

# Wild Seed DESIGN



*Captivate your audience with a  
happy, healthy & soulful brand*

## THE GROWER'S GUIDE

PRICE LIST & INFO GUIDE 2024



**BEAUTIFUL BRANDING**  
*that blooms from seeds*  
**NOURISHED AND NURTURED**  
**THROUGH THE SEASONS**



# Welcome



## HELLO THERE, FELLOW SOUL SEEKER AND ENTREPRENEUR!

Thank you for choosing to embark on this creative journey with us. I'm so thrilled to have you here and grateful for the opportunity to share my passion for crafting soulful brands.

At Wild Seed Design, I specialise in breathing life into businesses through branding and graphic design. I understand that behind every business, there's a unique essence waiting to be uncovered. That's why my approach goes beyond the surface – I delve deep into your vision, your values, and your story to capture the **true essence of your brand.**

Whether you're a coach, a wellness practitioner, a healer, or a spiritual guide, I'm here to transform your aspirations into stunning visuals that resonate with your audience on a profound level. With care, diligence, and a meticulous attention to detail, I'll craft a brand identity that reflects the heart and soul of your business.

Thank you for taking the first step towards creating something extraordinary. By downloading my price list, you've shown a commitment to excellence, and I'm so honored to be a part of your branding journey.

So, let's embark on this adventure together – where creativity knows no bounds and where your brand's potential is truly unleashed. Get ready to stand out, to inspire, and to make a lasting impact.

Kim x





# Hey, I'm Kim

I'M YOUR BRAND GARDENER AND  
PLANT-OBSSESSED BESTIE HERE  
AT WILD SEED DESIGN



I'm thrilled you've found your way here. Let me introduce myself — I'm Kim, a passionate graphic designer 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 and coach 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.**

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 tender heart and strategy of your bespoke brand and designs.

## Personally

I'm a single mum to two amazing teenage daughters, living in the south-east part of Melbourne, with our adorable rescue dog. I am plant obsessed, I love being creative, going for nature walks, fitness and binging Netflix series.

"it's the "why" behind  
the design that makes  
a brand successful."





Are you ready for a bloomin' beautiful brand?

*A brand that shows your ideal clients that you are trusting  
and authentic and that they feel a connection with you.*

*Let's grow get it, gorgeous!*

If your biz is a garden (*and, go with me here, it totally is*), then your brand is the seed. It's the maker of magic and the propagator of your potential. And, when crafted with care and designed with intention, your brand seed has the potential to grow with your biz and support your success through every season. Winter, summer, autumn and spring; your brand is going to be their favourite thing. This is how my business name Wild Seed Design came about; I want your brand seed to grow wild and that you don't be scared on where it leads you.

But growing a gorgeous garden is about so much more than just spitting a watermelon seed into the dirt and calling it a day. You need to plant with purpose. And building a beautiful brand is about so much more than just slapping some pretty colours together and praying it's enough to convince your customers to convert. Your bloomin' brand requires the care, love and expertise of a professional brand gardener, too. 'Cause DIY brand design? I beg your garden?! *Succ that!*

Inside **The Brand Nursery**, you'll find me, a branding and design gardener ready to weed out the stress and mess so you can build a brand that powerfully connects you with your audience. Best of all?  
I'll get my hands dirty so you don't have to.

My ultimate goal is to create a beautiful brand that you can be proud of, and it represent your success, unique vision and values but most of all it will grow and bloom with all your business stages.



*Your business is the body  
and your brand is the soul.*

A photograph of two women meditating. The woman in the foreground has short brown hair and her eyes are closed. The woman in the background has long dark hair and her eyes are also closed. Both women have their hands raised, palms facing forward, and a bright yellow glow emanates from the palms. There are white decorative lines above each hand, resembling radiating light or energy. The background is a warm, textured wall.

## **Problems I hear my clients complain about.....**

- 1. They are embarrassed about their brand because it is mismatched and not aligned to them or their services. They feel a disconnect with it all.*
- 2. Overwhelmed with finding the perfect graphic designer who truly understands them and their business.*
- 3. Their existing brand does not reflect them and their essence.*
- 4. They aren't confident about marketing their business.*
- 5. Their website doesn't match their branding and it's not connecting with their ideal clients - therefore not bringing in business.*

**I can help you by creating a beautiful heart-aligned brand which will offer trust and create a connection with you and your ideal target audience. Your brand will shine and be consistent, and you will feel so confident!**





