

Wild Seed DESIGN



Where bold ideas
take *root*,
creativity *blooms*,
and brands grow *wild*
with personality!

THE GROWER'S GUIDE

DESIGN PRICE LIST & INFORMATION



Every great brand
starts with a seed!

(aka, an idea!)

Whether you're launching a brand from scratch or giving an existing one a fresh new bloom, I create thoughtful branding, playful custom illustrations and beautifully considered websites that feel so you.

My designs are warm, intentional and full of personality — designed to stand out, connect emotionally and grow with your business.

Clients often tell me they love my vibe — thoughtful, approachable and a little bit playful, and that's exactly what you'll get.

If you're after design that feels fun, soulful and aligned, you'll love working together with me.



Hey, I'm Kim

**I LOVE TO CREATE BEAUTIFUL DESIGN THAT CONNECTS,
INSPIRES AND HELPS BUSINESSES FLOURISH.**

I'm thrilled you've found your way here. Let me introduce myself — I'm a passionate graphic designer, illustrator and branding specialist, dedicated to weaving the essence of your business into captivating visual narratives.

In a world filled with noise and superficiality, I believe in the power of genuine connection and authenticity. My journey as a designer has led me to work with businesses just like yours — those who understand the value of care, depth, trust, connection and thoughtful processes.

So, if you're ready to step into your truth, to proudly showcase the soul of your business to the world, then you're in the right place. Let's create something truly remarkable together — a brand that not only reflects who you are, but also inspires others to connect with you on a deeper level.

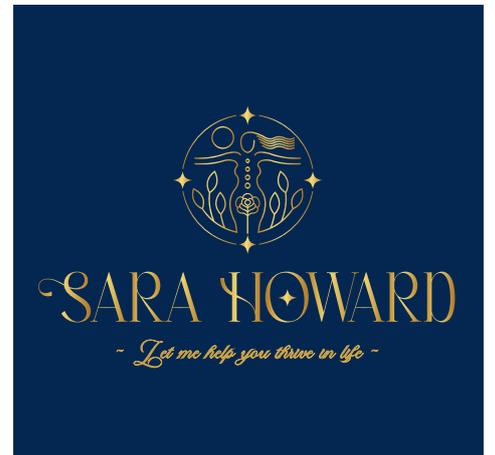
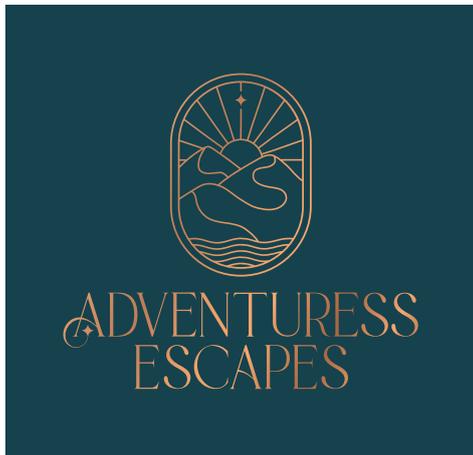
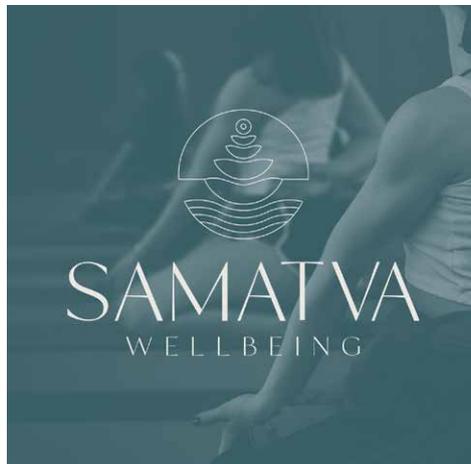
I'm a big believer in three things: **You, your beautiful business, and supporting the two of you to grow wild and free.** I will make the whole process easy, exciting and fun!

Having over 30 years in the design industry is handy for a brand designer because it means I'm an absolute pro at getting my hands dirty as I lovingly tend to the heart and soul of your business.

So get in touch as I would love to work with you.

Just some of my beautiful client brands

Book me today to have a brand that will make you feel connected too.



Need some encourage-mint?



Check out these freshly sprouted success stories.



"I am so grateful to Kim for her help in creating my logo. I've been in business for over 11 years and I was in desperate need of a rebrand - but unsure of how to articulate or create exactly what I wanted. With Kim's help and expertise, I was able to share all about my work and vision - while she created the 'visual' of those and feelings. Magic! She was open to me collaborating with her and tweaking the ideas until we landed on the perfect result. She was patient, professional and made me feel at ease within what was a very foreign experience for me. I couldn't be happier with the outcome. Thanks Kim!"

Amanda - Amanda Freeman - Healing, Mentoring & Sacred Spaces



"I was apprehensive about using a graphic designer, and had put it off for literally years- the idea of trying to convey something visual was frankly terrifying. Kim's process is so smooth and straightforward. I felt at ease during our brand connection call, and confident that Kim could help me flesh out the essence of my brand, and put that into a visual format. Unfortunately for Kim, I handed her a complete pile of poop to work with.

My briefing document (I said I didn't like pinks, and my favourite colours are purple and gold; and I liked cursive script- amongst other things) did not at all match my Pinterest board, which had lovely muted sage, tans and pinks; and bold text. Nonetheless, Kim turned this into something completely perfect - the very first concept I received from her was complete magic - I knew as soon as I looked at it, that it was 'the one'. With a few tweaks through an easy revision process, I have something that really represents what I do.

As a naturopath and remedial massage therapist with different 'arms' to my business, I didn't think this would be straightforward; but Kim's years of experience really shone through. I feel like I've taken my business to the equivalent of a day spa.

Having the ability to have anything printed through her and delivered to my door also makes for a seamless experience with little effort on my part. I highly recommend Kim to anyone - her superpower is turning your words and vague ideas into images and a cohesive brand."

Charlotte - Charlotte Ingram ~ Whole Family Health



"Working with Kim was like working with a friend, she understood me and my needs without me having to give her a heap of information about my brand. She worked efficiently and quickly designing a logo that I loved straight away. She was professional, available, competent and affordable. Can't get better than that."

Kasie - The Nurturing Collective



"I highly recommend Kim from Wild Seed Design because the moment I read her website, I knew she was the designer for me. I felt a strong connection with her and I knew she could create a brand that I would love. I did give her a challenge, though - I wanted a person, a flower and my MW initials hidden in the logo, and she nailed it! It's beautiful and I've had so many compliments already. Your branding skills are amazing, and thank you for all your business advice too. I appreciate it. Thanks, Kim!"

