



Welcome to

Clear. Confident.  
Rejuvenated Branding.™

WITH GRAPHIC DESIGN, WEB DESIGN & BRAND STRATEGY.



Before your brand can help others, it needs  
to have solid commitments, an idea of  
where it's going, how it's going to get there  
and what impact it's going to have.

AS SEEN IN



Medium



Animals Australia  
the voice for animals



FLYING SOLO  
MICRO BUSINESS COMMUNITY



Welcome!

So, you're  
here for one  
of 3 reasons:



- A. You are an existing business, ready to uplevel and refresh your brand.
- B. You are a new start-up business looking to create a brand.  
**BEGIN.**
- C. You love your brand, and need a graphic or web designer to keep it consistent.



Great!

A & B: see next 2 pages.

C: skip to page 6 and onwards.

# Service 01. Design & Strategy

MY SIGNATURE SERVICE FOR NEW & EXISTING BUSINESSES

This package is for business owners who want much more than the essentials (*for the essentials, see next page*). This package is for those who enjoy delving deep into information and options and learning about the personality behind their brand. If you have many questions, love a good workshop session, and want guidance then welcome to my signature service.

## 1. Get Clear

**STRATEGISE AND SOLVE:**  
WORKBOOK + PHONE COLAB



Progress through my strategy workbook *The 8 Brand Foundations™* and 1hr phone session to explore your services, your differentiation within your industry, a fitting target audience, your personal voice & messaging, supportive marketing methods, personality archetype(s), your client's transformation process and your business look and feel.

## 2. Get Confident

**RESEARCH AND EXPLORE:**  
MARKET, VISUALS



I research your industry and audience then devise mood boards for you to visualise potential style directions. This includes colour palettes, fonts, product/service examples, logo examples and general look and feel ("brand essence") and how/why that all fits into your strategised part of your industry and differentiation.

## 3. Get Rejuvenated

**STYLE AND DESIGN:**  
LOGO, VISUALS, BRAND BOOK

We begin your logo design process with various concepts and revisions until perfect for you. Final package includes large range of file types, sizes, resolutions and colours. Your final Brand Book contains over 20 PDF pages as a comprehensive guide for you and external liaisons. Outlining your brand's strategy and foundations, style and a professionally written positioning statement for you to use throughout your marketing.

**\$3,000** / 3 payments of \$1,000

Typically completed in 3-5 weeks

My ongoing support and feedback is always gifted to you, long after a project is complete.

# Service 02. Design & Style

---

THE ESSENTIALS, BRAND STYLE GUIDE & LOGO

This essentials package is for every standard start-up business, or existing business looking for a face-lift. If you don't want an in-depth strategy workshop (see *previous page*), then simply complete my questionnaire to tell me about your business and vision so that I can understand your goals and create a purposeful design including your brand's visual personality, style guide and perfectly matched logo.

## 1. Questionnaire

**INTRODUCE & LEARN**  
ABOUT YOUR BUSINESS



Tell me about your business and style vision (if any) using my online questionnaire.

## 2. Direction

**RESEARCH AND EXPLORE:**  
MARKET, VISUALS



I create a Style Board based on your questionnaire, to affirm your brand's visual direction and we revise it. Including colour palettes, fonts, logo examples, look and feel. And give you my professional feedback, guidance and advice.

## 3. Design

**STYLE AND DESIGN:**  
LOGO, VISUALS, STYLE PDF GUIDE

Design concepts, revisions welcome and exploration of colours and fonts. Final package includes large range of file types, sizes, resolutions and colours. Custom multipage PDF guide to your brand's font families, colour codes and logo usage.

**\$920** / 2 payments of \$460

Typically completed in 2-3 weeks

My ongoing support and feedback is always gifted to you, long after a project is complete.

# Brand Management (Graphic Design)

Brand Management is working as a Graphic Designer who knows your brand intimately, so that its visuals and message are kept consistent across all business collateral. I work on ad-hoc projects quoted as you need, and also with business teams as a go-to contractor using a fortnightly timesheet.

*Investment: Quoted ad-hoc / or timesheet at \$80 per hour in 15 minute increments.  
Printing services also available.*

## Stationery 1 - 3 hrs



## Small Brochures & Flyers / 3 - 6 hrs



## Advertisements / 1 - 4 hrs



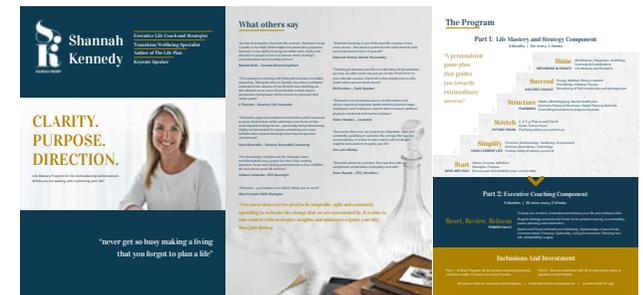
## Banners & Signage / 1 - 5 hrs



## Documents & Reports / 3 - 15 hrs



## Large Brochures & Magazines / 6 - 15 hrs



# Printing

Working with my trade printers for over a decade, I trust their quality, service and turn-around times.  
Projects are completed within 3-5 days and couriers include overnight delivery.