## WHAT IS HAPPY, HEALTHY & SOULFUL BRAND AND DESIGN?

*Happy, healthy and soulful design is a my unique approach to brand styling and graphic design that channels and cultivates the wonders of nature, life, health and wellness, into visuals that root themselves deep in their hearts of your audience.*

*We're talking feminine fonts, gorgeous icons, and maybe the goodness of nature, hand-drawn and lovingly illustrated, just for your bespoke branding. I'm sure you have seen by my website, I love plants and flowers. Basically? It's grounded and soulful branding that will connect with your audience and is created after a heartfelt deep dive into you, your vision, your why and uniqueness.*

I do get asked though

***“Do I work with other businesses outside of the health, wellness and coaching industries?”***

**Yes, I do work with other businesses.** I have worked with many industries over my three decades of designing. You can see many other past clients on my website who are in a wide range of industries and they still reached out as they loved my design style and I knew I could help create their brand and they put their trust in me.

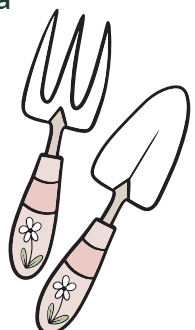
So contact me today to discuss your branding and design needs.

I'm not just here to create a basic logo or slap together some colours. No, my mission runs much deeper. I'm here to understand the heartbeat of your venture — the real you. Because your brand isn't just about pretty graphics; it's about telling YOUR story, reflecting YOUR values, and resonating with YOUR audience, on a soulful level.



Whether you're a coach guiding others on their wellness journey, a healer spreading light and healing energy, or a yoga master promoting balance and inner peace, I'm here to elevate your presence in the world.

With a blend of intuition, empathy, and artistic flair, I craft brands that speak volumes without saying a word. Together, we'll embark on a journey of discovery, uncovering the essence of your business and infusing it into every aspect of your visual identity.



# The Design Process



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 book a 15min chat 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 my vision for you, what to expect from each other and timeframe. You also sign my contract. Full payment or the 50% deposit. 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** which is a list of questions about your business and how you see your branding. I really want your branding to a true reflection of you so your target audience will make a connection.

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, creating a moodboard, exploring fonts and create imagery. I will send you the in-depth concept presentation within the allocated time and it will include - your logo concepts and submarks/secondary logo, your colour palette, fonts and photo moodboard (if this is in your package).

06

## You provide feedback

You get back to me regarding your logo concepts. Hopefully there is a big WOOHOO moment and you love them. But if you do have changes, let me know and I will resend a new proof. You get two rounds of revisions included in your logo package.

07

## Approval of your brand

Now that you have approved your branding, *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 bloom!*

Woo-hoo!



# 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

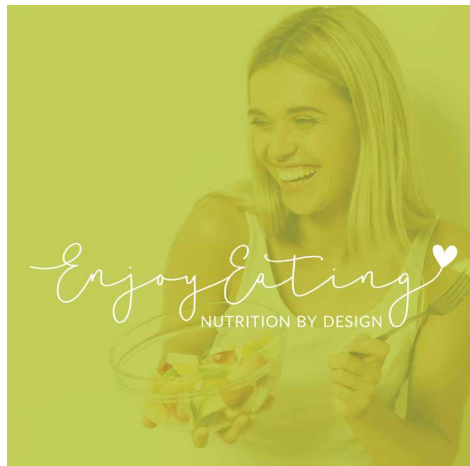


"I was so happy that I got to work with Kim. When I saw she specialised in botanical design, I knew she would be perfect for my logo and other marketing material. I was blown away by her beautiful concepts and her customer service as she was so helpful as I had so many questions as I had never used a graphic designer before. I will definitely use Kim again for future design projects."

Anna - The Bellaville Cottage Bed & Breakfast

# Just some of my beautiful client brands

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







# 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: \$1197.00 AUD (+GST)**  
or 2 payments of \$598.50+GST

**PROJECT DURATION:**  
**2-3 WEEKS**

### YOUR HOMEWORK:

- In-depth branding questionnaire to be completed
- Pinterest board to be created
- **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
- Primary Logo Design (2 concepts & 2 revisions)
- Secondary Logo Design (2 concepts & 2 revisions)
- Submark Logo x 2 (2 concepts & 2 revisions)
- Colour Palette created to connect to your audience
- Typography / Font suite for your brand
- Brand presentation with mockups