Melissa - Melissa Wells ~ Health & Wellness Coach



"We found Kim through her Etsy store and loved her branding and how she had a passion for plants and botanical design together with her years of being in the wedding industry with her stationery business. So we approached her to create a custom logo design for our start up florist business. We completed her design brief and she really got to understand our business and target market. We were blown away with the two concepts she presented but we could not go past the chosen logo as it is perfect and we love it so much. Thanks Kim for your hard work."

Elenor - Elenor & Giovanna Wedding Flowers



"Kim was great through the whole process of branding Capital Love Letters. She took notes while we Zoomed at the start and was open to my essay long suggestions which were very confusing I imagine! But she knew what my vision was and created an amazing brand in a very short space of time that I will use for years to come. Kim's experience in the horticulture industry was of paramount importance to me in creating my brand, as she knows flowers and how to get the best out of her clients and their dreams for plant extravaganzas! I was attracted to Wild Seed Design's website, logo and branding and Kim's used her talent to create the same for me. Her design skills and communication are second to none and that is why she has built her lady empire to be what it is today. I can't thank her enough!"

Lauren - Capital Love Letters ~ Canberra Travel and Gardening Podcast



"In choosing a designer, I wanted someone who was able to understand the aesthetic I was hoping to achieve for my business and the vision I had in mind. I found the initial process allowed me to narrow this down and Kim helped me bring this vision to life. I love the modern and luxury feel of the branding and the sense of adventure it evokes. Thanks Kim for delivering a beautiful branding suite!"

Felicity - Adventuress Escapes

You too could have a cohesive brand



Amanda Freeman

HEALING, MENTORING & SACRED SPACES

Amanda FREEMAN

HEALING, MENTORING & SACRED SPACES

Amanda Freeman

HEALING, MENTORING & SACRED SPACES



#231F20



#BFB2D6



#23909D



#6DB2B5



#DBB659



Beyond Infinity Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



The Design Process

If you are new in business and hiring a graphic designer, I know this many all be a little overwhelming. I am here to make this process as easy as possible and fun! So check out the steps below.

01

You download my price list

Yay! Thanks for liking my designs so much that you have taken the first step by downloading my price list.

If you feel a connection with me and my design style, send me an email to discuss the project you require or book a 15min chat via my website form, and if the sparks are there, you'll book me to create an amazing brand and design for you.

02

Welcome to Wild Seed Design

Now exciting things happen! I'll send you my **Welcome Kit** with everything you need to know about the journey ahead and my vision for you, what to expect from each other and timeframe. You also sign my contract.

Full payment or the 50% deposit is required to lock in your project. This is to be paid before our 1:1 consultation. I don't start work until this is paid.

Gathering information is an important step of the graphic design process. So you will receive my **The Brand Seedling Guide** (valued at \$15) for you to gather all your thoughts about your business and get it all down on paper. This will help you understand your business in great detail. Once you complete this, you will have a better understanding of what you want and you are will be ready to complete your **Design Brief document**. I really want your branding to a true reflection of you so your target audience will make a connection. I want to know your brand's tone of voice and vibe you want.

I will also get you to create a Pinterest board so you can put in there anything that you love and what you dream for your business - colours, styles, etc. Yes it may seem like a lot of homework, but your businesses success is relying on it.

03

1:1 Consultation

After completing your guide, brief and Pinterest board, you will have a better understanding of your brand look and feel, *I will then lock you in for a 1:1 strategy session via a phone chat, Facetime call or a video chat by Zoom* to discuss further so we can have a more in-depth chat about your answers and I can work out a brand strategy. I will ask you follow up questions to discuss your brief and dig even deeper. I take the time to listen and get to know you and understand your business even more and allow me to get the brand results we want to achieve.

04

Research and Strategy

Using the information you have provided me, I start researching your industry, target market and competitors to broaden my knowledge. I will delve deep to truly understand your business and how to attract your dream clients.

05

I start designing and present your concepts

Now that I have a clear understanding of your visual strategy and how you envisage your brand, *I can get onto designing. This for me is the fun part!* I start sketching ideas, exploring fonts and create imagery. I will send you the in-depth concept presentation within the allocated time and it will include - your logo concept and submarks/secondary logo, your colour palette, fonts, and mock ups examples.

06

You provide feedback

Hopefully there is a big WOOHOO moment and you love the brand with no changes. But if you do have revisions, let me know via the form I provide and I will resend a new proof. Two rounds of revisions are included in your logo package, but if I do miss the mark and I need to create a totally new concept, we can go over all the strategy again.

07

Approval of your brand

Now that you have approved your logo, *I start creating the rest of your visual brand and collateral* which you have purchased in your package. I will send your presentation proof to approve or make changes. Once all artwork is finalised and approved, the other 50% of the design invoice is due and once paid, I will send you a download link to access your design files. Any printing will be ordered once final payment is made.

08

You will have a brand you love!

You and your business are now on your way to greatness and it's time to celebrate and launch!
I am always here if you need any help or advice.

WooHoo!



The Seed Package



THE BEST PLACE TO START! PERFECT FOR START UPS OR ONLINE BUSINESSES

For wild women who are new in their business and ready to get in and launch, but have a smaller budget.

INVESTMENT: \$1697.00 AUD (+GST)
or 2 payments of \$848.50+GST

PROJECT DURATION:
2-3 WEEKS

YOUR HOMEWORK:

- In-depth branding questionnaire to be completed
- Pinterest board to be created
- **RECEIVE FREE - The Brand Seeding Guide pdf**

LOGO & BRAND:

- 1:1 30min. Consultation via Zoom or phone to discuss your brand direction and Pinterest board
- In-depth research and brand strategy to create your brand concepts
- Competitor brand research
- Primary Logo Design x 1 (2 concepts & 2 revisions)
- Secondary Logo Design x 1 (1 concept & 2 revisions)
- Submark Logo x 2 (2 concepts & 2 revisions)
- Social media profile image (approved submark logo)
- Web favicon (approved submark logo)
- Colour Palette created to connect to your audience
- Typography / Font suite for your brand
- Font use recommendations / Canva alternatives if applicable
- Detailed brand presentation with mockups and detailed design strategy explaining logos and thought process

YOUR CHOICE OF 3 SOCIAL MEDIA ITEMS:

- Facebook or Etsy Cover
- EDM Header (Electronic Direct Mail - jpg)
- Email Signature (static graphic banner - jpg)
- Instagram Story Highlight Icons x 6 (custom illustrations at additional costs)
- Instagram Tile Templates x 6 jpgs
- Instagram Story Templates x 6 jpgs (matching the tiles)
- Instagram Launch Graphic Tile Templates x 2

FILE DELIVERED:

- Approved logo supplied in all file formats to use:
 - Web & Social Media - JPG, PNG
 - Print-Ready - PDF, JPG
 - Vector / Source File - AI, EPS, SVG
- Full colour/single colour & black and white logos
- Branding Style Guide - One Page PDF (logo, fonts, colours & consistent design elements)
- File Formats Explained PDF - a guide explaining how and where to use the provided logo files.
- Full ownership and copyright of all logos and branding assets



ADD ONS:

- Custom icons, illustrations and creative elements to support visuals are a great way to build a brand.
- Patterns are great if you want these illustrations added with your logo to create packaging or website and marketing design.

