

*elastic design*

STUDIO MENU

# KIA ORA

I'm so excited you're here – just by downloading this guide you've taken the first step to cultivating a brand that helps you shine.

I'm Bridget – a small business owner, senior designer, illustrator and dyslexic thinker (it's like a super power).

I know that as the boss of your own business, it's important that you form meaningful and memorable connections with your audience. It's the cornerstone of your relationship with them, and it's the key to turning strangers into customers and clients that love everything you do.

Which is where I come in! If you're ready for your business to look good, feel great and share its story with passion and presence, then you've come to the right place.

This guide has been designed to walk you through what I do, how I do it and how I can help you elevate your business – and brand.

If you have any questions along the way, please don't hesitate to reach out to me at [info@elasticdesign.co.nz](mailto:info@elasticdesign.co.nz)



## WHY CHOOSE ME?

I have over 20 years experience working as a graphic designer and have successfully delivered branding solutions to many small businesses, individuals and organisations.

With an eye for detail – I can deliver high quality, creative designs that reflect your brand's values. I will work closely with you throughout the design process to ensure all your requirements are met.

### *Dyslexic thinking (it's like a super power)*

Dyslexic minds process information in divergent, creative and lateral ways, and have created some of the world's greatest inventions, brands and art.

### *Creative mindset*

With over two decades experience, I'm able to excel in every stage of the design process: from brainstorming through to developing ideas and refining them for the world to see.

### *I have a strong, straight up, no fuss ethos*

Clear communication is at the heart of what we do as designers – not just when creating designs but also in client relationships.

## WHAT OTHERS SAY

*“Quintessential, quirky and quality! Bridget is a born project manager, economic in the use of time, creative in the capture of the meaning of things and empathetic to the culture of each company with whom she works.*

*As the designer for our African Children’s Stories she has a heart for our children’s life experience, an true eye for their identity and integrates design reflecting the African communities in which we work.”*

*Di Fleming AM,  
Ducere Foundation*

*“Bridget created a series of highly differentiated campaigns aimed at various target audiences and through differing media channels.*

*Through this high level of creativity, Bridget has successfully injected vibrancy and personality to a previously very flat brand. On top of which she works incredibly fast, gets it right first time and is a highly collaborative and fun person to work with.”*

*Valerie Beeck,  
Independence Australia*

*“Bridget initially worked with me to create a new list of calendar titles – this started at five titles and has grown to the production of over 100 titles each year.*

*Her excellent technical skills in design, production and software – and knowledge of file and image specifications for print and digital usage have ensured that we provide quality manufacturing and 100% accuracy in our products.”*

*Jane Pennells,  
Browntrout Publishers*

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PACKAGES + PRICING



## Starter Brand

Perfect for start-ups and rebranding projects craving a strategic and beautiful brand identity paired with stunning visual collateral.

- » Professional senior designer to bring your brand to life
- » In-depth consultation and an interactive briefing form
- » Two concepts and two revision rounds. Further or major revisions will incur additional charges.
- » Branding style guide with logo varieties, fonts and colour palettes
- » Logo files (digital + print)
- » Logo icon
- » Your choice of x1 design collateral option

Investment: \$1300 + GST



## Full Brand

Perfect for established businesses craving a strategic and beautiful brand identity paired with stunning visual collateral.

- » Professional senior designer to bring your brand to life.
- » In-depth consultation and an interactive briefing form
- » Two concepts and two revision rounds. Further or major revisions will incur additional charges.
- » Branding style guide with logo varieties, fonts and colour palettes
- » Logo files (digital + print)
- » Logo icon
- » Your choice of x3 design collateral options

Investment: \$1800 + GST



## Grand Brand

Perfect for businesses that need a more in-depth brand strategy. We will help you optimise your brand so you can bring your product or service to market with a complete brand identity, logo and marketing assets.

