

SOFINI DESIGN

Process & Packages

Firstly, I want to say a *big thank you* for your interest in working together! It really means a lot, and I can't wait to potentially learn all about your biz.

This booklet talks through the *different packages* I currently offer and the creative process of working on branding design. There's always wiggle room to create a more customised package, so please *get in touch!*

SOPHIE - SOFINI DESIGN

Client Review

"Oh gosh where do I start? My experience with Sophie was absolutely incredible, and I want to shout from the rooftops about how brilliant she is!

When I read the presentation I was honestly floored. The amount of time Sophie had clearly spent getting to know me, and REALLY understanding my business was extraordinary.

Then when I did see the designs, oh man. It was like Sophie had been working with me for years, the way everything just fit the business so perfectly. The vibe was exactly what I was hoping for, and I couldn't stop smiling as I was looking through everything!"

Poppy, Owner of Edwina & Olive



Small Biz Springboard

The Small Biz Springboard is designed to be the first leap into creating a confident brand! It contains all the basic elements like logos, colours, fonts, and a bonus brand pattern to give your business a branding boost!

What's included?

Logo Design

With fully custom and unique designs, the mini package includes a **Main Logo** and a simplified **Brand Mark** provided in the all file types & colours you may need.

Colour Palette & Brand Fonts

Chosen to catch the eye of your target audience and mirror the aesthetic of your brand, **colours and fonts** keep your branding cohesive.

Brand Pattern

A custom brand pattern, perfect for adding a pop of your business's personality throughout your digital and printed assets.

Brand Stylesheet

A small one page document showing your new Logos, Colour palette, and font choices. Perfect to keep on hand and a great way to make sure your branding is cohesive.

Perfect for

Businesses that have outgrown their own home made logo, and want a professionally designed brand to feel confident in!

Cost & time investment

PAYMENTS

£238.00 - 40% Deposit
£178.50 - 30% Payment Mid-Way
£178.50 - 30% Final Payment

TOTAL COST

£595.00 GBP

TIMESCALE

Approximately 3 Weeks

Biz to Brand Toolkit

(MOST POPULAR!)

The **Biz to Brand Toolkit** contains the essential elements to turn you from a business to a confident **brand**! Think of it as the **ultimate tool kit** that can take your biz to the next step, setting you up with all the design assets needed to create a cohesive visual story packed full of your business's personality.

What's included?

Logo Suite

With fully custom and unique designs, your logo Suite includes at least a **Main Logo**, **Secondary Logo**, and a simplified **Brand Mark** provided in the all file types & colours you may need.

Colour Palette & Brand Fonts

Chosen to catch the eye of your target audience and mirror the aesthetic of your brand, **colours and fonts** keep your branding cohesive and expand your visual identity.

Brand Elements

Your own brand elements including multiple **illustrations** and **patterns** that can be used throughout your branding in both digital and print to complete your unique visual story.

Brand Guidelines Document

A **20+ page document** that expertly details your brand & visual identity. Your guideline includes information on your brand story, audience, logo suite, colour palette, typography, mockups of your branding in action and much more!

Perfect for

Creative business owners looking to create their brand who want a professional visual identity that brings their creative vision to life, with all the brand elements to create their own visual story!

Cost & time investment

PAYMENTS

£438.00 – 40% Deposit

£328.50 – 30% Payment Mid-Way

£328.50 – 30% Final Payment

TOTAL COST

£1095.00 GBP

TIMESCALE

Approximately 4 Weeks

PROJECT START DATE

Within the next 4 weeks

INCLUDES BIZ TO BRAND PACKAGE

Brand & Packaging Pro

The Brand & Packaging Pro is an **add on and includes the Biz to Brand package**.

It contains designs **ready for print**, created especially to add a professional polish to your printed designs for the **ultimate unboxing!**

What's included?

Business Card

An essential for networking and sharing your deets, your two sided business card design will ensure you make a memorable impression.

Thank You Card

The perfect way to add a touch of personality, a two sided thank you card in your new branding perfects the unboxing experience and gives your customer a little something extra to keep.

