

branding & website design packages

20% OFF IN OUR SUMMER SALE





ASH is a boutique branding studio specialising in intentional branding and website design for lifestyle businesses.

We use a collaborative creative process to clarify your vision and bring it to life. The result is a captivating visual identity that reflects your brand's personality, telling one cohesive, beautifully crafted story across all your touchpoints.

Whether you are just starting out or you want a full rebrand design, with all the elements designed to perfectly align with your target audience, we are here to help you with creating your brand identity, website design and marketing collateral, both digitally and in print.

If you would like to know more or you are ready to get started then schedule a free discovery call with us, hello@ashbrandingstudio.com

BRAND IDENTITY PACKAGES

01

PREMIUM

BRAND IDENTITY PACKAGE + MARKETING TOOLS + WEBSITE

02

ESSENTIAL

BRAND IDENTITY PACKAGE + MARKETING TOOLS

03

MINI

BRAND IDENTITY PACKAGE

PREMIUM PACKAGE INVESTMENT ~~€6,250~~ (excluding IVA) NOW €5,000

TIMESCALE Within 12 weeks we will complete and deliver your new brand identity, marketing tools, and website design.

PAYMENT SCHEDULE Split into 2 equal payments. The project will commence when the first invoice is paid. The second invoice must be paid before any files are sent to the client.

AT SIGNING - €2,500

WEEK TEN - €2,500

1. Brand consultation

2. Client questionnaire and research

3. Pinterest collaboration

4. Curated stylescape presentation

I'll create 2 different stylescapes to choose from, before the visual design phase, to make sure everyone is in agreement with the direction we are going in.

5. Presentation of logo concept

6. Three revisions of the logo

7. Primary and secondary logos

8. Brand submark/badge design

9. Complete brand style guide,
with colour palette, font selection and styling

10. Logos supplied in all formats;

EPS - original artwork, used for large scale printing

JPEG - used for social media

PNG - used for your website design

+ MARKETING TOOLS

Brand application across your business stationery

Marketing material

Flyers + posters

Brochures

+ SOCIAL MEDIA

Reel design to launch your new brand, showcasing your products and services.

+ Facebook cover design

+ LinkedIn cover design

+ INSTAGRAM STYLING

9 Instagram post designs

+ CANVA STYLING

Uploading of logos, colour palette and fonts. Posts will be created in your Canva account so that you can replicate and edit them yourself.

+ WEBSITE DESIGN

ASH offers Squarespace website design for entrepreneurs and small businesses that not only look modern, but they showcase your business with style and confidence.

What's included? >>>

ESSENTIAL PACKAGE INVESTMENT ~~€3,250~~ (excluding IVA) NOW €2,600

TIMESCALE Within 8 weeks we will complete and deliver your new brand identity and marketing tools.

PAYMENT SCHEDULE Split into 2 equal payments. The project will commence when the first invoice is paid. The second invoice must be paid before any files are sent to the client.

AT SIGNING - €1,300

WEEK SIX - €1,300

1. Brand consultation

2. Client questionnaire and research

3. Pinterest collaboration

4. Curated stylescape presentation

I'll create 2 different stylescapes to choose from, before the visual design phase, to make sure everyone is in agreement with the direction we are going in.

5. Presentation of logo concept

6. Three revisions of the logo

7. Primary and secondary logos

8. Brand submark/badge design

9. Complete brand style guide,
with colour palette, font selection and styling

10. Logos supplied in all formats;

EPS - original artwork, used for large scale printing

JPEG - used for social media

PNG - used for your website design

+ MARKETING TOOLS

Brand application across your business stationery

Business card / letterhead

Complimentary slip design

Sticker / stamp design

+ SOCIAL MEDIA

Reel design to launch your new brand, showcasing your products and services.

+ Facebook cover design

+ LinkedIn cover design

INSTAGRAM STYLING

6 Instagram post designs

CANVA

Uploading of logos, colour palette and fonts. Posts will be created in your Canva account so that you can replicate and edit them yourself.

MINI PACKAGE INVESTMENT ~~€2,450~~ (excluding IVA) NOW €1,960

TIMESCALE Within 6 weeks we will complete and deliver your new brand identity from start to finish.

PAYMENT SCHEDULE Split into 2 equal payments. The project will commence when the first invoice is paid. The second invoice must be paid before any files are sent to the client.

