step fearlessly into her most iconic brand to scale into six and multi six figures.

DELIVERABLES:

Extensive Brand Strategy including including a Human Design session, your mission, message, and what makes you unique; content strategy, offers/service ladder and pricing yourself

*can be held **IN PERSON** depending on location*

Visual Brand Strategy Session

Pinterest Board collaboration

Brand Clarity questionnaire

Visual Brand Development including:

Mood Board & Colour Palette, Initial concept design with 2 rounds of revisions.

Minimum of 3 logo variations

Brand Guidelines document outlining logo usage, typography and font styling, colour palette, & aesthetic guidance

Branding for your choice of 2 social media platforms, including editable templates where applicable.

+ 2 additional pieces of collateral (e/g business cards, roller banner, brochure, welcome pack etc)

Custom 5 page WiX or Wordpress website design & build including Mobile/Tablet optimisation and SEO

Creative direction for photoshoot including outfits/styling and shot list & **attendance at your photoshoot** (should you wish to book one)

location dependent

Rebrand launch strategy



Extras

EXTRAS & ADD-ONS TO TAILOR YOUR PACKAGE HOSTED BY
BRAND BY DESIGN OR OUR APPROVED COLLABORATIVE PARTNERS

Additional print collateral such as flyers, roller banners, signage, merchandise, brochures etc.

Print advertisement design

Social media content design

Social Media Marketing & Management

Email Marketing Set Up & Automation

Lead Magnet PDF Design

Website Design (as an add on to any of our packages) using with WiX or Wordpress

5 page site included with Icon brand package

In Person VIP days for your brand strategy
included with Icon branding package

Videography & Brand Photography

Course, offer or campaign branding

Event branding & styling

Copywriting services for sales pages and/or website

Legal documents & contracts





The small stuff

FINANCIALS:

All projects require a 35% deposit on booking.

You'll then be able to spread the remaining payments over the course of the project and these figures will be agreed with you prior to paying your deposit.

All payments must be received by the agreed upon completion date and prior to handing over your files,

TIMEFRAME:

The timeframe next to each project is there as a guide and this may vary in either direction.

If you have a particular deadline you need to work towards, please let us know when you book in your project so we can do our best to factor this in

BOOKING:

If you'd like to chat through any of the above packages or build something bespoke just reach out to us via social media, or email using team@brandby-design.com

You'll be required to sign a contract in order to confirm your project which will outline the requirements of both parties during our work together

This will also ensure you are transferred all the correct ownership rights to your files on handover and completion.