2 Packaging Stickers

Perfect for sealing tissue paper, giving as a freebie, or even to decorate your parcels with! Your stickers create packaging that's totally unique.

Design of your Choice

Not all businesses fit into the same size box, and each one will need something a little different! We'll discuss what options are available within this add on and what will be the best choice for your biz.

Perfect for

Businesses that want to use their branding to the fullest, allowing it to shine through carefully thought out and print ready designs.

Cost & time investment

PAYMENTS

(Includes Biz to Brand Package)

£638.00 - 40% Deposit

£478.50 - 30% Payment Mid-Way

£478.50 - 30% Final Payment

TOTAL COST

£1595.00 GBP

TIMESCALE

Approximately 4-5 Weeks

Wondering what happens during the design process?

From start to finish, here's what you can expect!

GETTING STARTED

BOOKING & DEPOSIT

If you decide you'd like to work together (yay!), let me know which design package you'd like to go for, and we'll discuss any further info, including your start date. I require a contract to be e-signed (this will be emailed) and a **40% deposit** paid in order to secure your slot.

BEFORE WE START

I'll email a link to your Google Drive and Client Page on Notion which will contain a **Discovery Questionnaire** for you to fill in so it's complete and ready to go when we start our project!

PROJECT START DATE

Once you've completed your Discovery Questionnaire and our project has officially started, I'll begin working on your first **Creative Direction Presentation**.

CREATIVE DIRECTION PRESENTATION

You'll be sent your **Creative Direction Presentation** which will include the proposed direction for the design work and showcase the style, fonts, and colours for your designs. Upon your approval of the Creative Direction (after feedback and revisions) I'll require **30% payment**, then start the main designs!

DESIGN WORK

DESIGN PRESENTATIONS

After a few weeks, you'll be sent a **Design Presentation** which will showcase your designs. This presentation varies between what design package you go for, but will always include your **Visual Identity**. For other packages this can also include your **Brand Identity**, and a **Design Touchpoints & Extras** Presentation.

FEEDBACK & REVISIONS

After viewing a presentation, I'll ask for your feedback within 3 working days. I'll work on & present any tweaks or revisions to the designs until it's perfect!

FINAL PAYMENT

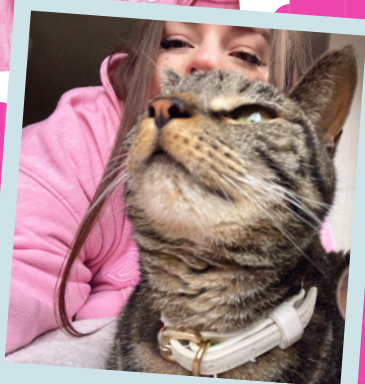
When you're happy with your designs, I'll spend some time putting the final files together. Once everything is ready, you'll be sent an invoice for your final payment that covers the **remaining 30%** of the price.

TIME TO CELEBRATE!

You'll be sent a link to the files in your Google Drive folder where you can download everything in organised files & folders. It's time to celebrate because your new designs are ready to see the world!

DESIGN WORK

WRAPPING UP



SAY HI TO COCO!

About Your Designer

I'd love to share a little about myself so you know who you'll be potentially working with! My name's Sophie, I'm 28, and I live in Staffordshire with my partner and our cat Coco. I work as a freelance designer, illustrator, and branding creator!

I'm a **creative at heart** and do a lot of illustration and drawing in my own time. I'm also a serial hobbyist and like to do a little bit of everything – from painting, pottery, to wool punching, **if it's crafty or creative I'll try it!**

Why I love what I do

Being able to be creative for a living is something I feel grateful for every single day. Sometimes I'll be sitting creating or designing something and think, **'I can't believe I get to do this as a job!'**

I also love the buzz of hearing clients reactions to their designs. It's really fulfilling to get to know someone and hear all about their dream branding and ideas for their biz, then I help make their dreams come true! The first time I saw a logo I'd designed printed and in person, **the design bug bit me and I never looked back.**

Ready to begin your design journey?

Send an email to **sofinidesign@outlook.com**
or fill in our online form to book!

FIND ME ON INSTA @SOFINIDESIGN