### YOUR CHOICE OF 3 ITEMS:

- Facebook Timeline Cover
  - Etsy Cover
  - EDM Header (Electronic Direct Mail - jpg)
  - Instagram Story Highlight Icons x 6 (custom illustrations at additional costs)
  - Email Signature (static graphic banner - jpg)
  - Instagram Feed Launch Graphic Tiles x 2 \*
  - Instagram Tile Templates x 3 \*
  - Instagram Story Templates x 3 \*
- (\*Canva setups additional costs)

### 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
- Branding Style Guide - 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



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: \$1997.00 AUD (+GST)**  
or 2 payments of \$998.50+GST

**PROJECT DURATION:**  
**4-6 WEEKS**

*Best Deal  
& most  
popular*

## YOUR HOMEWORK:

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

## LOGO & BRAND:

- 1:1 30min. Consultation via Zoom or phone to discuss your brand direction and Pinterest board
- Indepth research and brand strategy to create your brand concepts
- Primary Logo Design (2 concepts & 2 revisions)
- Secondary Logo Design (2 concepts & 2 revisions)
- Submark Logo x 2 (2 concepts & 2 revisions)
- Colour Palette created to connect to your audience
- Typography / Font suite for your brand
- Design pattern/texture to compliment the logo
- Brand presentation with mockups

## YOUR CHOICE OF 3 ITEMS:

- Facebook Timeline Cover
  - Etsy Cover
  - EDM Header (Electronic Direct Mail - jpg)
  - Instagram Story Highlight Icons x 6 (custom illustrations at additional costs)
  - Email Signature (static graphic banner - jpg)
  - Instagram Feed Launch Graphic Tiles x 2 \*
  - Instagram Tile Templates x 3 \*
  - Instagram Story Templates x 3 \*
- (\*Canva setups additional costs)

## BUSINESS CARD:

- Two design concepts and 2 revisions for 1 person\*

## YOUR CHOICE OF 2 COLLATERAL ITEMS:

- Postcard or Flyer (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\*
- Branded small custom illustrations x 4 png files

*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
- Branding Style Guide - 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.

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

CONTACT ME  
TO QUOTE A  
CUSTOM  
PACKAGE





# 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: \$3497.00 AUD (+GST)**  
or 2 payments of \$1748.50+GST

**PROJECT DURATION:**  
**5-7 WEEKS**

### YOUR HOMEWORK:

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

### LOGO & BRAND:

- 1:1 30min. Consultation via Zoom or phone to discuss your brand direction and Pinterest board
- Indepth research and brand strategy to create your brand concepts
- Primary Logo Design (2 concepts & 2 revisions)
- Secondary Logo Design (2 concepts & 2 revisions)
- Submark Logo x 2 (2 concepts & 2 revisions)
- Colour Palette created to connect to your audience
- Typography / Font suite for your brand
- Design pattern/texture to compliment the logo
- Curated selection of 10 royalty free stock images to use
- Brand mockups to support your brand launch x 4
- Brand presentation with mockups

### STEPPED BRAND PATTERNS:

- Brand Pattern design with custom illustrations x 2 (2 concepts & 2 revisions)

### SOCIAL MEDIA:

- Facebook Timeline Cover
  - Instagram Story Highlight Icons x 6 (custom illustrations at additional costs)
  - Instagram Feed Launch Graphic Tiles x 2 \*
  - Instagram Tile Templates x 6 \*
  - Instagram Story Templates x 6 \*
- (\*Canva setups additional costs)

### BUSINESS CARD:

- Two design concepts and 2 revisions for 1 person\*

### YOUR CHOICE OF 4 COLLATERAL ITEMS:

- Postcard or Flyer (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\*
- Branded small custom illustrations x 4 png files
- 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
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### 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.*

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

CONTACT ME  
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CUSTOM  
PACKAGE

You too could have a cohesive brand



#### SECONDARY LOGO



#### LOGO SUBMARKS



#### COLOUR PALETTE



#### FONTS

Beyond Infinity  
Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

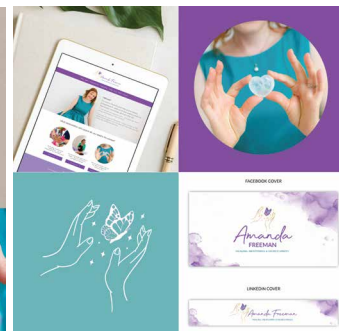
Lato  
Semibold

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### PATTERNS



#### BRANDING







# 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!*

### 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

### 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.

- 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.

- Custom menu navigation design
- Three or four section pages
  - 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 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 \$180+GST per page.

