



BRANDING PACKAGES

& PRICING GUIDE

BEAUTIFUL POTENTIAL

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Branding is about knowing what connects with your target audience, authentically speaking to who they are, and genuinely gaining their trust and loyalty. Which is why our 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.



Hello & Welcome,

*At Beautiful Potential, we bring to you visual branding
and graphic designer experts!*

We collaborate one-on-one with small business owners to create beautifully designed visual identities, print collateral, and websites to help you elevate your marketing.

Visual branding is what brings your brand to life. In addition to our branding services, we offer photography, video and photo-ready hair and make up services.

We are proud to offer three different branding packages for different budgets and needs, along with opportunities to customize with branding add-ons and extra marketing collateral designs.

This guide outlines these offerings and shares a little bit about our process to help give you a feel for what to expect.

Thank you for the opportunity to share what we can do to help bring your ideas to life and help grow your business!

Please feel free to get in touch with questions.

- BEAUTIFUL POTENTIAL DESIGN TEAM

Beautiful Potential
brand packages!



Simple Starter

Branding Package & Add-ons

***Ideal** for adding on to a larger packages or to introduce fresh content and engage your audience!*

- **CUSTOM LOGO** - \$250
- **STATIONERY DESIGN** / \$250
Choose 2: business card, letterhead, or postcard, rack card, flyer, brochure includes print prep
- **SOCIAL MEDIA LAUNCH PACK** / \$225
A set of branded social media imagery (one image for each of your platforms, up to 5 total) to help you celebrate + get the word out about your new brand
- **SUB LOGO FOR COURSE, RETREAT, OR SPECIFIC SERVICE** / \$325
- **ONE-PAGE PDF DESIGN** / \$250
Flyer, Price Sheet, Electronic PDF
- **POSTCARD, PRINT MAILER, BROCHURE** Starting at \$250
- **PRICING GUIDE, LOOKBOOK, MENU DESIGN, COURSE WORKBOOK, CLIENT WELCOME GUIDE**
2-4 pages: starting at \$275
5+ pages: starting at \$500
- **SOCIAL MEDIA GRAPHIC TEMPLATE**
\$175 (includes 10 design templates)
- **PROMOTIONAL VIDEO** *start at \$350*
- **WEBSITE DESIGN** Starting at \$750
 - Design of homepage +up to 5 pages
 - Basic SEO set-up to get you started
 - Recorded training
 - 1 wk support on your site after launch
 - Full access to maintain your website
- **SOCIAL MEDIA PAGES SET UP** \$350 ea
- **YOUTUBE CHANNEL SET UP** \$250
- **ONLINE COURSE DESIGN** *start @ \$550*

A graphic featuring a white circle with a yellow border on a yellow background. Inside the circle, the text "Brand Me Up!" is written in a yellow script font, and "Branding Package" is written in a bold black sans-serif font below it. A black ribbon-like shape extends from the right side of the circle, ending in a black tag with a white price tag icon and the text "\$1,250" in white.

Brand Me Up!
Branding Package

 **\$1,250**

Perfect for small business owners who are ready to make their brand vision come to life! This package includes a full custom visual identity, plus stationery + social media launch imagery, giving you the tools to create a cohesive visual experience for your audience.

Brand Questionnaire + Brand Clarity Call
2 Original Logo Designs + Brand Concepts to choose from.

- Full Brand Design + Library of Elements
- Logo Suite: Primary Logo + Variations
- Creative Contents + Variations
- Business card Design
- 3 Custom Letterheads
- Font System / Typography Suggestions
- Color Palette & Selection

2 Stationery Design Items of Choice:

Postcard, Flyer or Rack Card

Social Media Launch Pack

An image for each of your platforms, up to 5 total

POPULAR BRANDING ADD-ONS:

- *SUB LOGO FOR COURSE, RETREAT, OR SPECIFIC SERVICE* / \$325
- *ONE-PAGE PDF DESIGN* / \$250
Flyer, Price Sheet, Electronic PDF
- *SOCIAL MEDIA GRAPHIC TEMPLATE* / (includes training) \$175

OTHER CUSTOM MARKETING COLLATERAL

Quoted separately. Starting prices:

POSTCARD, PRINT MAILER, BROCHURE

Starting at \$250

SERVICE GUIDE, LOOKBOOK, COURSE WORKBOOK, CLIENT WELCOME GUIDE

2-4 pages: starting at \$275

5+ pages: starting at \$500

The graphic features a large white circle with a yellow border on a yellow background. Inside the circle, the text 'WOW Me!' is written in a yellow script font, and 'Branding Package' is written below it in a bold black sans-serif font. To the right of the circle, a black ribbon is tied into a bow, holding a black price tag with the text '\$2,725' in white.