AT SIGNING - €980

WEEK FOUR - €980

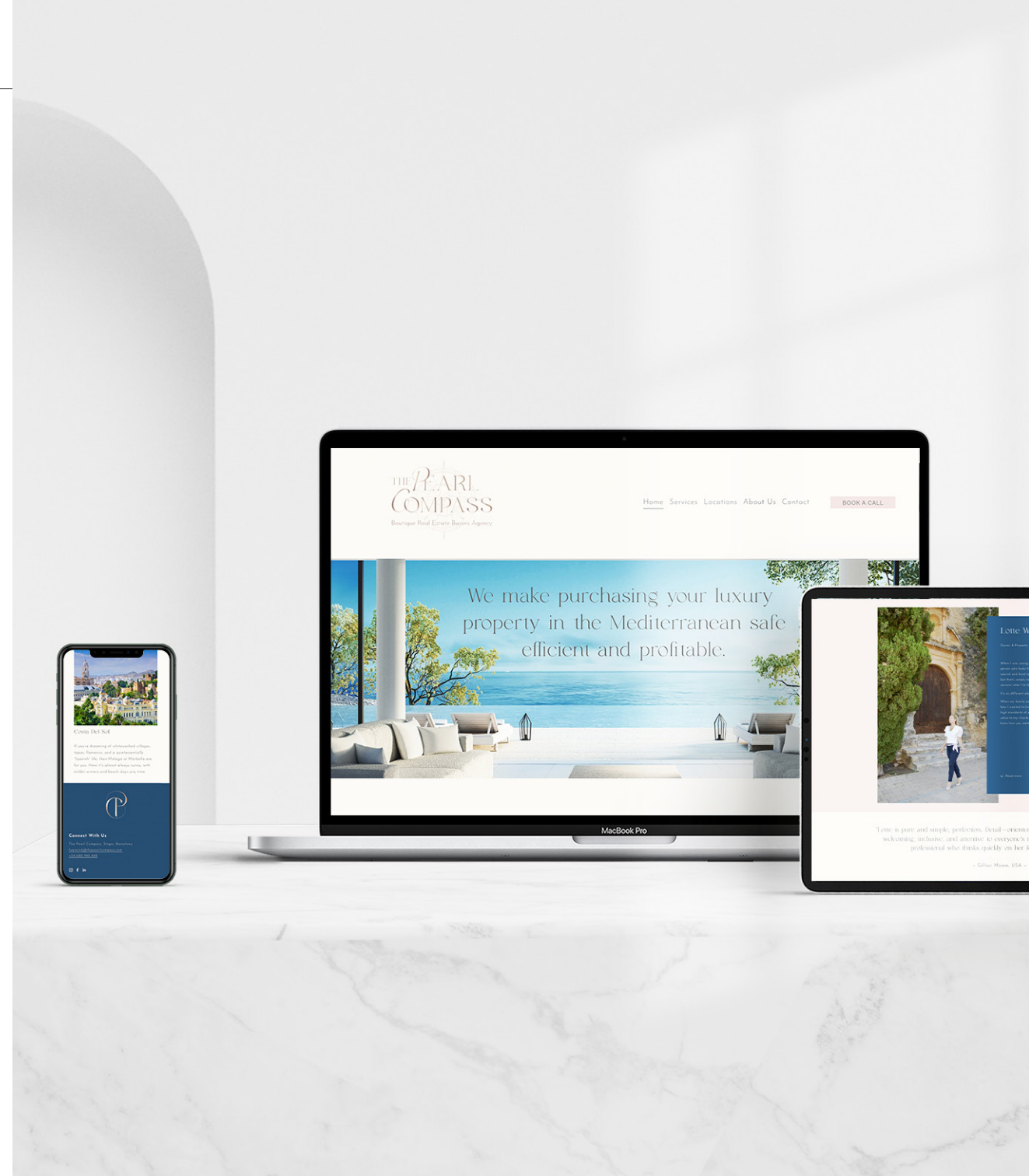
1. Brand consultation
2. Client questionnaire and research
3. Pinterest collaboration
4. Presentation of logo concept
5. Two revisions of the logo design
6. Primary and secondary logo design
7. Brand submark design
8. Complete brand style guide
with colour palette and font selection and styling
9. Logos supplied in all formats;
EPS - *original artwork, used for large scale printing*
JPEG - *used for social media*
PNG - *used for your website design*