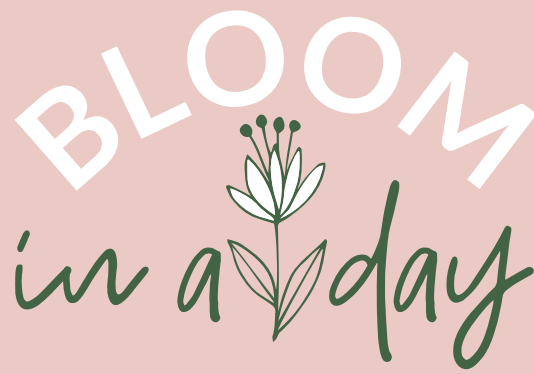
++ If additional web apps need to be added to the website, additional costs will apply as some you have to pay for and the time to install and set up - this also includes a shop and a blog.

**INVESTMENT: \$597 AUD (+GST)**  
**PROJECT DURATION: 1-2 WEEKS**

**INVESTMENT: \$997 AUD (+GST)**  
**PROJECT DURATION: 2-3 WEEKS**

*Offer*

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



## DESIGN **VIP** DAY

**YOU CAN NOW BUY ME FOR THE DAY! THAT'S RIGHT, YOU CAN BOOK ME FOR A DAY, AND THE TOTAL NUMBER OF DAYS DEPENDS ON WHAT YOU ACTUALLY NEED DONE.**

**SKIP THE MONTHS LONG WAITLIST. SAY GOODBYE TO A LONG PROJECT TIMELINE. NO MORE BACK AND FORTH EMAILS. YOUR DESIGN WORK DONE IN JUST A DAY!**

***Are you ready and eager to launch your new business and need a brand quickly, or do you need a website immediately to finally get your services into the world?***

Whatever your looming design task might be, I can probably whip it up for you in a day! Let me help you take all those design projects off your plate and give you peace of mind knowing that you have a professional graphic designer on your team for the day and you will walk away with an irresistible and memorable brand, collateral or website!

### **WHAT'S POSSIBLE FOR A 'DESIGN VIP DAY':**

- **A gorgeous mini brand and brand style guide**
  - Primary, secondary and submark logos, colour palette, font selection and brand style guide.
- **A beautiful rebrand and brand style guide**
  - Primary, secondary and submark logos, colour palette, font selection and brand style guide.
- **An awesome one page website**
  - Using a WIX template to create a branded website for your business. Domain and hosting are not included.
- **Custom illustrations**
  - Unique custom illustrations for your business.
- **Branded marketing collateral to wow your clients**
  - To keep your brand consistent - business cards, flyers, thank you postcards, price list, brochure and more.
- **Eye-catching social media templates and marketing**
  - Create a range of branded social media templates for you to wow in your online presence.

### **HERE'S WHAT YOU GET:**

- A deep dive questionnaire tailored to your project.
- A 30 minute Zoom call after I receive your questionnaire for intensive pre-pre work 3-5 working days prior.
- Pinterest board required for a mini brand booking or a few examples of websites you are drawn to.
- A 15 minute kick-off phone call on the 'Design VIP Day' morning.
- You have me for a full 7 hour design timeslot where I will only be working on your design project, with all my nearly three decades of design skills and knowledge.
- 1:1 30min consultation - I will explain how to use your brand files to stay consistent and create a business that will wow your audience or go through your website and show how to edit or navigate it.



# BLOOM in a day



## AVAILABILITY:

I only book 4 x 'Design VIP Day's' a month - one day each week and they are available on either Wednesday's or Thursday's.

## THE SUCCESS OF THE DAY:

The success of the day is very much dependant on your detailed design brief and your feedback when you receive your presentation.

You need to be available at anytime during the 'Design VIP Day' if I have any questions via a phone call or by Facebook messenger.

## THE GUARANTEE:

There is no guarantee on the services provided to all be completed, however, we can get a lot done in one day! I will work my fastest to do what you require during the 'Design VIP Day' but if I need a little bit more design time than just one day, you will be notified and you can book an additional half-day (\$897.00+GST) if needed to complete your project. Not sure how much time we'll need for your project? **CONTACT ME** and I can discuss timeframes.

## How the 'Design VIP Day' works

### STEP 1

Schedule your 'Design VIP Day'. Ensure to book a day that allows enough time to complete any pre-work (project brief/copy/brand photography) typically 1-2 weeks ahead. You'll also need to be virtually available during that day to do any reviews or answer any questions.

### STEP 2

Once you've booked your date, I'll be contacting you by email the next 1-2 business days with my contract, invoice and project brief. The full invoice needs to be paid before any design work begins.