Go to pages 16-18 to see examples.
Contact me for a quote.

CANVA TEMPLATES:

- If you would like your social media items set up in Canva, please let me know when placing your brand package. Additional costs will apply.

If you require other design / marketing files, see DESIGN SERVICES to ADD ON

CONTACT ME
TO QUOTE A
CUSTOM
PACKAGE



The Growth Package



PERFECT FOR BUSINESSES WHO ARE READY TO JUMP ALL IN OR ARE REBRANDING

For wild women who know what they want and are ready to start growing their business.

INVESTMENT: \$2897.00 AUD (+GST)
or 2 payments of \$1448.50+GST

PROJECT DURATION:
4-6 WEEKS



YOUR HOMEWORK:

- In-depth branding questionnaire to be completed
- Pinterest board to be created
- **RECEIVE FREE - The Brand Seeding Guide pdf**

LOGO & BRAND:

- 1:1 30min. Consultation via Zoom or phone to discuss your brand direction and Pinterest board
- In-depth research and brand strategy to create your brand concepts
- Competitor brand research
- Primary Logo Design x 1 (2 concepts & 2 revisions)
- Secondary Logo Design x 1 (1 concept & 2 revisions)
- Submark Logo x 2 (2 concepts & 2 revisions)
- Social media profile image (approved submark logo)
- Web favicon (approved submark logo)
- Colour palette created to connect to your audience
- Typography / Font suite for your brand
- Font use recommendations / Canva alternatives if applicable
- Custom illustrations, icons or creative elements to use throughout your branding x 6
- 2 x Custom Brand Patterns (developed from your icons, logo or illustrations). (2 concepts & 2 revisions)
- Detailed brand presentation with mockups and detailed design strategy explaining logos and thought process

YOUR CHOICE OF 4 ITEMS:

- Facebook or Etsy Cover
- EDM Header (Electronic Direct Mail - jpg)
- Instagram Story Highlight Icons x 6
- Email Signature (static graphic banner - jpg)
- Instagram Tile Templates x 6 jpgs
- Instagram Story Templates x 6 jpgs (matching the tiles)
- Instagram Launch Graphic Tile Templates x 2

CANVA TEMPLATES:

- If you would like your chosen items set up in Canva, please let me know when placing your brand package. Additional costs will apply.

YOUR CHOICE OF 3 COLLATERAL ITEMS:

(all two design concepts and 2 revisions = 1 appr file)

- Postcard or Flyer (2 sided)*
- Business Card (2 sided)*
- Pull Up Banner (1 sided)*
- A4 Newsletter (2 sided)*
- Price List (1 or 2 sided)*
- Email Static Signature (jpg)*
- Gift Voucher (1 or 2 sided)*
- With Compliments DL Slip*
- Labels and Stickers*
- Gift Card (1 or 2 sided)*
- Thank You Card / Discount Code Card (1 or 2 sided)*
- Notepad*
- Magnet*
- EDM / Email Header Banner
- Swing Tag (1 or 2 sided)*
- Tissue Paper*
- Podcast artwork
- Mini eBook design (up to 4 pages)
- Small box packaging design x 1 kind (simple) (Template/die to be provided by your printer)*

If you require another collateral item more relevant to your business, please contact me.

FILE DELIVERED:

- Approved logo supplied in all file formats to use:
 - Web & Social Media - JPG, PNG
 - Print-Ready - PDF, JPG
 - Vector / Source File - AI, EPS, SVG
- In depth Branding Style Guide - multi page PDF (logo, fonts, colours & consistent design elements)
- File Formats Explained PDF - a guide explaining how and where to use the provided logo files.
- Full ownership and copyright of all logos and branding assets

SUPPORT:

- 1:1 30min consultation - I will explain how to use your brand files to stay consistent to create a business that will wow your audience. You also have two weeks to contact me with questions regarding your branding files.

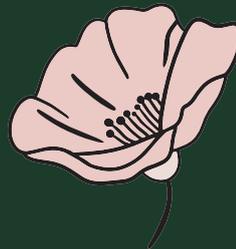
** Design only - Printing is additional costs and I can quote this.*

If you require other design / marketing files, see DESIGN SERVICES to ADD ON





The Full Bloom Package



PERFECT FOR BUSINESSES WHO ARE READY TO GROW THEIR BUSINESSES INSTANTLY

For wild women who have a bigger budget and passionate to get it all done at once to wow their audience!

INVESTMENT: \$3997.00 AUD (+GST)
or 2 payments of \$1998.50+GST

PROJECT DURATION:
6-8 WEEKS

YOUR HOMEWORK:

- In-depth branding questionnaire to be completed
- Pinterest board to be created
- **RECEIVE FREE - The Brand Seeding Guide pdf**

LOGO & BRAND:

- 1:1 30min. Consultation via Zoom or phone to discuss your brand direction and Pinterest board
- In-depth research and brand strategy to create your brand concepts
- Competitor brand research
- Primary Logo Design x 1 (2 concepts & 2 revisions)
- Secondary Logo Design x 1 (1 concept & 2 revisions)
- Submark Logo x 2 (2 concepts & 2 revisions)
- Social media profile image (approved submark logo)
- Web favicon (approved submark logo)
- Single colour and reversed logos also included
- Colour Palette created to connect to your audience
- Typography / Font suite for your brand
- Font use recommendations / Canva alternatives if applicable
- Custom illustrations, icons or creative elements to use throughout your branding x 10
- 2 x Custom Brand Patterns (developed from your icons, logo or illustrations). (2 concepts & 2 revisions)
- Curated selection of 10 branded royalty free or AI stock images to use for your social media/website/marketing
- Detailed brand presentation with mockups and detailed design strategy explaining the logos and thought process

SOCIAL MEDIA - You receive all items:

- Facebook or Etsy Cover
- EDM Header (Electronic Direct Mail - jpg)
- Instagram Story Highlight Icons x 6
- Email Signature (static graphic banner - jpg)
- Instagram Tile Templates x 6 jpgs
- Instagram Story Templates x 6 jpgs (matching the tiles)
- Instagram Launch Graphic Tile Templates x 2

CANVA TEMPLATES:

- If you would like your chosen items set up in Canva, please let me know when placing your brand package. Additional costs will apply.

