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# Service & *Product* Guide

EVERBLOOMBRANDING.COM

# Hello & *Welcome*



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## Understanding This Service Guide

The purpose of this service guide is to present a clear and detailed outline of the services I provide. I truly believe that an informed client is a powerful one, and I have created this document with that idea at heart.

Whether you are using my services for the first time or are coming back for another experience, this guide aims to address your questions, clarify my offerings, and make sure that every interaction you have is smooth and enlightening.

# My *Misión* And Vision

## My Vision

At Everbloom Branding, my vision is to empower small businesses to grow, thrive, and bloom into their full potential. I'm dedicated to crafting authentic, impactful branding and marketing solutions that inspire confidence, foster connection, and set our clients up for lasting success. Through creativity, collaboration, and a commitment to excellence, we help businesses transform their vision into a vibrant reality, one brand at a time.



## My Mission

01.

### Commitment to your Brand

My mission is to educate and collaborate with small businesses to help them build strong, authentic brands that reflect their unique identity. We guide our clients through the process of defining their vision, values, and voice, ensuring they have the tools to create a lasting and meaningful impact.



02.

### Curating Content

My mission is to empower small businesses by teaching them how to curate compelling, relevant content that resonates with their audience. Through collaborative strategies, we help our clients craft content that not only tells their story but also drives engagement, nurtures relationships, and supports sustainable growth.

03.

### Sustaining your Brand's Impact

I am committed to helping small businesses create a sustainable brand presence that makes a real impact. By providing ongoing education, support, and strategic insights, we ensure our clients have the skills and knowledge to maintain their brand's relevance and continue thriving in an ever-evolving marketplace.

# Our *Servíces* Overview



## Embracing Design, Building Brand Identities

In the complex and enchanting world of graphic design and branding, my services are designed to provide a comprehensive solution that caters to your specific requirements. Each project is treated as a collaborative adventure, merging your brand story with my design skills.

## Here's a snapshot of the services I offer

### 01. Logo Design

The cornerstone of your brand identity. I create logos that are not just symbols but reflections of your brand's ethos and essence.

### 03. Print Design

From business cards to brochures, posters to packaging - I craft print materials that leave a lasting impression and effectively communicate your brand message.

### 05. Brand Guidelines

Consistency is key. I provide detailed brand guidelines to ensure your brand is represented cohesively across all touchpoints.

### 02. Brand Strategy & Consultation

I'll pinpoint your brand's goals, target audience, and competitive landscape. This strategic foundation ensures that the designs align perfectly with your brand's direction.

### 04. Digital Design

In an increasingly digital world, I design visually compelling and functional assets for web, social media, and other digital platforms.

### 06. Rebranding Services

For brands looking for a fresh start or an evolution, I offer rebranding services to breathe new life into your visual identity.

# The *Process*

*for logo design*



## Introduction

At the heart of every memorable brand lies a powerful logo. It's not just a graphic; it's the visual embodiment of a brand's personality, values, and ambitions. In my approach to logo design, I prioritize creating symbols that encapsulate your brand's essence and forge a lasting connection with your audience.

## Here's How The *Process* Looks Like

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### 01.

#### Research

The foundation of every design journey is rooted in understanding. Before crafting even a single line, I immerse myself in the essence of your brand, exploring its market, audience, and competitors. This approach guarantees that the logo not only stands out but also remains relevant.

### 02.

### 03.

#### Refinement

Based on the feedback and collaborative conversations, I enhance the selected concept, meticulously fine-tuning every aspect, from color schemes to typography, ensuring it perfectly aligns with your brand's vision.

#### Conceptualization

Based on the insights gathered, I begin to develop a range of logo concepts. This stage emphasizes creativity, innovation, and ensuring the design aligns with your brand's story.

### 04.

#### Delivery

Once the logo design is finalized, you'll receive the logo in various formats suitable for both print and digital use. This ensures that whether it's on a business card or a billboard, the logo retains its integrity and appeal.



# Packages

## Introduction

Comprehending the investment you are making is essential. This is why I prioritize transparency regarding pricing. Below, you will find a comprehensive breakdown of how I organize my pricing for logo design services.