- » Professional senior designer to bring your brand to life.
- » In-depth consultation and an interactive briefing form
- » Three concepts and three revision rounds. Further or major revisions will incur additional charges.
- » Branding style guide with logo varieties, fonts and colour palettes
- » Logo files (digital + print)
- » Logo icon
- » Brand pattern
- » Your choice of x4 design collateral options

Investment: \$2300 + GST

# EXTRA DESIGN COLLATERAL OPTIONS

PS, If you'd like extra options -  
let us know and we'll create a  
quote for you.



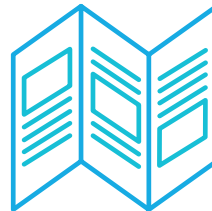
Business cards



A6 Postcard



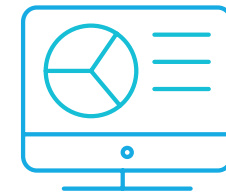
A5 Flyer



Tri fold  
brochure



Document  
template



Presentation  
template



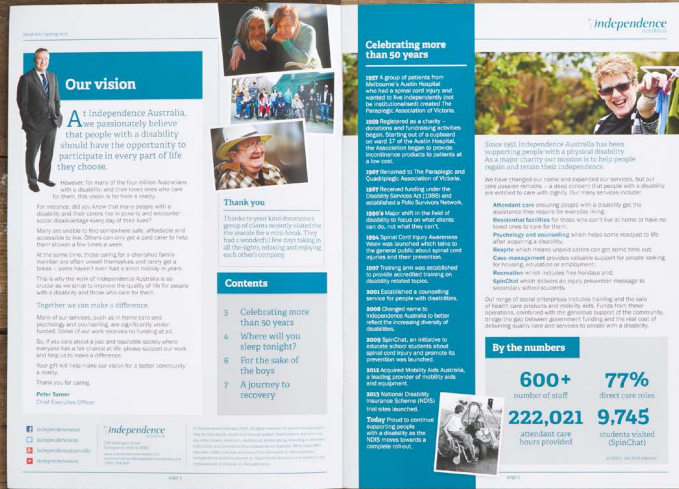
Social media  
templates



Social media  
headers



Email signature  
template



## Brochure

Perfect for those who have content ready and just need it transformed into a file for your target audience. A brochure can be a:

- » workbook to support your online course or program
- » lead magnet for your sales funnel
- » stand alone informational resource
- » catalogue of your services/and/or products
- » welcome pack for new clients
- » magazine, or newsletter

## What you get

- » Professional senior designer to bring your brochure to life
- » In-depth consultation and interactive briefing form
- » Two rounds of minor edits/changes on design. Further or major revisions will incur additional charges.
- » Supplied print ready files (PDF)

## What's not included

If you need extra infographics, illustrations, stock imagery, icons or complex designs these will incur an additional charge.

## Investment:

8 pages = \$800  
 16 pages = \$1200  
 32 pages = \$1800





## Custom Art Calendar

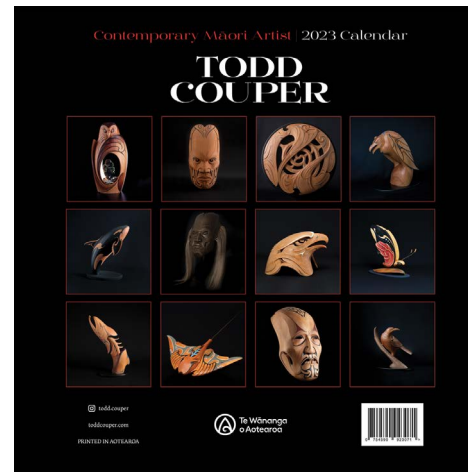
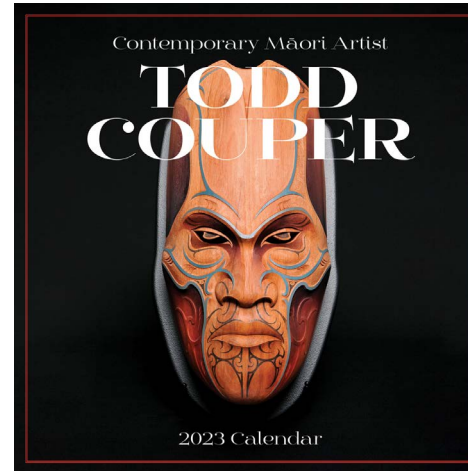
Custom art calendars are the perfect way to showcase your business, art or brand to your audience – all year long.