YOUR CHOICE OF 5 COLLATERAL ITEMS:

(all two design concepts and 2 revisions = 1 appr file)

- Postcard or Flyer (2 sided)*
- Business Card (2 sided)*
- Pull Up Banner (1 sided)*
- A4 Newsletter (2 sided)*
- Price List (1 or 2 sided)*
- Email Static Signature (jpg)*
- Gift Voucher (1 or 2 sided)*
- With Compliments DL Slip*
- Labels and Stickers*
- Gift Card (1 or 2 sided)*
- Thank You Card / Discount Code Card (1 or 2 sided)*
- Notepad*
- Magnet*
- Swing Tag (1 or 2 sided)*
- Tissue Paper*
- Podcast artwork
- Mini eBook design (up to 4 pages)
- Small box packaging design x 1 kind (Template/die to be provided by your printer)*

If you require another collateral item more relevant to your business, please contact me.

FILE DELIVERED:

- Approved logo supplied in all file formats to use:
 - Web & Social Media - JPG, PNG
 - Print-Ready - PDF, JPG
 - Vector / Source File - AI, EPS, SVG
- In depth Branding Style Guide - multi page PDFv (logo, fonts, colours & consistent design elements)
- File Formats Explained PDF - a guide explaining how and where to use the provided logo files.
- Full ownership and copyright of all logos and branding assets

SUPPORT:

- 1:1 30min consultation - I will explain how to use your brand files to stay consistent to create a business that will wow your audience. You also have two weeks to contact me with questions regarding your branding files.

** Design only - Printing is additional costs and I can quote this.*

If you require other design / marketing files, see DESIGN SERVICES to ADD ON

CONTACT ME
TO QUOTE A
CUSTOM
PACKAGE



The Buds - Logo Only



PERFECT FOR START UPS ON A TIGHT BUDGET & DEADLINE

For wild women who have a small budget and need a logo quickly!

OPTION 1

INVESTMENT: **\$747.00** AUD (+GST)
or 2 payments of \$548.50+GST

PROJECT DURATION:
1-2 WEEKS

- Brand questionnaire/brief for you to complete.
- **No brand strategy or 1:1 meetings are included. Using your provided Pinterest board and design brief.**
- Primary Logo Design only x 1 (2 concepts & 2 revisions)
- Brand colour palette created.
- Basic logo presentation pdf.
- Primary logo files provided for print and web/online/social media icon - in colour, black and white.
- Basic one page brand style guide outlining logos, colour palette and fonts.
- Ownership of logo files.

OPTION 2

INVESTMENT: **\$1097.00** AUD (+GST)
or 2 payments of \$548.50+GST

PROJECT DURATION:
1-2 WEEKS

- Brand questionnaire/brief for you to complete.
- **No brand strategy or 1:1 meetings are included. Using your provided Pinterest board, design brief & basic competitor research.**
- Primary Logo Design x 1 (2 concepts & 2 revisions)
- Secondary Logo Design x 1 (2 concept & 2 revisions)
- Submark Logo x 1 (2 concepts & 2 revisions)
- Social media profile image (approved submark logo)
- Brand colour palette created.
- Basic logo presentation pdf.
- Logo files provided for print and web/online/social media icon, will be supplied in colour, black and white.
- Basic one page brand style guide outlining logos, colour palette and fonts.
- Ownership of logo files.

CANVA BUSINESS TEMPLATES & MARKETING COLLATERAL

Take the stress out of DIY design with my custom Canva business templates and marketing collateral! Whether you need social media templates, business cards, flyers, email headers, price lists, or any other branded assets, I'll create beautifully designed, easy-to-edit templates that you can reuse again and again – saving you time and keeping your brand consistent.

Need a hand getting everything set up? I offer optional Canva setup services, where I'll log into your Canva account (email and password required) and organise everything for you. I'll upload and arrange your templates, and if you have a Canva Pro account, I can also set up your brand colour palette and brand fonts to ensure consistency across all your materials.

Canva template setups are an additional cost, so get in touch with me for a tailored quote based on your needs and the number of templates or files to be created. Logos will not be created in Canva.



You too could have a cohesive brand

SustainableSTRAND



Sustainable
STRAND

~ eco-friendly hair care ~

ESTD Sustainable Strand 2023
ECO-FRIENDLY HAIR CARE



#231F20



#394625



#CAC497



#B1A89A



#F0E8D8

Dark Paradise Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Dark Paradise Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz





Design Services

MARKETING COLLATERAL

Once we have worked on your brand foundations, don't think we just part ways (you can't get rid of me that quickly!), I will continue to work with you to ensure a comprehensive brand for your business. I can help you with the following design needs to create a beautiful brand that will 'wow' your ideal clients. I will be here to support you through all your business needs and be your go-to design bestie!

Let me know what you require and I will quote it for you.

STATIONERY ITEMS

BUSINESS CARDS
LETTERHEADS
WITH COMPLIMENTS
ENVELOPES

PRINT ITEMS

NOTEPADS
STICKERS
MAGNETS
GIFT VOUCHERS
GIFT / SWING TAG / HAIR CLIP CARD
DL or POSTCARD SIZE FLYER/CARD
A5 FLYER / CARDS
A4 FLYER / CARDS
BROCHURES
PACKAGING (BOXES, BAGS ETC)
TISSUE PAPER
TEA TOWEL BANDS
CANDLE PACKAGING (BOX & LABELS)
JEWELLERY / EARRING CARDS
CATALOGUES
PRICELIST PAGES / BOOKLETS
BOOKING FORM
MAGAZINE ADVERTS
NEWSLETTERS
CATALOGUES / MAGAZINES
TRADE BANNERS / DISPLAYS / SIGNAGE
POSTER DESIGN

DIGITAL / WEB

FACEBOOK TIMELINE BANNER & PROFILE IMAGE
TWITTER BANNER & PROFILE IMAGE
PINTEREST PROFILE BANNER
LINKEDIN BANNER & PROFILE IMAGE
BLOG BANNER & PROFILE IMAGE
EMAIL SIGNATURE
SOCIAL MEDIA ICONS
SOCIAL MEDIA TEMPLATES - POSTS & STORIES
EMAIL SIGNATURE
ETSY BANNER
WEBSITE ADVERTS
E-BOOKS
PODCAST ARTWORK
BRAND PATTERN
ICONS

WEB DESIGN

WIX WEBSITE DESIGN (SEE NEXT PAGE)

IF WHAT YOU NEED
ISN'T LISTED, PLEASE
CONTACT ME AND
I CAN CREATE A
CUSTOM QUOTE
FOR YOU.

Print costs are extra and I can quote. If images/graphics have to be purchased then extra costs WILL apply. I understand that no two businesses are the same so I will work out a quote just for your requirements.



Website Design

WIX WEBSITE PLATFORM

With a beautifully crafted brand, next you'll need an equally beautiful website to show off all your business has to offer and showcase your dream story, but still being strategic and user friendly.

Having a cohesive look and identity with brand and web design will surely bring in all those dream enquires.