### STEP 3

I will reach out to book a quick pre-call with you before your 'Design VIP Day' to go through your project brief and give you an expectation of what can be accomplished during your 'Design VIP Day'. Set you up on Facebook messenger. Design brief to be completed and sent to me no later than 3 business days prior.

### STEP 4

During your 'Design VIP Day', I'll be dedicating 100% of my time to your design projects. We will start with a 15min phone call at 9am to answer your questions or finalise your design brief. Please ensure that you are available all day to answer any questions or review any work, make revisions where needed and await approval of design work.

### STEP 5

Once approved, I will be sending over all of the completed work in all suitable file formats or website details. If time allows I will do the 30min 1:1 consultation or we arrange that for the following day or two.

***Congrats you have just completed your 'Design VIP Day'.***

~ FULL DAY / 7 HRS ~

INVESTMENT: **\$947** AUD (+GST)

Full payment is due when you book

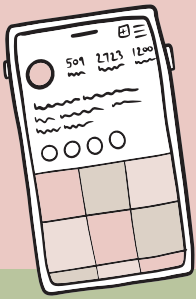
~ HALF DAY / 4 HRS ~

INVESTMENT: **\$647** AUD (+GST)

Full payment is due when you book

**BOOK FULL DAY**

**BOOK HALF DAY**



# Social Media

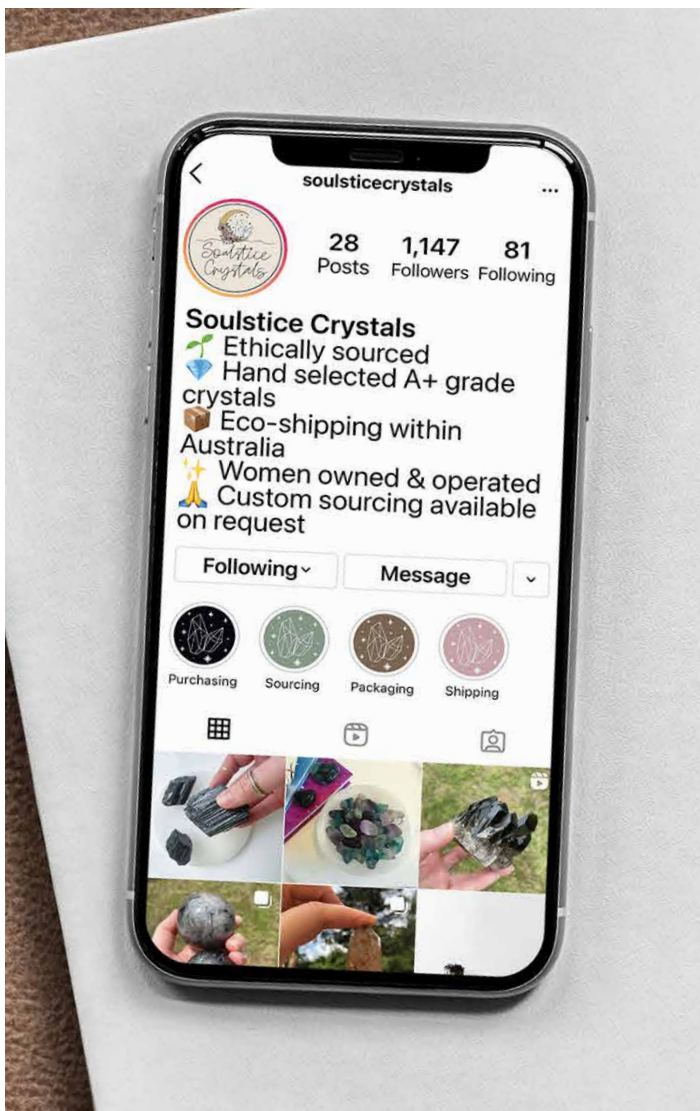
## MAKE YOUR AUDIENCE CONNECT TO YOU ON YOUR SOCIAL MEDIA

*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 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)

Contact me for a **QUOTE** / additional costs if you want me to create in Canva as templates in your own account.



