TWENTY TWENTY

brand investment *guide*

BRANDING BY Jules



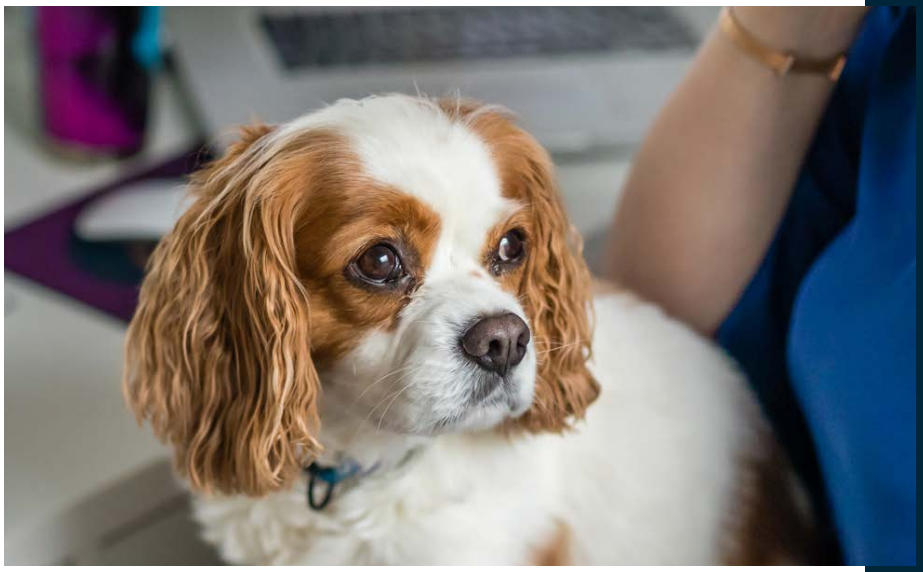
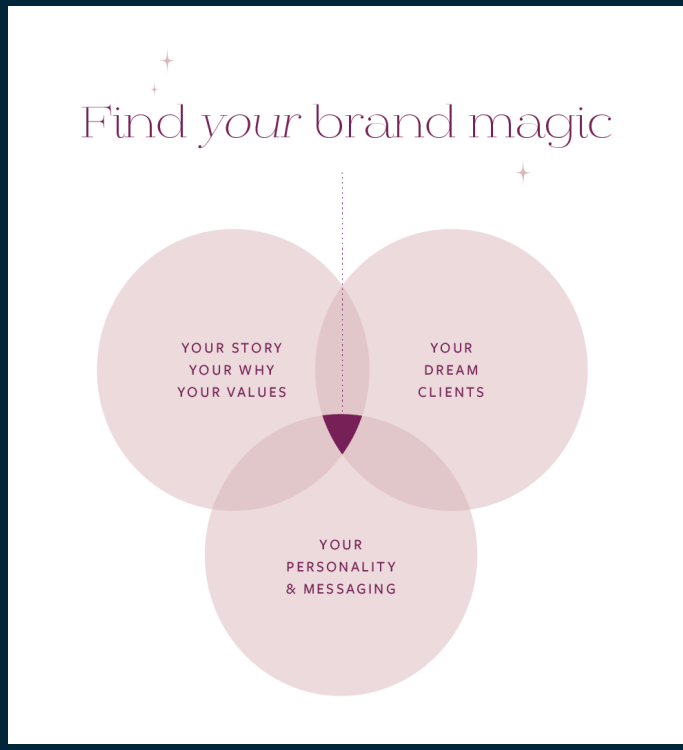


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meet the *designer*



HELLO, I'M JULS

The creator and namesake of Branding by Juls.

I'm a chronic over pleaser - nothing makes me prouder than knowing I've made someone happy. That's why I adore helping my clients make that perfect first impression with a beautiful visual identity.