### 01. Starter Package

- Ideal for startups and small businesses
- Initial consultation
- 2 initial design concepts - up to 3 revisions
- Business card design
- Final logo in 2 formats (JPEG and PNG)



### 02. Professional Package

- Best suited for growing businesses and rebrands
- Initial consultation
- 4 initial design concepts - up to 5 revisions
- Business card design
- 1 Print Design (flyer, newsletter, brochure, etc.)
- Final logo in multiple formats (JPEG, PNG, PDF)
- Brand Book in PDF format

### 03. Advanced Package

- Initial consultation
- 4 initial design concepts - unlimited revisions
- Business card design
- 2 Print Designs (flyer, banner, brochure, etc.)
- Final logo in multiple formats (JPEG, PNG, PDF)
- Brand Book in PDF format
- Social Media Marketing Kit



# Add-On and Packages

**Additionally offered à la carte.**



*Getting Started? Look for the stars!*

## Logo Animation

- Variety of Animation Styles
- Multiple File Types (GIF, MP4)
- Two Revision Rounds
- Usage Guidelines
- Optimized for Web & Mobile



## Business Card Design

- Receive high-resolution PDFs
- Three Design Concepts
- Two Revision Rounds
- Recommendations for the best printing results
- Digital Version: A soft copy for electronic sharing

## Letterhead Design

- Standard and Custom Sizes
- Two Design Concepts
- Two Revision Rounds
- Print & Digital Formats: PDF for printing and DOCX for digital use.

## Social Media Kit Package

- 15 Editable Graphics
- Editable in Canva
- Profile & Cover Images
- Two Revision Rounds

## Merchandise Design Package

- 5 Designs on Product of your choosing (T-Shirt, Mugs, etc.)
- Print-Ready Files
- Editable vector files included
- Three Revision Rounds

# Add-On Packages

**Additionally offered à la carte.**



★ Flyer or Brochure	<ul style="list-style-type: none"><li>• Receive high-resolution PDFs</li><li>• Two Design Concepts</li><li>• Four Revision Rounds</li><li>• Recommendations for the best printing results</li><li>• Digital Version: A soft copy for electronic sharing</li><li>• Copy Included</li></ul>
Newsletter	<ul style="list-style-type: none"><li>• Receive high-resolution PDFs</li><li>• <b>Two</b> Design Concepts</li><li>• Three Revision Rounds</li><li>• Recommendations for the best printing results</li><li>• Digital Version: A soft copy for electronic sharing</li><li>• Copy Included</li></ul>
★ Social Media Set Up	<ul style="list-style-type: none"><li>• Standard setup on the following platforms (Facebook, Instagram, TikTok, Pinterest, X (Twitter))</li><li>• Meta Business Suite Setup</li><li>• Social Media Kit Lite (Three editable posts in Canva to get you started)</li></ul>
Sticker Design	<ul style="list-style-type: none"><li>• Four Editable Graphics in Canva</li><li>• Two Revision Rounds: Refinements to get every detail right</li><li>• <b>Recommendations for the best printing results</b></li></ul>
Packaging Design	<ul style="list-style-type: none"><li>• Five Designs on Product of your choosing (T-Shirt, Mugs, etc.)</li><li>• Print-Ready Files</li><li>• Editable vector files included</li><li>• Three Revision Rounds</li></ul>



# Add-On *Packages*

**Additionally offered à la carte.**



## Invoice Design

- Receive high-resolution PDFs
- Two Design Concepts
- Unlimited Revision Rounds
- Editable Version through Canva
- Guide on Edits

## Invitations or Cards

- Receive high-resolution PDFs
- Three Design Concepts
- Three Revision Rounds
- Recommendations for the best printing results
- Digital Version: A soft copy for electronic sharing

## Banner Design

- Standard and Custom Sizes
- Two Design Concepts
- Four Revision Rounds
- Recommendations for the best printing results

## Poster

- Standard and Custom Sizes
- Two Design Concepts
- Four Revision Rounds
- Recommendations for the best printing results

## ★ Logo Design

- Two initial design concepts
- **Final Logo** in two formats (PNG, JPEG)
- **Three** Revision Rounds
- Usage Guidelines
- Optimized for Web & Mobile & Print

Your brand is the story  
people tell about you  
when you're not in the  
room. Make it a story  
worth sharing.



# FAQ

## 01. What design services do you offer?

I specialize in a range of services, from logo design and branding to social media marketing and print materials. My aim is to provide a comprehensive suite of design solutions tailored to your needs.

## 02. How long does a typical design project take?

Each project's timeline varies based on its complexity. A logo might take 2-4 weeks, while a complete branding package can range from 6-8 weeks. During our initial chat, I'll give you a clearer idea of the expected timeline.

## 03. What should I expect after my initial consultation?

Once you finish the initial consultation, I will gather the details of our discussion regarding your needs and prepare an invoice along with a letter of agreement for our collaboration!

## 04. Will I own the rights to the designs?

Absolutely! After we finish the project, all rights to the designs will be handed over to you. I will ensure that you receive all the necessary files. Feel free to utilize the designs wherever you like.

## 05. Do you provide support after the project is completed?

Absolutely! I value the importance of fostering enduring relationships. Should you have any questions or need adjustments after the project is complete, feel free to reach out via email—I'm always here to help.



# Ready for your Brand to *Everbloom*?

Schedule your FREE Initial Consultation  
**EVERBLOOMBRANDING.COM**

If you're still in the exploration phase or have more questions, no worries at all.

Send any questions you have at:



**natalie@everbloombranding.com**