WOW Me!

Branding Package

\$2,725

WOW your audience with a customized brand package includes a full custom visual identity, stationery, social media launch imagery, and a website that you can maintain on your own.

Brand Questionnaire + Brand Clarity Call

2 Original Logo Designs + Brand

Concepts to choose from.

- Full Brand Design + Library of Elements
- Logo Suite: Primary Logo + Variations
- Creative Contents + Variations
- Business card Design
- 3 Custom Letterheads
- Font System / Typography Suggestions
- Color Palette & Selection

2 Stationery Design Items of Choice:

Postcard, Flyer or Rack Card

Social Media Launch Pack

An image for each platforms, up to 5 total

ONE-PAGE PDF DESIGN / \$250

Flyer, Price Sheet, Electronic PDF

SOCIAL MEDIA GRAPHIC TEMPLATE / \$175

WEBSITE DESIGN

Design of homepage +up to 5 pages

- Basic SEO set-up to get you started
- Recorded training
- 1 wk support on your site after launch

Full access to your website, so you can maintain on your own website copy + photos are provided by you or your copywriter/photographer.

OTHER CUSTOM

MARKETING COLLATERAL

Quoted separately. Starting prices:

POSTCARD, PRINT MAILER, BROCHURE

Starting at \$250

SERVICE GUIDE, LOOKBOOK, COURSE WORKBOOK, CLIENT WELCOME GUIDE

2-4 pages: starting at \$275

5+ pages: starting at \$500

Build My Brand

Branding Package

\$3,750

Grow your brand with a full customized brand package with the ultimate custom visual identity, stationery, social media launch imagery, and a website that you can maintain on your own.

Brand Questionnaire + Brand Clarity Call

2 Original Logo Designs + Brand

Concepts to choose from.

- Full Brand Design + Library of Elements
- Logo Suite: Primary Logo + Variations
- Creative Contents + Variations
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- 3 Custom Letterheads
- Font System / Typography Suggestions
- Color Palette & Selection

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PROMOTIONAL VIDEO - A customized video to promote your brand

DESIGN TEMPLATES TO CREATE:

SERVICE GUIDE, LOOKBOOK, COURSE WORKBOOK, CLIENT WELCOME GUIDE, MENU (Pick one: Includes Training)

SOCIAL MEDIA SITES SET UP (Choose 2)

YouTube, Instagram, Twitter, Pinterest, Facebook

A Few Details...

NEXT STEPS + WHAT TO EXPECT BOOKING

Interested in collaborating? The first step is to get in touch with us and share a bit about your business and what you envision for your new brand.

We will send over some details, and schedule an initial call with you so we can get to know each other and ensure we're a good fit. To seal the deal, we will send over a proposal, contract, and invoice. After all is signed off on and you've submitted your down payment, we'll be set to go!

INVESTMENT

The investment for each package is listed on the previous pages. A 50% down payment is required to book your project in my calendar. Your final design fee may change, depending on branding add-ons and any other needs you have that are outside of what's included in the package. Pricing and package details are subject to change without notice.

REVISIONS

Each phase of the design process includes 2 rounds of revisions to ensure you're thrilled and confident with the final product. Additional revisions are charged at an hourly rate.

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

Approx. timelines and start dates will depend on our project calendar, your specific needs, add-ons, 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 is transferred to you.

WHAT FINAL FILES DO I RECEIVE?

After we wrap up, we will send you a zip file to download, which will include a library of all your finalized logos and branding elements. They will be saved in different colors and sizes for your convenience, for web and print use, and in vector (editable) format.

ARE YOU AVAILABLE FOR ON-GOING GRAPHIC DESIGN WORK?

We love continuing to collaborate with our clients after we wrap up their branding! Simply reach out when you need a design hand and we'll chat about your needs, timeline, and a design estimate for your project. To best serve our clients, we set time for add-on projects on our calendar.