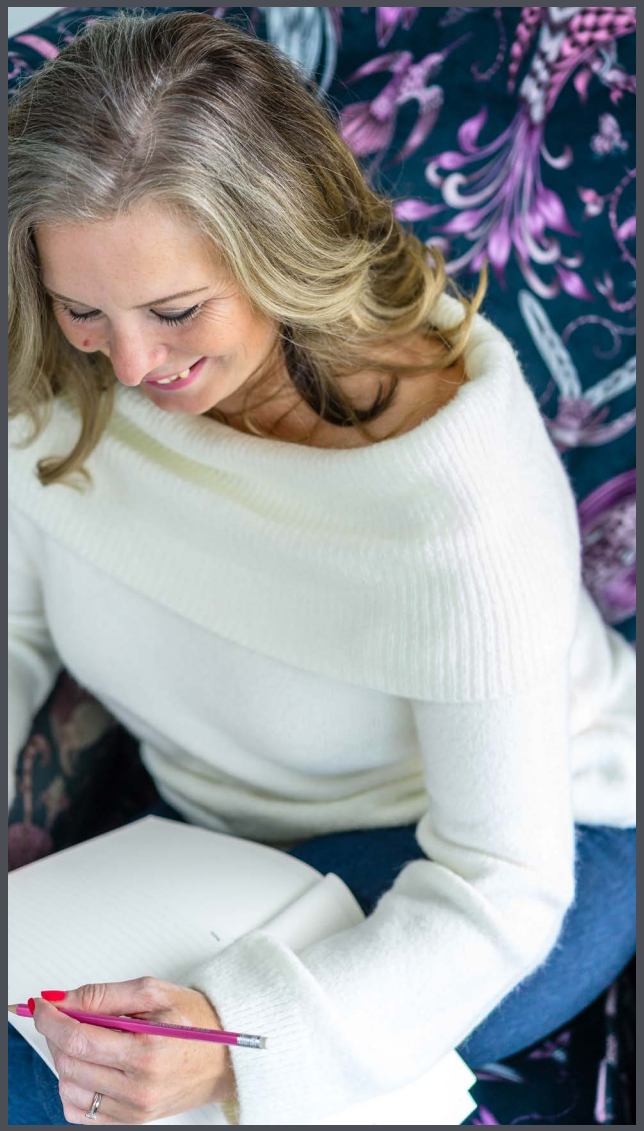
I'm a proud Glaswegian and have a tad "close to the bone" sense of humour; something I have my adorable Dad to thank for. I'm also a creative down to the core, and regularly attempt new hobbies and skills - some more successful than others. I live by a "why wait?" mentality, and adore the challenge of trying something new.

I am absolutely obsessed with stationery (hence why I create my own notebooks!) and Paperchase is my drug of choice - let me near a store and my bank balance will start weeping. I can't function without my to do list near me at all times! which explains why I need so many notebooks!

My amazing family includes my two beautiful children, my wonderful chief cheerleader and right hand man, hubby Steve, our wee dog Scoobie (who you will see often on my insta as he is my constant shadow) and our little rescue kitty, Mitsy.



my *mission*



I BUILD BRANDS THAT GET TO THE ESSENCE OF WHO YOU ARE

I believe that everyone deserves a brand that feels like luxury.

No matter who you are or what you do, every single one of us has a story.

It is that story that defines our brand. It is our story that enables us to stand out from a busy crowd.

My mission is to craft brand identities that reflect the power and exciting journey that led you to where you are today. I want people to feel proud when they hand over their business card. To truly believe in themselves and the message they are sending out to the rest of the world.

I'm passionate about the power of strategic, intuitive brand design - and I believe that everyone deserves a brand that feels 100%, unequivocally them.

MY STYLE IS

Luxurious & impactful
Authentic
Minimalist style with substance
Intuitive & purposeful

brand *discovery* experience

INVESTMENT: £1895	TIMEFRAME: 4 - 6 WEEKS

My **'discovery'** package is ideal for startups, or for existing small businesses that are ready to take the next step in their visual marketing.

It's for business owners that understand that branding is more than a quickly thrown together logo; that it is an entire identity that should significantly elevate your business and effortlessly capture your mission, purpose and values.

It zooms in on the personality of your brand, delivering a mini brand strategy that covers all the bases. You will leave comfortable and confident with every element of your brand personality, equipped with a clear, authentic brand story and guidelines to either drive your own "hands on" marketing or share with future service providers.

This is the perfect to begin building your brand. You'll finish the process with all the core basics needed to kick things off with a reputable, memorable and fully bespoke brand design and identity.

- 1 hour brand consultation
- comprehensive branding workbook
- mini brand strategy
- moodboard & colour palette
- brand concept
- primary logo
- secondary logo
- alternate logo
- sub mark logo
- 2 rounds of refinements
- detailed brand guidelines
- mini brand style board





brand *evolution experience*

INVESTMENT: £2995	TIMEFRAME: 6 - 8 WEEKS

My **'evolution'** package is built for established but growing businesses ready to invest in a visual brand identity that will develop alongside their incredible business.

It's for the gamechangers looking for a brand that offers more profitability, enhanced visibility and an unparalleled reputation.

Because you understand how important your visual brand is. You appreciate how many touch points your dream customers will have with your unique brand before connecting with you. And you recognise that it's a prime way to nurture trust and have a genuine impact on both your new and existing audience.

A fully fledged, multi-layered and remarkable brand that ticks all your marketing boxes is your one way ticket to standing out from the crowd.