A WIX website is great start point for any new business as it is easy to understand and clients can easily make their own changes as it is easily self maintained. My own website is WIX based and I find it extremely easy to navigate and can make regular updates with ease

SINGLE PAGE WEBSITE PACKAGE

A single page website is perfect if you need a to get your online presence up quickly and if you have a limited number of services to offer and information.

It can feature your business branding, contact information, social media links, multiple split sections that can be navigated through using a traditional menu navigation system.

- 1 Page Design & Build
- Custom menu navigation design
- Three section HOME page
- Additional sections within home page \$70+GST per section
- Custom colour palette creation using your existing branding
- Custom font uploads
- Choice of basic apps (including: social media app links)
- Basic SEO set-up, including; keywords and page titles etc
- Mobile editing
- Basic contact form
- A run-through of your website and basic knowledge provided over Zoom to go through your website - time 30 minutes

++ Text copy and image content to be supplied by you.

Custom illustrations and graphics are additional costs.

No gallery, shop, blog, additional apps included in this price.

You receive 2 revisions during the design phase. Once final approval has been given, additional fees for website editing will apply.

Domain name registration and hosting fees are arranged and paid by the client. So I will set up in WIX in your own separate login account and you contact your preferred domain provider and they can link your domain to your website and make your website live.

THREE PAGE WEBSITE PACKAGE

A three page website which is designed to suit your small businesses needs. It will provide you with a professional custom web presence that will be unique to your brand.

It can feature your business branding, contact information, social media links, a small gallery, about me page, services page, contact form, online booking form all while using a traditional menu navigation system.

- 3 Page Design & Build
- Custom menu navigation design
- Three to four section pages
- Additional sections within home page \$80+GST per section
- Custom colour palette creation using your existing branding
- Custom font uploads
- Choice of basic apps (including: social media app links, basic image galleries)
- Basic SEO set-up, including; keywords and page titles etc
- Mobile editing
- Contact form
- Basic gallery
- A run-through of your website and basic knowledge provided over Zoom to go through your website - time 30 minutes

++ Text copy and image content to be supplied by you.

Custom illustrations and graphics are additional costs.

You receive 2 revisions per page during the design phase. Once final approval has been given, additional fees for website editing will apply.

Domain name registration and hosting fees are arranged and paid by the client. So I will set up in WIX in your own separate login account and you contact your preferred domain provider and they can link your domain to your website and make your website live.

Additional pages \$240+GST per page with three sections.

++ If additional web apps need to be added to the website, additional costs will apply as some you have to pay for and the time to install and set up - this also includes a shop and a blog.

INVESTMENT: \$697 AUD (+GST)
PROJECT DURATION: 1-2 WEEKS

INVESTMENT: \$1197 AUD (+GST)
PROJECT DURATION: 2-3 WEEKS

Offer

IF YOU PURCHASE A BRAND PACKAGE WITH A
WEBSITE PACKAGE - TAKE **\$100 OFF** THESE COSTS



Social Media

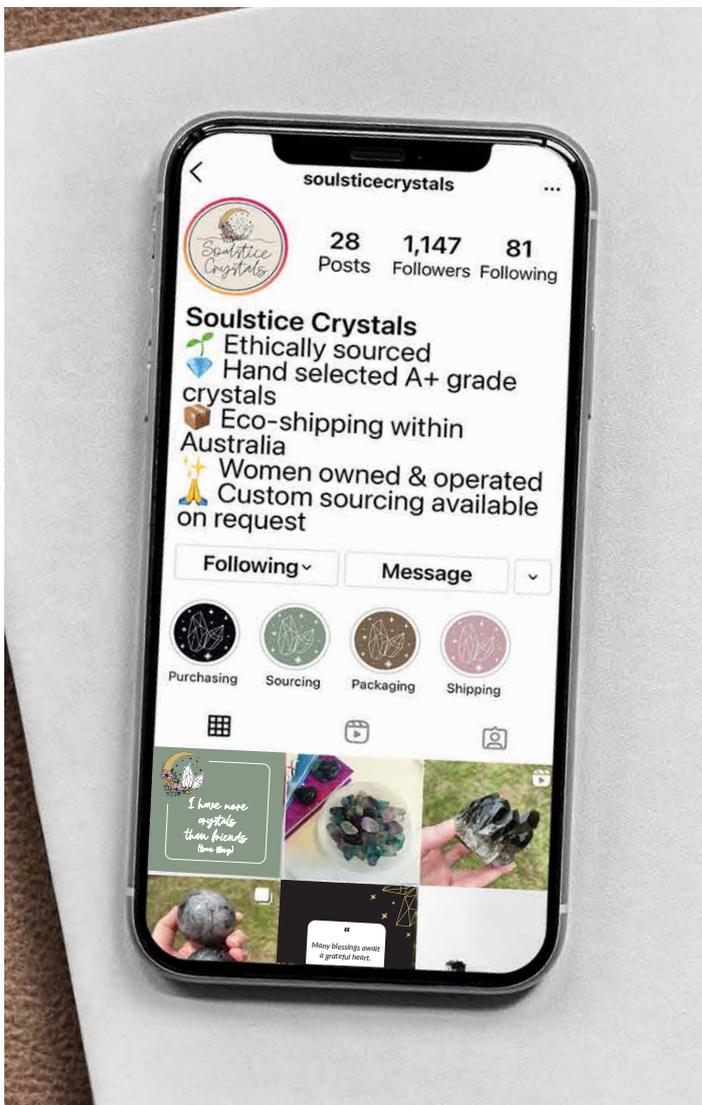
MAKE YOUR AUDIENCE CONNECT TO YOU ON YOUR SOCIAL MEDIA

Having a business social media presence is a must in today's world. Most of my clients get a huge amount of their clients from connections they have made on Instagram or Facebook. It is a way to attract customers, get instant customer feedback, ask direct questions and it can build customer loyalty. Your potential audience can also get to know personally, so always be authentic. I personally love working with clients from around the world who have found me on Instagram, so it is perfect to increase your market reach.

I offer the following social media files to give you an online presence to wow your dream audience -

- Facebook Profile Image & Timeline Cover (jpg)
- Instagram Story Highlight Icons
- Instagram Image/Tile Templates (supplied as jpgs and can be placed into Canva or Photoshop for you to add text on top)
- Instagram feed launch graphics
- Instagram Story Templates (supplied as jpgs and can be placed into Canva or Photoshop or use directly in Instagram)
- I can also set up the branded templates as editable files for you in your own Canva account for additional costs.

Contact me for a **QUOTE**



IMAGE/TILE TEMPLATES WHICH ARE EASY TO PLACE INTO CANVA OR PHOTOSHOP TO ADD YOUR TEXT



Custom Patterns

THE FANCY EXTRAS

Custom Brand Pattern Design

from **\$95.00 AU (+GST)**
for two concepts

Do you need a pattern or background image to compliment your existing branding? Or maybe your logo or graphic repeated. If so, I can create a vector pattern that will suit your brand and once approved it will be provided in all file formats for you to use on stationery, social media, website, tissue paper, packaging or clothing. If you need illustrations to be added to this pattern design, see please the next page for the custom illustration package costs.