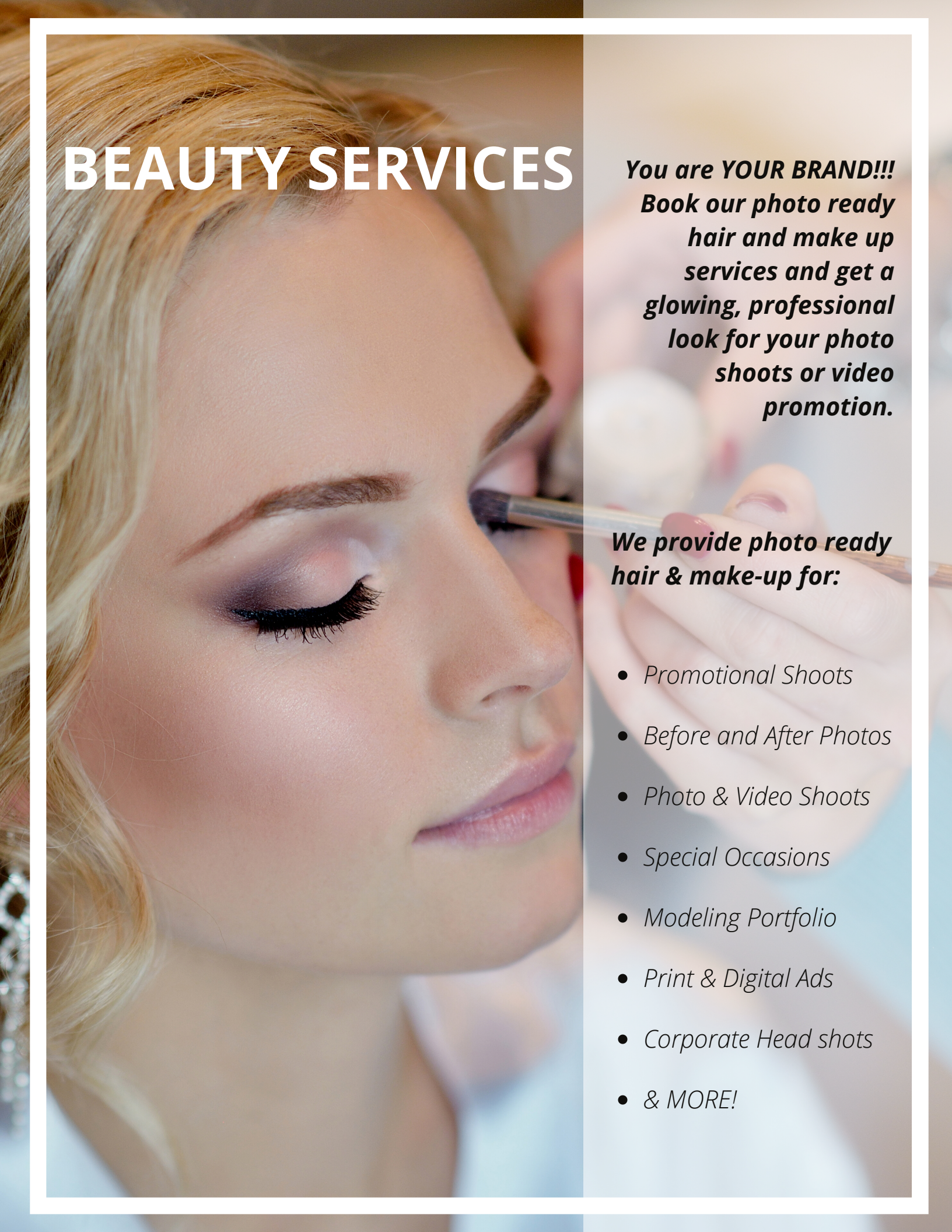
PHOTOGRAPHY & VIDEO



We have photography and video service available onsite at our location or at your place of business so that you can capture professional products or services to increase your brand!

You can use your photos and video clips for:

- *Professional Head shots*
- *Online Profile Picture*
- *Model Portfolio*
- *Product*
- *Photography*
- *Print and*
- *Digital Images*
- *Marketing Collateral*
- *Video Promo*
- *& MORE!!*



BEAUTY SERVICES

***You are YOUR BRAND!!!
Book our photo ready
hair and make up
services and get a
glowing, professional
look for your photo
shoots or video
promotion.***

***We provide photo ready
hair & make-up for:***

- *Promotional Shoots*
- *Before and After Photos*
- *Photo & Video Shoots*
- *Special Occasions*
- *Modeling Portfolio*
- *Print & Digital Ads*
- *Corporate Head shots*
- *& MORE!*



Laura
SUCCESS COACH

Online
**Coaching & Training
Programs**

for individuals looking to grow personally & professionally. The customized coaching programs include: Personal & Professional Development, which includes sales & communication skills, Video Creation & Editing, Online Coaching & Training Courses, Beauty Business Building & MORE!!!

For more information visit: www.successcoachlaura.com



Thank You!

Here is how to get in touch with us:

75 Market Street, Suite 21
Elgin, Illinois 60123

Email:

info@beautifulpotential.com

Website:

www.beautifulpotential.com