

ALLIEMARIE

SINCE

design

2012

BRANDING SERVICES GUIDE





WELCOME!

I'm Allison, the branding and graphic designer behind AllieMarie Design. I collaborate one-on-one with passionate business owners like you to create beautifully designed visual identities and marketing collateral that speak to your values and shine a light on your mission.

Visual branding is what brings your brand to life. I'm proud to offer my **Signature Branding Package**, with opportunities to customize your marketing collateral selections and include add-ons to ensure your visual identity suits you perfectly and helps you reach your unique goals. This guide outlines my offerings and shares a little bit about my process too, to help give you a feel for what to expect. Please feel free to get in touch with questions!

Thank you for the opportunity to share what I do with you!

With happiness,

Allison

ALLISON BURNS
Designer + Owner



First...

A LITTLE ABOUT MY PROCESS

Building a memorable brand takes more than a well-designed logo.

My visual branding process is designed to not only create a beautiful visual identity, but also help you clarify your brand vision and strengthen your brand's foundation, for a more holistic, heart-centered approach to branding. My collaborative creative process involves three key steps:

1. DISCOVER + INSPIRE

First, we dig into your brand foundation! Upon booking, you'll receive a Branding Workbook to complete which will help me learn about your unique business including your mission, goals, target audience, place in your market, and brand personality. During our project kickoff call, we'll talk through your workbook and use your brand foundation to inspire us as we determine the visual direction for your new brand. This important step helps us design with strategy and intention, and craft a brand that connects with you *and* your audience.

2. DESIGN + DEVELOP

Then I start designing! I'll present two branding concepts to you, which include not only a logo but also logo variations, secondary marks, textures, and design elements that add depth to your styling. You'll choose one to move forward with, we'll revise if needed, and I'll polish and finalize everything. The result? A thoughtful and cohesive library of branding elements that authentically speaks to who you are and helps you reach your goals.

3. IMPLEMENT + GROW

After finalizing your brand styling, we work together to design your selected marketing collateral pieces to perfectly suit your needs (I'll even help coordinate print orders, if needed!). The goal is cohesiveness and consistency — your brand deserves attention to detail to ensure it's beautifully and thoroughly represented at every client/customer touch point. Along with your final branding files, you'll also receive a brand guidelines document to help you maintain the integrity of your visual identity as you implement it on your own!

SOUND FUN? IT SO IS.

[LEARN ABOUT MY SIGNATURE PACKAGE](#) —>



Signature

BRANDING PACKAGE

This package is perfect for...

Mission-led business owners who are ready to invest in a polished and cohesive brand that conveys their story, connects with their audience, and helps them make a bigger impact.

Together, we'll develop a **complete visual identity** custom to you. Because thoughtful implementation of your brand is key, you'll also receive **three custom marketing collateral pieces** (chosen by you), so you can launch with confidence knowing you have visual consistency across all customer/client touchpoints.

What's Included:

1. | Branding Workbook + Brand Clarity Call
2. | Creative Brief + Curated Inspiration Board
3. | Two Original Branding Design Concepts to choose from
4. | Final Custom Visual Brand Design:
 - Logo Suite: Primary Logo + Variations
 - Submark / Watermark + Variations
 - Brand Mark and/or Favicon
 - 2-3 Patterns / Textures
 - Typography / Font System
 - Color Palette
5. | Brand Guidelines Document
6. | Choice of Three Custom Designed Marketing Collateral Pieces.
Frequently requested:
 - Social Media Graphic Templates
 - Business Cards + Stationery
 - Postcard
 - Presentation Slide Templates
 - Social Media Profile Graphics
 - Tradeshow Materials
 - Online Course Worksheets

APPROX. TIMELINE: 6 WEEKS

A specific timeline will be agreed upon during the booking process.

INVESTMENT: Starting at \$6,800

*Split into two equal payments.
Payment plans available.*

READY TO COLLABORATE?

GET IN TOUCH

A Few DETAILS

Next Steps + What to Expect

LIMITED AVAILABILITY

To give every client the attention they deserve, I only work with one new branding client each month and I have limited spots available. I typically book out 2-3 months in advance.

BOOKING PROCESS

Interested in collaborating? The first step is to [*get in touch with me*](#) and share a bit about your business and what you envision for your new brand. When I hear from you, I'll surely do a lil' happy dance, send over some details, and then we will hop on a call to get to know each other and make sure we're a good fit.

To make things official, I'll send over a proposal, contract, and invoice. After everything is signed off on and you've submitted your downpayment, we'll be set to go! *Note: A 50% downpayment is required to book your project in my calendar. Payment plans are available!*

REVISIONS

The design process includes 2 rounds of revisions for your chosen brand concept and 1 round of revisions for your collateral items. I've found this to be more than enough to ensure clients are thrilled with and confident in the final product! When requested, additional revisions are charged at a rate of \$100/hr.

Frequently Asked Questions

HOW LONG DOES THE PROCESS TAKE AND WHEN CAN WE GET STARTED?

Our branding project timeline is about 6 weeks. I'll provide a detailed project calendar to keep us on track! Specific timelines and start dates will depend on my schedule, holidays, etc. We'll discuss more before booking, so you know what to expect.

DO I OWN MY LOGO + BRANDING FILES?