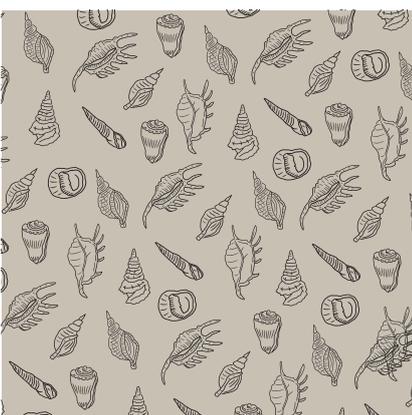




Illustration Packages

ILLUSTRATIONS MAKE YOUR BRANDING MORE FUN AND ENGAGING

If you've been paying attention to branding trends, you've probably noticed the rise of custom illustrations. The days of generic stock clipart that say nothing about your business or how you can help your customers are slowly fading away, thankfully!

Illustrations bring personality, creativity, and a unique touch to your brand. They help you connect with your ideal audience in a way that feels fresh, engaging, and memorable, faster than just text (60,000 times faster!!)

The Power of Illustration in Your Branding

Why should you consider using illustrations in your business?

- They make you stand out. A custom illustration instantly sets your brand apart from competitors using the same tired visuals.
- They bring your brand's personality to life. Whether it's playful, sophisticated, or bold, illustrations communicate your business's attitude and character.
- They create an emotional connection. People resonate with visuals that feel human, warm, and inviting—illustrations can help tell your story in a way that stock photos simply can't.

Still not convinced? Let me show you how custom illustrations can work for your business!

Where to Use Illustrations in Your Brand

1. **Branding & Brand Characters** – Create a mascot or visual elements that represent your business identity.
2. **Packaging** – Make your products pop with unique, hand-drawn designs.
3. **Infographics** – Turn complex information into visually appealing, easy-to-digest graphics.
4. **Blog Posts** – Add personality and style to your written content.
5. **Social Media** – Boost engagement with custom visuals that stand out in a busy feed.
6. **Custom Icons** – Give your website and marketing materials a cohesive, branded look.

Illustrations aren't just fun – they're a powerful way to express your brand's personality and make a lasting impression. Ready to bring yours to life? Head to the next page for pricing packages.

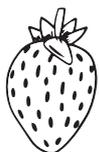
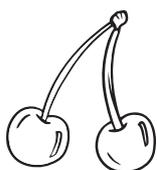
Hey!
Did you notice my own custom illustrations on my website and this price list?



Fruit and Vegetable illustrations



Cake illustrations for a cake and cupcake business



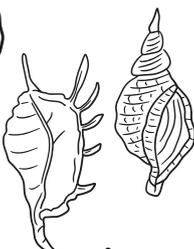
Beauty bottle illustrations



Candle illustrations



Shell illustrations for a beach clothing brand



Custom icons for this interior design flyer to make it easy to read and more appealing



HOW I'VE EARNED THE RIGHT TO SERVE YOU

Everything I do is about sparking inspiration for others through genuine and authentic connection.

I work with time poor homeowners who are so busy working and running after their family that they find it a challenge to know where to go to source and coordinate beautiful furnishings and designs for their home.

With almost 20 years' experience I'm able to connect with my clients from our very first conversation to find out what really makes you tick.

So I know instinctively how to draw out your vision and which design will be perfect for you.

I do all the hard work so that together we can create the most beautiful interiors that are unique to you and make you love coming home.

NEXT STEP

Get in touch to find out how my 2 hour 'Ask the Design Expert' Consultation can give you some great ideas and move you towards your dream home. All you need to do is call or email me for a chat. M. 0425 739 701 E. info@greenroominteriors.com.au

What my clients say

"If it wasn't for Tania's invaluable advice and support during our new home build, it'd be rocking in the corner by now." Denise, Yarra Glen

"We are very happy with the blinds, curtains, kitchen, flooring, paint and everything else you helped us with. The house looks bright and modern and just what I wanted to achieve. We never could have done it on our own. Your help and advice was just what we needed to get us to where we are today." Peter & Lucille, Ferntree Gully

WAYS I CAN SERVE YOU

Full colour & material selections for interior and exterior - so that you can give your painter or builder the exact colours & materials and rest easy that you've made the correct choices for your home.

Design & specification for new home builds and renovations - so that you don't need to second guess your decisions. I co-ordinate the entire scheme and designs for you.

Furniture, homewares & artwork selections - so that you have a cohesive scheme and every piece works together with your existing pieces and suits your home, style and budget.

Window coverings - advice on the best kind of treatment for your home and you get an accurate estimate of costs before commitment.

Re upholstery of pre loved furniture - you can revive and re love your treasured pieces of furniture for many years to come. I make it easy helping you make the decision of which fabric / leather / vinyl will suit your old furniture.

Custom soft furnishings & furniture - designed especially for you and your space by my hand picked, skilled workrooms.

Floor plan, mood board & selection document - all prepared for you so that you can be sure that your design and furnishings are going to look amazing in your home.

BASIC ILLUSTRATIONS

To get you started, a set of 10 simple branded illustrations will add the perfect amount of your personality and unique touch to your brand, which will make it fresh, engaging and memorable.

PACKAGE INCLUSIONS

- 10 basic illustrations
- Custom brand colour palette and also provided in black only.
- High resolution 300dpi, transparent .png and vector .svg files provided

SET OF 10: \$450.00 AU (+GST)