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



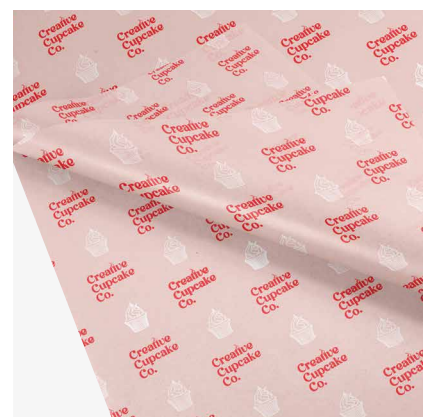
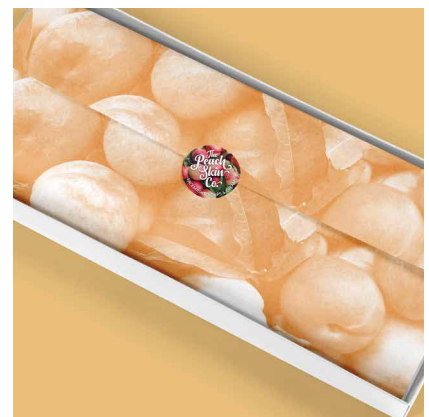
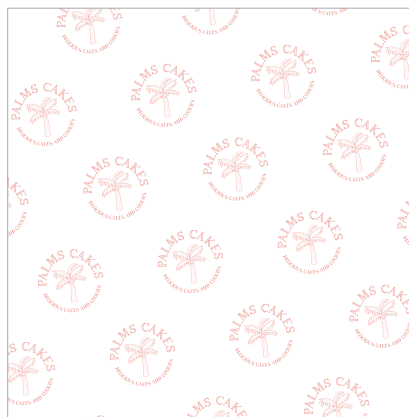
# Custom Patterns

## THE FANCY EXTRAS

### Custom Pattern Design

from **\$97** (+GST)  
for two concepts

Do you need a pattern or background image to compliment your existing branding? Or maybe your logo 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.







# Custom Illustrations

## THE FANCY EXTRAS

## Custom Illustrations

P.O.A

I can create beautiful custom illustrations for your social media, website or print collateral. Beautiful handdrawn illustrations that will compliment your branding and tell a story, add fun graphics to your website or marketing or maybe you love this style of illustration for your logo. Also perfect for custom Instagram highlight icons and patterns.

Have a set of 10 designed to use throughout your website, marketing and social media.

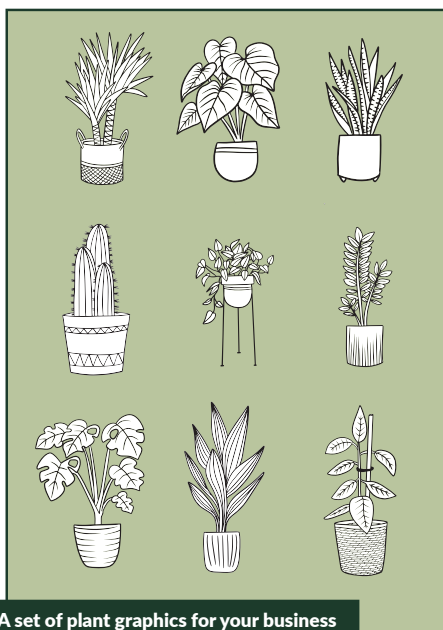
**Contact me** to discuss your requirements and I can quote - can be just one colour outline or full colour.



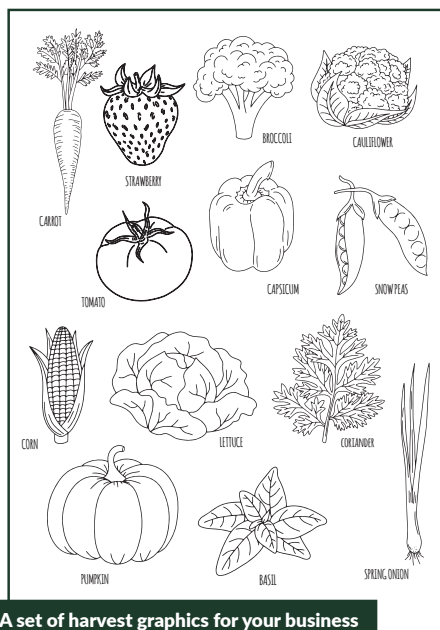
A set of yoga graphics for your business



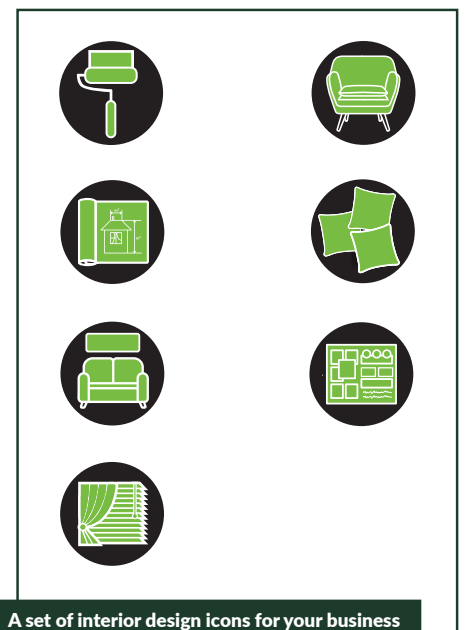
Some examples of some illustration and icon sets I have created