*Some of the most common print projects are...*

## **Business Cards / \$99**

**Size:** 90x54mm

**Qty:** 500

**Stock:** 420gsm

**Colour:** 2 sides

**Coating:** Gloss or Matt

**Corners:** Square or Round

## **Letterheads / \$140**

**Size:** A4 (297 x 210mm)

**Qty:** 500

**Stock:** 100gsm

**Colour:** 1 side

## **Compliment Slips / \$140**

**Size:** DL (210 x 99mm)

**Qty:** 1,000

**Stock:** 100gsm

**Colour:** 1 side

## **Posters /\$32**

**Size:** A2 (420 x 594mm)

**Qty:** 1

**Stock:** 90gsm

**Colour:** 1 side

## **Tri-Fold Brochures /\$250**

**Size:** A4 Folded to DL (210 x 99mm)

**Qty:** 500

**Stock:** 150gsm

**Colour:** 2 sides

**Coating:** Gloss or Matt

## **A4 Flyers /\$180**

**Size:** A4 (297 x 210mm)

**Qty:** 500

**Stock:** 150gsm

**Colour:** 1 side ...or 2 sides/\$230

**Coating:** Gloss or Matt

## **A5 Flyers / \$170**

**Size:** A5 (210 x 148mm)

**Qty:** 500

**Stock:** 150gsm

**Colour:** 1 side ...or 2 sides/\$220

**Coating:** Gloss or Matt

## **DL Flyers /\$160**

**Size:** DL (210 x 99mm)

**Qty:** 500

**Stock:** 150gsm

**Colour:** 1 side ...or 2 sides/\$180

**Coating:** Gloss or Matt



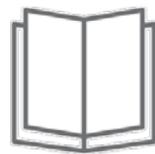
Business  
Cards



Brochures /  
Flyers



Envelopes



Magazines  
/ Booklets



Stationery



Presentation  
Folders



Posters



Postcards



Notepads /  
Deskpads



Banners /  
Pullups



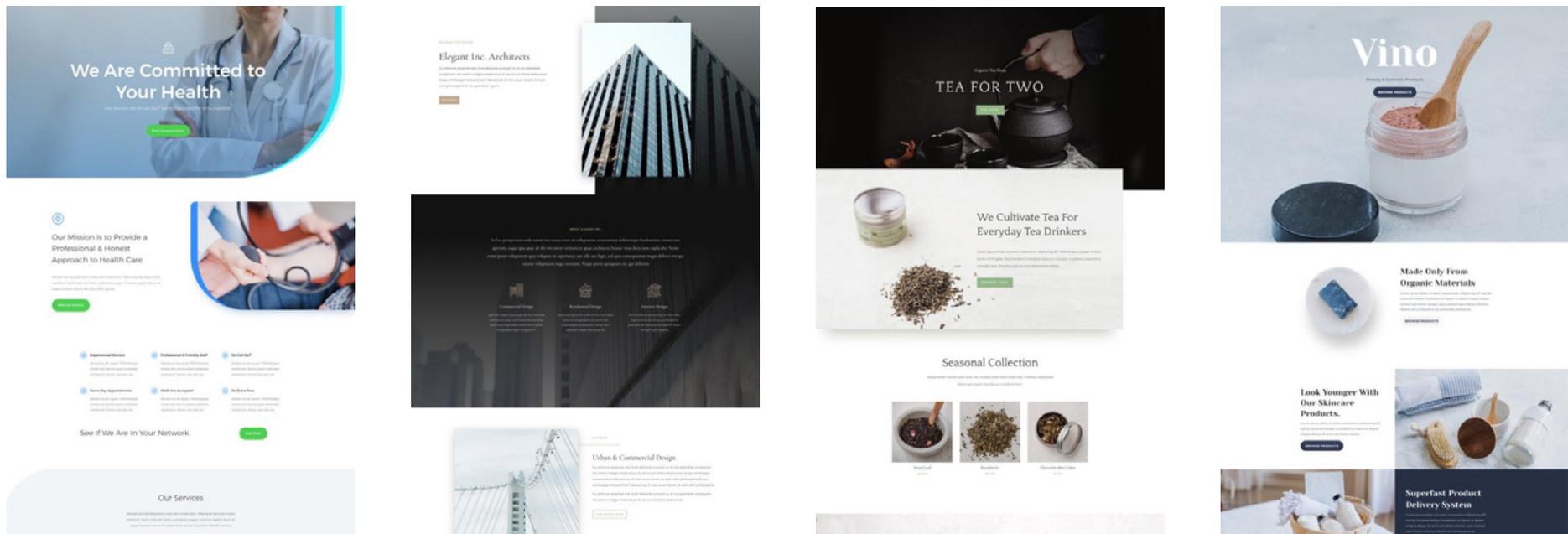
Signs +  
Stickers

# Website Design & Development

I have been creating and hosting websites since 2004, well before the term “blog” was around. I specialise in simple, beautiful and professional website design that is curated specifically to strengthen your brand’s style and message. Working within WordPress CMS using Divi theme as a customisable template. This is perfect for freelancers and small businesses who aren’t looking for a complex website but need an online presence that represents their brand.

*Timeframe: 3+ weeks / Investment: From \$1,900*

*Ask about my \$650 single page websites for a budget option.*



## You Receive

- Online questionnaire brief
- Email correspondence
- *Wordpress Administrator login*  
Login as Admin to perform all future edits via the WordPress Divi Editor.  
User support videos available via Divi online knowledgebase.
