

BRAND REFRESH

packages



LAUNCHING OR REFRESHING



07.

BRAND SPRINT

quick 3-6 week turnaround

From mission statements to color codes, the Brand Sprint gives you all the basics to reimagine your brand's presence.

Includes...

📞 1x1 Project Calls (30 mins)

- ✓ Kickoff call
- ✓ Revision call



Story Guide

- ✓ Mission statement
- ✓ Tagline
- ✓ Origin story / "About" blurb



Style Guide

- ✓ Moodboard of images, shapes, designs
- ✓ Headline, accent, and body fonts
- ✓ Color palette suggestions



Next Steps Checklist

Does NOT include...

- ✗ Competitive analysis
- ✗ Expanded Brand Story
- ✗ Newsletters, blogs
- ✗ Social Media templates
- ✗ Internal communication strategy
- ✗ Website or logo design

investment starts at

\$2,800

CLARIFYING & BUILDING MOMENTUM

02.

BRAND BOOST

our most popular option!

For growing businesses that want consistent, multi-channel storytelling and thought leadership.

Includes...

📞 1x1 Project Calls (30 mins)

- ✓ Kickoff call
- ✓ Revision call
- + Mid-point collaborative call



Story Guide

- ✓ Mission statement
- ✓ Tagline
- ✓ Origin story / "About" blurb
- + Values
- + Copy for 2 webpages



Style Guide

- ✓ Moodboard of images, shapes, designs
- ✓ Headline, accent, and body fonts
- ✓ Color palette suggestions
- + Use-case notes
- + Product mockups

➡ Plus...

📱 Social Media Kickstarter

- + Customizable 60 day content calendar
- + 20 industry-specific post topic ideas

investment starts at

\$4,500



REIMAGINING FOR LONG-TERM GROWTH

03.

BRAND OVERHAUL

Transform your brand identity from the inside out. We'll bring together strategy, messaging, and design to position you for long-term impact.

Includes...

📞 1x1 Project Calls (30 mins)

- ✓ Kickoff call
- ✓ Revision call
- ✓ Mid-point collaborative call

📝 Story Guide

- ✓ Mission statement
- ✓ Tagline
- ✓ Origin story / "About" blurb
- ✓ Values
- ✓ Copy for social pages, bios

🎨 Style Guide

- ✓ Moodboard of images, shapes, designs
- ✓ Headline, accent, and body fonts
- ✓ Color palette suggestions
- ✓ Use-case notes
- ✓ Product mockups



➡️ Social Media Bundle

- ✓ Customizable 60 day content calendar
- ✓ 20 industry-specific post topic ideas
- + *Story arc training doc for effective captions*
- + *Guide to algorithm hacks & strategies*

📊 Competitive Analysis Report

- + *Market position overview*
- + *Insights & opportunities*

🌟 Template Designs

- + *Consistency tools*
- + *x2 Mailchimp eMail newsletter designs*

💻 Web Writing & Design

- + *Website copywriting for 4+ pages*
- + *Design mockup (Squarespace, Figma)*



investment starts at

\$7,200

ONE-TIME PROJECTS OR MONTHLY RETAINER

optional **ADD-ONS**

Social media management

- Content creation across multiple platforms, customized to your brand

Consultation + strategy

- Discovery, goal-setting, and narrative design

Ghostwriting, coaching, editing

- Long-form pieces (books, articles, captions) written in your voice; coaching calls to bring your work from drafts to final manuscript; copyediting

Template designs

- Email newsletters, social media posts, print reports, and more

Website content

- Text copy for About/FAQ/Services/Mission pages; Design and layout



Hourly rate

\$75