- » Professional senior designer to bring your calendar to life
- » in-depth design consultation including marketing advice and market research
- » full calendar design and layout
- » image processing
- » three rounds of layout alterations. Further or major revisions will incur additional charges.
- » supplying print ready PDF to printers

### What's not included

- » Printing and distribution – we can, however, recommend printers who we've previously worked with.

Investment: \$1200 + GST





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HOW IT WORKS (THE PROCESS)

# THE BRANDING TIMELINE

Here's a look at our typical  
branding journey.

## 01 Planning | Prior to start date

Get in touch and we'll chat about your project. Once you've given the OK to proceed I'll email you a welcome kit with a design brief, a client agreement and deposit request. Once I have received the required forms and deposit, your project will be booked in.

## 02 Brand discovery | 1-2 weeks

It's time to start! I'll dive into learning about your business and creating a brand strategy and creative direction to guide our design.

## 03 Branding identity design | 2 weeks

Now for the fun part! Once you've approved the direction I'll get to work on the concepts and email them to you when ready.

## 04 Feedback and revisions | 1-2 weeks

We will work together to fine-tune the design until a final concept is reached. You will need to allow up to three working days for each round of revisions.

## 05 Delivery 1.0 | 1 week

Once you have approved the brand identity and final payment has been made, your final files will be delivered to you within three working days.

## 06 Collateral design | 2 weeks

Now for some more fun! Once I've received the required content and design brief for your chosen design collateral items, I'll get to work on the concepts and email them to you.

## 07 Feedback and revisions | 1-2 weeks

We will work together again to fine-tune the design until a final concept is reached. You will need to allow up to three working days for each round of revisions.

## 08 Delivery 2.0 | 1 week

Once you have approved the collateral will be delivered to you within three working days.

# THE PROJECT TIMELINE

Here's a look at our typical  
design project journey.

## 01 Planning | Prior to start date

Get in touch and we'll chat about your project. Once you've given the OK to proceed I'll email you a welcome kit with a design brief, a client agreement and deposit request.

Once I have received the required forms and deposit, your project will be booked in.

## 02 Project discovery | 1-2 weeks

It's time to start! I'll dive into learning about your business and creating a creative direction to guide the design.

## 03 Project design | 2 weeks

Now for the fun part! Once you've approved the direction I'll get to work on the concepts and email them to you when ready.

## 04 Feedback and revisions | 1-2 weeks

We will work together to fine-tune the design until a final concept is reached. You will need to allow up to three working days for each round of revisions.

## 05 Project delivery | 1 week

Once you have approved the design and final payment has been made, your final files will be delivered to you within three working days.

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QUESTIONS & ANSWERS

# AVAILABILITY

I work four days a week, with the exception of Wednesday's where I work as a Creative Director for a US based sports tech business.

Due to the amount of pre booked work in my calendar, I can only accept a limited number of projects at a time. It may also mean there could be a waiting period before I can begin your project. If this is the case, you will be advised of my next available spot in our initial communication.

Your project is booked into my calendar upon receipt of deposit, client agreement, design brief and content. Once your project begins, you can expect a design proof within ten working days. Larger projects may have longer turnaround times and will be discussed with you upon booking.

If you have a specific deadline, please get in touch so we can chat about your requirements.

## **Emails**

I tend to only check my emails twice a day, and always aim to reply to your email within 24 hours, but please allow up to 48 hours for a response (within my business hours).