- *Hosting account + domain*  
Choose from one of my hosting account packages if needed (see next page).

# Website Hosting & Management

---

I offer an exclusive web hosting + management service, where I look after everything technical for you. I know you and your site personally and can help to keep everything running smoothly with customised security and speed features. Web hosting is taken very seriously, to ensure reliability and security.

*Claim 6 months free, every time you refer a friend to sign up to either package.*

## **Hosting Plan / \$28 monthly**

### **Domain Name:**

Free SSL domain name

### **Space:**

Disk 5GB | Bandwidth 100GB

### **Host Backups:**

Daily up to 1 week, then weekly to 1 month

### **Plugin Backups:**

Plugin for DIY .zip backup and restore

### **SEO:**

Basic Yoast SEO plugin for sitemap generation to Google

### **Plugin Security:**

30+ WP security essentials

### **Email:**

Google's 'Workspace' service is recommended

### **Support:**

Quoted as-needed

## **Hosting + Management Plan / \$97 monthly**

### **All 'Hosting' Plan Features, PLUS:**

### **WordPress Updates:**

System | Themes | Plugins

### **Security:**

Site-down alerts | Malware scanning | Hack repair

### **Optimisation:**

Suggestions | Broken link monitoring | Spam comment removal

### **Support:**

1 hour monthly for general site edit requests, update issues or hack repair (non-rolling)

## With Thanks

“I would like to extend my utmost thanks to Shona for her professionalism and creativity. It’s nice to deal with someone who is genuinely interested in the success of my business in such a sincere and friendly manner. You have created my perfect brand – I absolutely love it! It’s so great to see an image in your head and then have it created!

It has the exact relaxed and feminine feel I was after - you’re a genius!”

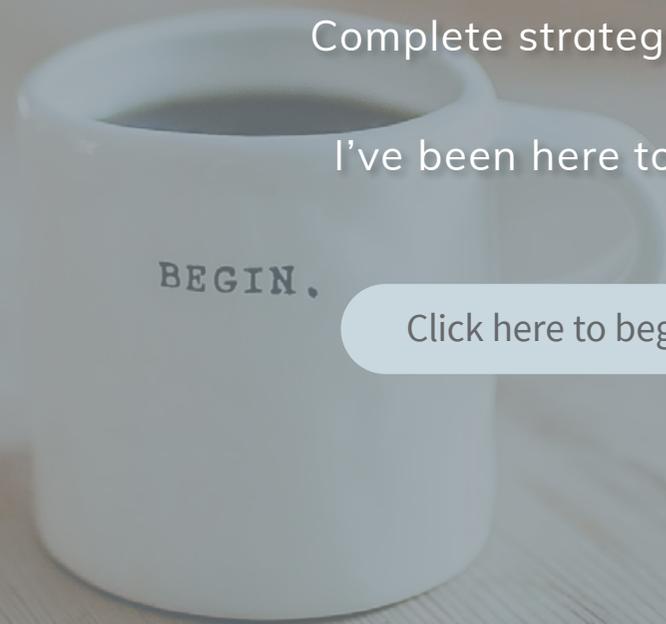
So, are  
you ready  
to discuss  
your brand?



From freelancers to office teams.

Complete strategy or basic designs.

I've been here to help since 2009.



[Click here to begin my intro form](#)



Join me!

[www.shonacreative.com.au](http://www.shonacreative.com.au)  
[hello@shonacreative.com.au](mailto:hello@shonacreative.com.au)



[@shona.maitland](#)



[/shonamaitland.creative](#)