The **Brand Evolution Experience** includes the entire **Brand Discovery Experience** services, as well as:

- In-depth brand strategy - 20 pages
- 2 pieces of marketing collatoral
- 5 bespoke social media launch graphics
- Social media header graphics
- full brand guidelines reference document

get brand *clarity*

INVESTMENT: £649	TIMEFRAME: 2 - 3 WEEKS

This package is ideal for you if you are at the start of your business journey but aren't quite ready to invest in the full branding experience just yet.

OR

If you already have branding that you love but might not have a strong brand strategy in place. I will work with you to define your brand vision, your values, get to know your target market and establish your brand personality. Having your brand strategy in place will give you the confidence to set your visual direction and implement a consistent brand with confidence and clarity.

If this sounds like something you and your business needs to help define your brand, then **'get brand clarity'** is for you!

- 1 hour consultation call
- comprehensive branding workbook
- In-depth brand strategy - 20 pages
- moodboard & colour palette direction





MY VISION IS SIMPLE

I inspire entrepreneurs who wish to make an *impact*. To upscale + reach their dream audience with a *luxurious, strategic + thoughtful* visual brand identity.



a la carte *menu*



business card design	£85
stationery set (letterhead/comp slip/business card)	£140
social media tile design	£40
social media banner (eg. twitter/facebook or Linkedin)	£75
brand launch social imagery (5 images & 5 IG story posts)	£195
pricing guide/proposal doc 2-4 pages	£260
postcard/flyer/A5 design	£140
banner design	£120
brochure design	price on request

a little about my *design process*



When you're making an investment in your business, you want to have all the facts in order before signing on the dotted line.

I get it. And that's why it's a big priority of mine to keep my design process as transparent as possible. My visual branding process is designed to not only create a beautiful visual identity, but also clarify your brand vision and strengthen your brand's foundation.

So, here's what to expect when you decide to work with me:

1. Come and say hello!
You can contact me via email at julie@brandingbyjuls.com. We will then find a time to discuss your needs and determine if Branding by Juls is a good fit for your project.

2. Get booked in
You can then secure your spot in my design diary by submitting a non-refundable deposit and signing a contract.

3. Client homework
If you are a new client, I will share my branding workbook with you. This helps me learn more about your business, values, goals and ideal client; fundamental factors when designing a brand.

4. The creative part begins - aka, the fun bit!
I take all of your 'homework' and carry out some industry and client research. Then I'll work my magic and start laying the foundations for your unique, exceptional brand.

5. I share my vision in your brand strategy and bespoke moodboard
I will create a moodboard and write up your brand strategy to ensure we are on the same page for your brand voice, aesthetic and brand direction.

6. Time to design your logo
I will either design one logo concept (Brand Foundation Experience) or three logo concepts (Brand Discovery & Evolution Experience), alongside sample mock ups of what your logo might look like on your social media and printed collateral (bringing the ideas to life). You have two rounds of feedback and revisions so we can tweak until perfect.

7. The full design process
Next I will create your alternate logos or sub mark as well as your typography, colour palette and any patterns you want to incorporate across your marketing channels. These are the vital elements that will provide a fully fledged identity for your brand.

8. Your bank of branding collateral
Once your branding is all finalised, I will create any branded materials you need. This could include business cards, stationery, brochures and banners. Again, you will receive up to rounds of revisions to make sure we get it spot on.

9. Social media collateral
Depending on which platform you use, I will also create customisable templates on illustrator or Canva. The templates are totally customised to your brand with your brand colours, fonts, patterns and logos.

10. And finally... the brand launch!
This is the biggie - once the final payment has been received, all final logo and brand collateral files will be delivered via dropbox or wetransfer. You're ready to send your beautiful new brand out into the world!

CONTRACT

I require all my clients to sign a contract prior to commencing any project. This is in place for not only me, but for you too. It covers things from payment, to usage, to promotion, to your rights as a client and mine as a business. Contracts are a non-negotiable when working with **Branding by Juls** and all clients must sign one prior to commencing.

PAYMENT

When it comes to invoices and payments I like to make it simple.

Brand Discovery & Brand Evolution experience - **40%** deposit, **30%** payable on sign off of brand strategy & moodboard direction, **30%** due on completion.

Get Brand Clarity - **100%** one time payment at time of booking.

PROCESSES

I take great pride on having clear and strong processes in place here at **Branding by Juls** which I have tried and tested, to ensure your branding experience is smooth sailing. Which is why I really appreciate it when my clients get on board and trust the process and everything I do. It makes the project a whole lot nicer... trust me!

things you should *know*





ready to work together?
contact me
and say *hello*

BRANDINGBYJULS.COM
JULIE@BRANDINGBYJULS.COM



BRANDING BY JULS
INTENTIONAL + THOUGHTFUL DESIGN