A set of plant graphics for your business



A set of harvest graphics for your business



A set of interior design icons for your business



# Print Services

## MARKETING ALL DELIVERED TO YOUR DOOR

**Make sure all your marketing collateral reflects your brand and quality by having Wild Seed Design arrange all your printing requirements.**

Whether it's the beauty of your gloss or textured business cards, branded gift boxes, marketing postcards, shiny stickers or a sleek printed brochure, I've got you covered.

I have worked in many design and print companies during my 25+ years experience, and I know the print lingo and specifications inside and out. I work together with a few fantastic printers who I regularly use that offer an excellent service and fast turnaround times at competitive prices.

So mention you would like printing as well and I can offer options and quotes for your marketing.





# Business Brand Audit

## CONSULTATION PACKAGE

INVESTMENT: **\$297** AUD (+GST)

PROJECT DURATION:  
1-2 WEEKS

### *Do you feel unhappy with your logo, colour choices and visuals you have for your brand?*

We have all been there trying to work out what will and won't work. It takes a huge amount of time to work out your brand and keep it consistent, from the overall look, stationery and marketing material, website and to social media.

If it isn't working you could potentially be missing out on clients and orders and you definitely don't want that!

I help so many people develop their visual brand and the first thing we do is look at where they are now and where they want to be with their business.

This is where my **Business Brand Audit** comes in. This will be an analysis that shows how your brand is currently performing and what changes can be made to strengthen it to attract your ideal customer. We will chat about your strengths, brand values, your voice and ways to align your brand in your target market.

You will also receive 'The Brand Seedling Guide' for which is my 20 page extensive pdf guide for business owners who are ready to take control and make their brand stand out. This will help work out your business vision, your 'why', who your target market is and so much more. This is the perfect step to take before you're ready to hire a brand designer! (This is valued at \$15.)

In this **Business Brand Audit** you will receive -

- **The Brand Seedling Guide** pdf and I will ask you to complete this and send it back to me so I can understand your business.
- A 30 minute Zoom video or phone call where we will discuss your brand and where it is currently at and how it is performing and go through your completed wordbook.
- Next, I'll research your industry, including your competitors, so we can discover what is unique about your brand.
- I will then begin the brand audit report and see if your existing branding is all aligned. I will prepare a document of recommendations on how to be more authentic and have an aligned brand moving forward if this is needed. I will create a moodboard to show images, photos, styles of what I think your brand should be if you rebranded.
- We will do another 15 minute Zoom call and we will go through my recommendations and moodboard. I can advise how to make some changes to your branding so you can DIY or if you would like me to create a rebrand for you, I can offer the following -

## REBRAND OFFER

Once the **Business Brand Audit** is completed, and you would like to use Wild Seed Design to rebrand your business, take **\$100+GST** off one of my brand packages.

Offer valid for only 14 days from audit completion date.





# Are we a good fit?

## LET'S WORK TOGETHER

### First check out my portfolio

- I recommend viewing my website portfolio and making sure you like my style and aesthetic and it suits your brand vision.
- Follow me on **Instagram** for my latest work and see my stories to get to know me and my processes.
- Also read through my **website** and this **price list** to understand what I can offer my clients.

### Book a free Brand Connection Chat

This is so extremely important to get right from the start, for both of us. This is why I offer a **free 15 minute Brand Connection Chat** where we can talk on the phone, Facetime or Zoom video and get to know each other and connect.

We will discuss your vision for your business and you can tell me about your business and you can ask me about my services and how I started or any other question you want to know. It's just a casual chat and hopefully there is a few laughs and we just 'get each other' and see if you want to proceed with your branding with me. Being a good fit will help get the best results from your design project as we will both be on the same page.

### Who I choose to work with

- Wild women who are ready to bloom!
- Clients who trust my experience as a designer and my years of skills and knowledge.
- Clients who understand that creating a custom brand is a process and it requires both of us to be collaborative and you need to put your input in too, especially with our 1:1 chats, brief questionnaire and your Pinterest board ideas.
- Clients who understand that the design process can take time and can't be rushed. Creating a client's brand strategy and delving deep to understand their vision, voice, ideal client and how to make them stand out from the crowd can take time.
- Clients who open their minds up to new ideas and thoughts.
- Clients who respect my time.
- Clients who respect my pricing.
- Clients who suit my group of passion-led women ready to plant their passions and ground their awesome businesses in purpose while we collect connections, conversions and way too many plants!