If you haven't received a response from me after two business days, you're welcome to reach out via my social media pages to double check I've received it.

## **Phone and video calls**

After our initial onboarding call, my availability for phone and video calls is very limited. Phone/video calls can be arranged by appointment, however email is preferred.

### **I've never worked with a designer, what should I expect?**

My aim is to make your experience with me as easy and stress-free as possible. However, I will require some input from you so I can complete my best work for you.

To kick off our journey, you'll receive a welcome kit outlining the process, your project timeline, design brief and details for deposit. Once returned, you'll be booked into my calendar.

Then, I get to work on your design and once it's ready you'll receive your design proof. Yay!

### **What do I need to do before hiring you?**

It's important you have a clear understanding of your business – the who, what and why. You will also need to have your content ready to go, or nearly ready (e.g. proof-read copy, and any supporting content – high-resolution photos). I do have access to a variety of stock image libraries if this is something you need, however this is an extra cost.

### **Will I have to do anything?**

Yes, but it's fairly painless! Once you have accepted my quote, you will receive a welcome kit with a design brief, a client agreement and deposit request. From there, you'll need to organise your proofed and finalised content.

### **How long does a design project take?**

I can only accept a limited number of design projects which may mean there could be a waiting period before I can begin your project (generally between 1-4 weeks). If this is the case, you will be advised of my next available spot in our initial communication. Your project is booked into my calendar upon receipt of deposit, client agreement, design brief and content.

Once your project begins though, you can expect a design proof within ten working days. Larger projects may have longer turnaround times and will be discussed with you upon booking.

### **Will I see a return on my investment?**

Good design is always a positive investment in your brand and business. In terms of seeing a return on your investment, the good news is that the power is in your hands! With awesome implementation, strategy, copywriting and marketing, the sky's the limit.

### **The style of design I would like is a little different to yours, should I hire you?**

I'd like to think I'm flexible with various styles having worked with so many different industries and brands, however if you have any concerns – I'm always just an email away to discuss your needs.

### **What if I don't like the design you sent me?**

It's ok! Open and clear communication about what you like (or don't!) – and why – will help me to get back on track.

When providing feedback, avoid vague statements like, "I don't like the font" or "Can we please change the photo to something else". Instead provide reasons why you don't like the font or photo, and what you were hoping to see. For example, "I don't like the font because it looks like old calligraphy, I would like to see a more modern handwritten font" or "Could we please change the photo to one of these options attached where we can see more of the face". Visual examples are also a great way to reinforce your feedback.

It is my job to create aesthetically pleasing designs for you. So if I feel your feedback will ruin the aesthetic or doesn't align with your target audience or design brief, I will politely let you know and brainstorm some other options with you.



### **Hiring a professional designer vs DIY design – what should I know?**

DIY design can be a viable option if you're just starting out and don't have any budget for a professional designer. Our templates still use professional design software, so if going down the DIY route you'll still need a bit of knowledge of Adobe applications.

A professional designer is just that: a professional. They have a natural eye for aesthetics (they know what fonts, colours, layouts etc. work – and don't work!) and like most professions, have completed years of training and experience to perfect and improve their skills.

Any great designer will take the time to thoroughly understand your business, complete research into your industry and target audience and then design accordingly so that the design reels in results for your business.

### **Do you offer Canva templates?**

No, however Canva can be a valuable tool when designing for social media or other online-only purposes; unfortunately, it's not well suited for outputting print files.

### **Do you offer refunds?**

No, I don't.

### **Do you offer designs for items not listed in the price guide?**

Absolutely! I can design a range of products, simply get in touch and ask.

### **What is the payment process?**

A 50% deposit is required to book in your project. The remaining balance is required before final artwork files will be sent to you or printed.

### **I'm ready to book you on, now what?**

YAY! Simply send me an email [info@elasticdesign.co.nz](mailto:info@elasticdesign.co.nz) and let's start the process of bringing your new project to life.