Yes! Upon receiving your final payment, the copyright and ownership of your final logo and branding files will be transferred to you.

WHAT FINAL FILES DO I RECEIVE?

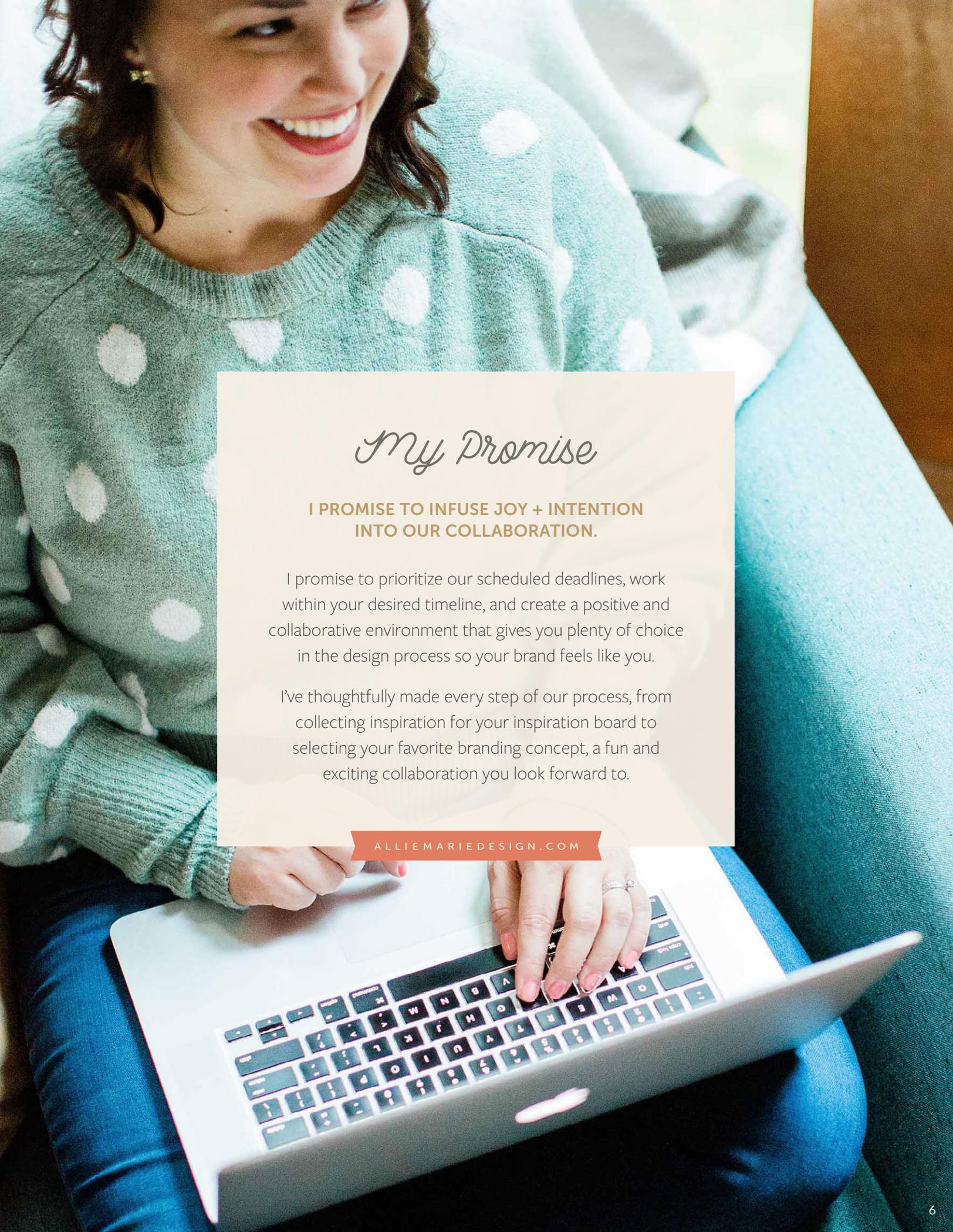
After we wrap up, I'll send you a link to download your library of logos and branding elements, saved in different colors + sizes for your convenience, for web and print use, and in vector (editable) format. You'll also receive print-ready PDFs and/or web-ready graphics of your collateral items.

ARE YOU AVAILABLE FOR ON-GOING GRAPHIC DESIGN WORK?

Yes! I love supporting my branding clients with both one-off design projects and on-going design tasks. After your new brand is complete, we can talk in detail about your unique design needs and what continuing to work together could look like. I look forward to helping you make any marketing idea come to life through design!

ARE YOU IN?

LET'S WORK TOGETHER



My Promise

I PROMISE TO INFUSE JOY + INTENTION INTO OUR COLLABORATION.

I promise to prioritize our scheduled deadlines, work within your desired timeline, and create a positive and collaborative environment that gives you plenty of choice in the design process so your brand feels like you.

I've thoughtfully made every step of our process, from collecting inspiration for your inspiration board to selecting your favorite branding concept, a fun and exciting collaboration you look forward to.

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READY TO COLLABORATE?

[CLICK HERE TO SAY HELLO AND
TELL ME ABOUT YOUR PROJECT!](#)