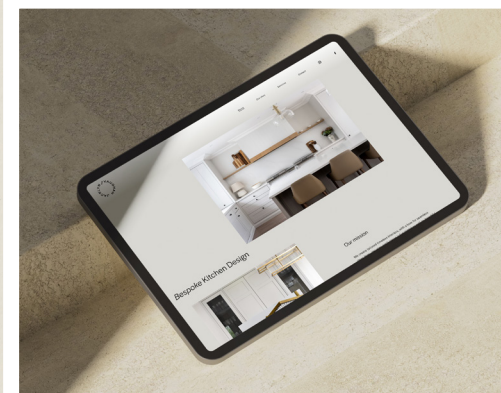
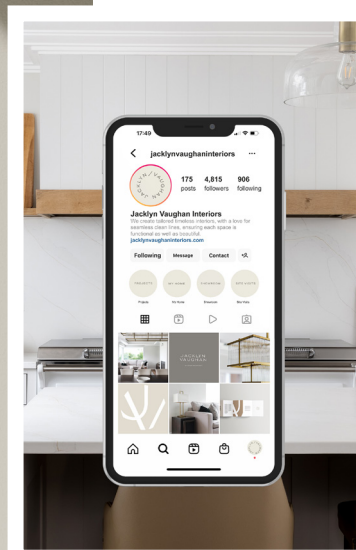
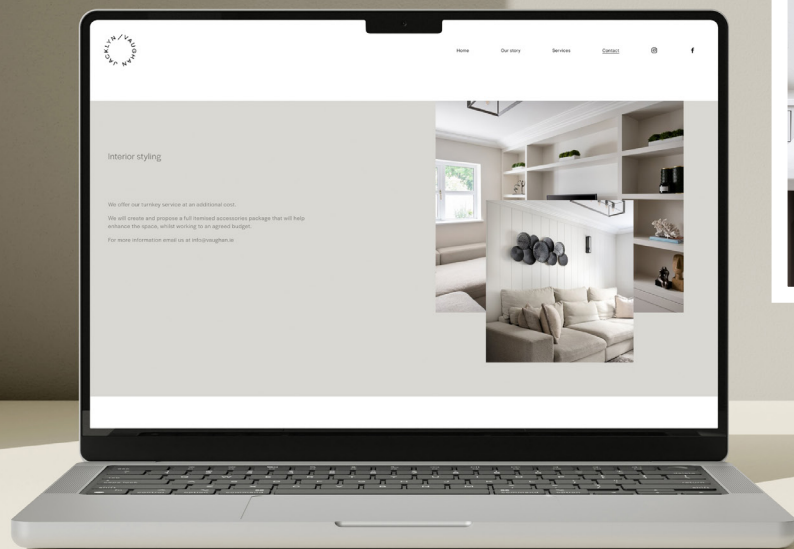


WHAT'S INCLUDED IN YOUR WEBSITE?

1. Four page Squarespace website with customised design (typical pages include Home, Services, About, Blog/Portfolio, and Contact)
2. Any legal pages such as Privacy Policy and Terms and Conditions, using your provided content.
3. Links to social media platforms
4. Map and contact form
5. Image research and preparation
6. Implementation of brand identity
7. Mobile responsive design
8. Basic SEO optimisation (full SEO service available)
9. Final overview usability training session (2 hours)

Please note. The price does not include the domain, template or hosting cost. Additional pages and features can be added at an extra cost.





01 STRATEGIZE

After booking, we'll start with a one-hour strategy session to talk about your business and your vision.

We talk through the goals for your site's style and function, map out your website pages, and discuss content and images.

You'll work on writing your content as well as sourcing your images.

02 BUILD

Next, I'll use your provided branding, content, and images to create a website you'll be proud to share.

This is a three-week process from start to launch.

During the website build, we'll be in touch every day through emails and have at least three scheduled video calls.

03 SUPPORT

I'll provide videos showing you how to update your website yourself. (Squarespace makes this easy!).

You'll also receive two weeks of included email support after your site launches.

Don't want to make updates yourself? You can book me in the future for as little as an hour to help with your site.

WHAT YOU'LL NEED TO PROVIDE BEFORE YOUR WEBSITE BUILD

BRANDING (LOGO, COLOR PALETTE, MOOD BOARD)

If you don't have branding, you can add this to your website project.

COPY (THE WORDS ON YOUR WEBSITE)

You'll provide your website copy. Many of my clients write the copy themselves. I can also make recommendations for full-service copywriters.

PHOTOS & GRAPHICS (THE IMAGES ON YOUR WEBSITE)

You'll provide all the images on your website. Brand photography is a wonderful way to personalize your site. But if brand photography is not in your budget, you can curate stock photography and graphics. I can provide some resources if required.

SEO (KEYWORDS)

Provide a list of SEO terms and keywords in relation to your business. More detail will be required, from our SEO expert, about your business and market later.

ASH

BRANDING
STUDIO

Let's work together!
hello@ashbrandingstudio.com