### What I expect from you

- Before we start, there is a little bit of pre-work to be done by you. I will get you to complete a branding brief/questionnaire which will help me deliver a brand that will be perfect for your business. With this there is a Welcome Kit and an agreement which needs to be signed and returned.
- I also need you to send me a Pinterest board link to logo styles, colours etc that you like. This will give me a real insight to what you love and are connecting with.
- If you receive 'The Brand Seedling Guide' in my brand package, I may also get you to complete this to gain more information from you.
- I need you to have availability to do a 1:1 with me as allocated in the packages.
- Open and clear communication from you is always required.
- Fast replies back to correspondence and presentations. I have other clients who have booked in projects too, so I appreciate projects being completed within the set timeframe for your project.

### I love working with

- Women who love feminine and beautiful design and branding and understand that having a great brand will empower their business. They also understand the value or care, depth, trust, connection and thoughtful processes.
- These are the industries I love to create branding for - health and wellness, coaches, reiki and breathwork masters, massage therapists, nutritionists, holistic health professionals, doulas, wellness retreats, yoga studios, herbalists, spiritual leaders and crystal businesses. I also enjoy working with florists, plant shop businesses, beauty studios, and anyone who loves a botanical design.



# 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](mailto: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 work with other businesses outside of the health & wellness/coaches or botanical design?**

Yes I do work with other businesses, so contact me and we can see if we are a good fit together. I have worked with many industries over the 30+ years but my main passion is clients who are in the wellness industries, but happy to work with those who I connect with.

## **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 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.

I will keep you updated on the process of your design project. However, any changes to the design brief or additional work required, 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 for you to sign.

## **Do you offer printing as well as design?**

Yes I can arrange printing. I have over 27 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 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.

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.

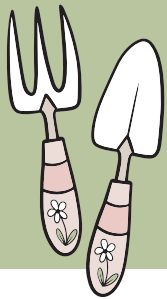
## **Do you work with international clients?**

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 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.



# Do you tick these boxes?

- |                                                                                                                                          |                                                                                                                                                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> You have your business name, domain name and all your social media pages registered.                            | <input type="checkbox"/> You want a brand that will get your noticed and remembered by your target audience.                                                                                     |
| <input type="checkbox"/> You have knowledge of your target audience.                                                                     | <input type="checkbox"/> You can't wait to collaborate with a designer who will truly understand you and your business and you are willing to be yourself during the 1:1 meetings and be honest. |
| <input type="checkbox"/> You have a vision of your branding.                                                                             | <input type="checkbox"/> You are done with DIY design and ready to get your branding done right by a professional graphic designer.                                                              |
| <input type="checkbox"/> You are ready to build your brand foundations.                                                                  | <input type="checkbox"/> You are passionate about your business and you want to collaborate with a designer who is the same.                                                                     |
| <input type="checkbox"/> You are 110% ready to proceed with your branding.                                                               | <input type="checkbox"/> You want to build trust with your clients.                                                                                                                              |
| <input type="checkbox"/> You love my design style and vibe.                                                                              | <input type="checkbox"/> You are excited to create a brand that is authentic, genuine, and you are ready to bloom!                                                                               |
| <input type="checkbox"/> You understand that this is a business investment and it's worth every cent.                                    | <input type="checkbox"/> You want to finish reading this price list to book me now!!                                                                                                             |
| <input type="checkbox"/> You understand that I have deadlines and need fast responses to proofs and emails.                              |                                                                                                                                                                                                  |
| <input type="checkbox"/> You are ready to jump all in!                                                                                   |                                                                                                                                                                                                  |
| <input type="checkbox"/> You know I have the skills and decades of experience to design a brand that will make you jump with excitement. |                                                                                                                                                                                                  |

**Book Now!!**

When it comes to your business, I believe your vision is the seed. And, together, we wanna plant that baby deep and give it ALL the love, care and attention it needs to grow roots and become a forest of beautiful wildflowers.





*Blooming brands  
with meaning and heart x*

**Ready to get your hands dirty?  
Book your Brand Connection Chat here**



[kim@wildseeddesign.com.au](mailto:kim@wildseeddesign.com.au)



[www.wildseeddesign.com.au](http://www.wildseeddesign.com.au)



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