1-2 week turnaround

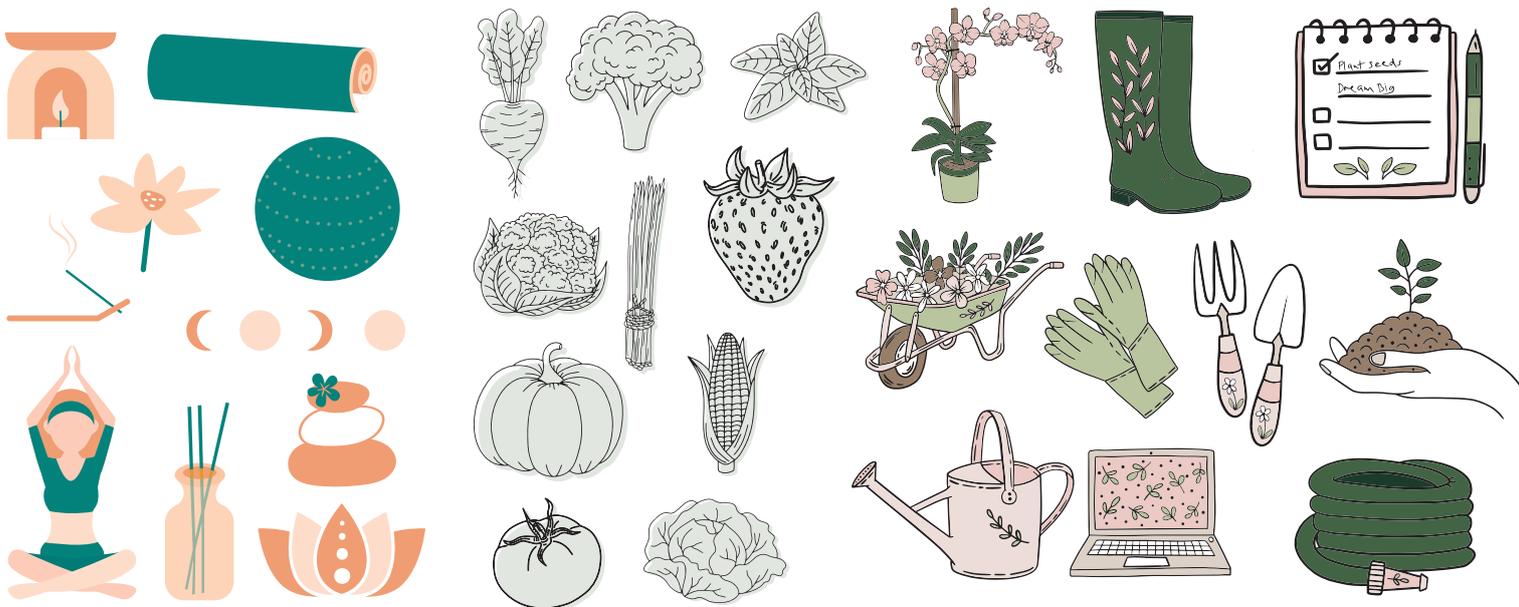
HOW IT WORKS?

- **Share Your Vision** – Provide me with a list of objects or elements you'd like illustrated.
- **Review & Approve** – I'll refine the list to match the number of illustrations you need and send it to you for approval before I begin drawing.
- **Bringing Your Brand to Life** – I'll create your illustrations using your brand colours and a style that aligns with your branding or what we've agreed on.
- **Refinements & Final Touches** – You'll have two rounds of revisions per illustration. But my goal is for you to love the final results, so if we need a little extra time to get it just right, that's totally fine!

CONCEPT DEVELOPMENT:

Unsure about which illustrations or icons you need? No worries! I can research your target audience, industry, and competitors, then brainstorm and craft creative ideas tailored just for you. This is an additional \$80.00+GST for this ideas development.

Example of Basic Illustration styles



Need more?

If you are wanting more detailed illustrations, contact me for a quote

If 10 illustrations isn't enough, here is the packages for more.

PACKAGE INCLUSIONS

- 20 basic illustrations
- Custom brand colour palette and also provided in black only.
- High resolution 300dpi, transparent .png and vector .svg files provided

SET OF 20: \$800.00 AU (+GST)

SAVE \$100 - 2 week turnaround

+ \$110+GST for Concept Development if required

PACKAGE INCLUSIONS

- 30 basic illustrations
- Custom brand colour palette and also provided in black only.
- High resolution 300dpi, transparent .png and vector .svg files provided

SET OF 30: \$1100.00 AU (+GST)

SAVE \$250 - 2-3 week turnaround

+ \$140+GST for Concept Development if required



Packaging

BRANDED PACKAGING IS A GAME CHANGER FOR YOUR BUSINESS

Let's talk about something that often gets overlooked—**your packaging!** It might seem like a small detail, but trust me, it's a game-changer. Whether you're shipping products to customers, selling in-store, or preparing corporate gift boxes, **your packaging is the first impression of your brand.** Before they even see what's inside, your customers (or corporate clients!) are already forming an opinion. A thoughtfully designed package turns a simple delivery into an experience, making your brand memorable and instantly recognisable. Even something as small as custom tape, a branded sticker, or a luxe finish can elevate your package from "just another box" to wow, this is special!

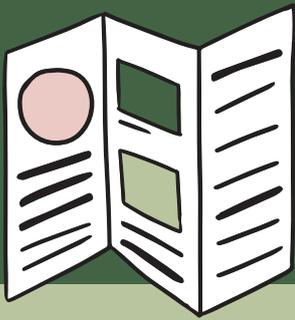
With **decades of experience working with corporate companies,** I know the power of premium, branded packaging—especially for businesses wanting to impress clients, partners, or high-end customers. Corporate gift boxes, custom product packaging, and well-designed presentation materials not only enhance the perceived value of your brand but also create an experience that people remember. Whether you're looking for elegant, minimalist designs or bold, eye-catching packaging, I can help craft something that aligns perfectly with your brand's identity and values.

And here's the best part—you don't need a big budget to make a big impact! With so many cost-effective options, you can create a unique, professional look that fits your business and makes customers feel like they're unwrapping a gift rather than just opening a purchase. **So, why blend in when you can stand out?** If you're ready to elevate your packaging and give your brand that extra wow factor, let's chat!



Contact me
for a quote





Print Services

HASSLE-FREE, HIGH-QUALITY PRINTING - DONE FOR YOU!

Your brand deserves to shine, and that means ensuring your marketing materials reflect the same quality and professionalism you bring to your business. At Wild Seed Design, I don't just create stunning designs, I also take care of all your printing needs, so you don't have to worry about a thing!

From luxurious textured or glossy business cards to branded gift boxes, eye-catching postcards, premium stickers, or sleek brochures, I've got it all covered. With over **30 years of experience in design and print**, I know the industry inside out, including all the technical specs and print lingo.

I partner with **trusted, high-quality printers** who provide **fast turnaround times, exceptional service, and competitive pricing**. Simply let me know if you'd like printing included, and I'll provide the best options and quotes tailored to your needs.

If you have also created your own designs in Canva and need quality printing, I can also help with this too!

Let's make your brand unforgettable — *without the stress.*





Brand Colour Palette

CONSULTATION PACKAGE

INVESTMENT: **\$147.00** AUD (+GST)

PROJECT DURATION:
1 WEEK

Do you feel unhappy with your brand colour palette, and it's not connecting to your audience?

Colour isn't just decoration—it's communication. The right brand colour palette speaks directly to your ideal audience before you've even said a word. Whether it's calming blues, energetic oranges, or sophisticated neutrals, your brand colours can spark emotions, tell your story, and build instant trust.

The real power of a perfect palette: **colours create feelings**. The right combination can instantly make your ideal clients feel drawn to your brand, connect emotionally, and even spark joy. Have you ever walked into a space or seen a brand and just felt happy? That's the power of colour psychology at work!

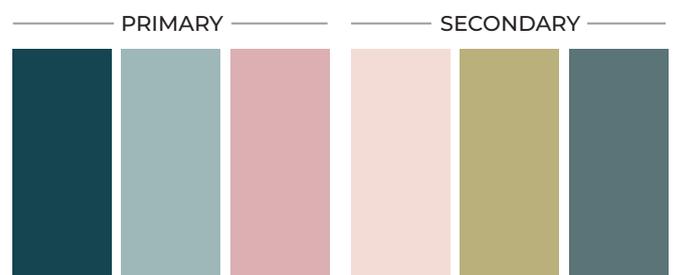
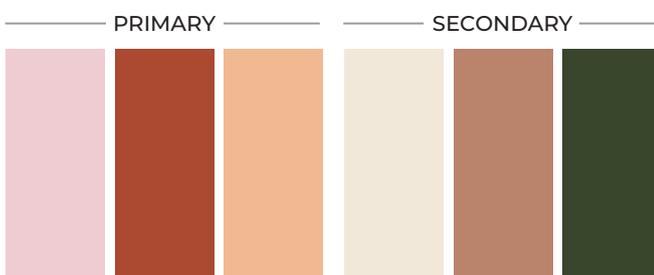
When your colour palette is thoughtfully chosen, it becomes a visual thread that ties everything together—from your website and social media to packaging and emails. This kind of consistency builds brand recognition. Think of brands like Tiffany & Co.'s iconic blue or McDonald's bold red and yellow—you know who they are before you even see the name.

Having a clear, cohesive colour palette also makes your design decisions easier. No more guessing what shade of pink to use or clashing tones across platforms. Instead, you'll confidently show up looking polished, professional, and instantly recognisable, every single time.

So if you are struggling with your brand colours? Whether you're DIY-ing your branding or already have a palette that just doesn't feel quite right, I can help! As a professional designer, I'll use colour psychology to create two custom colour palette options tailored to your industry and ideal clients.

Here's how it works:

- You'll complete a short colour brief (a 2-page PDF – yes, a little homework!) to share details about your business, target audience, and competitors.
- I'll dive into colour strategy and research, to craft two colour palettes that will make your brand stand out and connect emotionally with your audience. You will receive a pdf showcasing the two custom palettes (5-7 colours for each palette which are broken into Primary and Secondary), and I explain the colours and their meanings for you to understand the reasoning why these were created for your business.
- Once one palette is approved, I will provide the colour breakdowns/codes as a pdf for you to use for your business.
- You can then use your new colour palette in your business to stay consistent, professional and recognised.





Frequently Asked Questions

Who do you work with Kim?

I work with businesses who are clear on their business WHY and mission. They've set goals and are invested in taking their business to the next level and succeeding. They are also excited to get their branding completed so they have a clear and authentic business look and style to promote. They also agree to be guided by a professional graphic designer and will stick to our project timeline. So if that's you, let's work together!

Do I make an appointment to see you or can we do this via email and phone calls?

Wild Seed Design is a home studio, so we do not make face to face appointments. A 15 minute complimentary consultation is available when anyone downloads this price list to see if we are the right fit for each other. Then all correspondence is via email and Zoom.

What if I need something that is not on your price list?

That's fine, I can accommodate your requirements. Complete the Contact Form on our website or email me at: kim@wildseeddesign.com.au and I can give you a customised quotation for your specific project.

Why does design cost so much?

Branding and design is a major investment for your business. With each project there is a stage of steps including brainstorming, researching, sketches and multiple design concepts. You are working with an experienced professional in the design industry who has over 30 years experience and I can guide you to help take your business to the next level, so this investment ensures you to remain the leader in your industry and your target audience will trust you.

Do you offer a payment plan?

Any design project \$1000 (excl. GST) and under is to be paid in full before the project begins (ex GST).

Any design project \$1,001 (excl. GST) and over will require a 50% non refundable deposit before commencing the project and the remaining 50% at completion before any artwork is released to the client. Overseas clients - full payment prior to commencing.

How long does the process take?

Each project is different but as a guide, please see the package and it is outlined. Availability varies, but I can usually start a new project within 2-3 weeks of receiving the deposit payment. I'll confirm my availability when you enquire. I will keep you updated on the process of your design project. However, any changes to the design brief, additional work required or delayed responses, can affect the completion date. If you have a deadline, let me know when we first discuss so I can advise if this timeline is achievable.

Can I share my project details and price with others?

All quotations and project details/presentations are unique to your business so therefore the agreement, terms, fees, design details and proofs of the project are strictly confidential and may not be discussed with any other company or third party. (This also includes sharing in Facebook group pages). We have worked together to create a brand strategy for your ideal audience and the people you may want to show your branding concepts too, may not be your target market.

What are the terms of my project?

Once you have agreed to work with Wild Seed Design, I will email you your Welcome Kit which includes the terms and conditions of your project along with an agreement contract for you to sign.

Do you offer printing as well as design?

Yes I can arrange printing. I have over 30 years of also being a print manager and I work with many fantastic print companies. We can discuss what you have in mind and quantities and I can arrange some quotes for you. All printing is delivered directly from the printer to you. Full payment is due prior to sending any artwork to print.

When can I get in contact with you?

I am available via email Monday to Friday. Client consultations via phone or Zoom occur on Mondays and Wednesdays by appointment only. I'm not available on weekends, public holidays, annual leave or at short notice. Please allow up to 12 hours for return correspondence.

Who owns the copyright to my design?

The client assumes full commercial copyright and reproduction rights upon full payment of a completed project. Wild Seed Design retains personal rights to use completed projects and concept artwork for marketing purposes, social media and our website. I will ask when I can post or share your designs if you have a launch date set. Make sure you keep your artwork files in a safe place and make backups as it is now your responsibility.

Can I trademark my logo design?

You can find out more about the registration of a trademark process via this link: <https://www.ipaustralia.gov.au/trade-marks>

Are the colours correct in the proof when I see it on my computer monitor?

All computer/laptop monitors are different so please know there will a slight variation to print as different colour techniques are used. I would suggest you taking the proof to your local copy and print shop and get a professional print done prior to approval. Never view proofs on your mobile phone as is too small to proofread and there will be a colour variation.

Do you work with international clients?

Yes I do. All overseas clients are required to pay 100% upfront regardless of the project price.

Do you keep all my artwork on file?

Yes I keep everything I have created, however after one year and you are inactive, your client projects are filed and there will be a \$90.00+GST file retrieval fee to source your artwork from my backup, admin time and resend files again, if you have lost your files. Inactive clients that I haven't heard from in 3 years will have their design work removed and deleted due to back-up storage space.



Wild Seed DESIGN

Blooming brands
with meaning and heart

Ready to get your hands dirty?
Book your Brand Connection Chat [here](#)

Availability varies, but I can usually start a new project within 2-3 weeks of receiving the deposit payment. I'll confirm my availability when you get in touch.

If you have any questions, I'm happy to help! Send me an email.



kim@wildseeddesign.com.au



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