

# Wild Seed DESIGN



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

**THE GROWER'S GUIDE**

**PRICE LIST & INFO GUIDE**

# Welcome



**HELLO THERE, FELLOW SOUL SEEKER AND ENTREPRENEUR!**

Thank you for choosing to embark on this creative journey with me. I'm so thrilled to have you here and grateful for the opportunity to share my passion for crafting soulful and authentic 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, creative, florist, corporate company or in another industry, 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-OBSESSED 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 have way too many to count!), I love being creative and drawing on my iPad. I enjoy going for nature walks, fitness and going to the gym and catching up with my friends. When I am at home I am probably bingeing Netflix series or hanging out with my kids and watching movies. I love travelling and hoping to travel to Greece and Italy in the future (so please order the large branding package to contribute to my holiday fund haha)

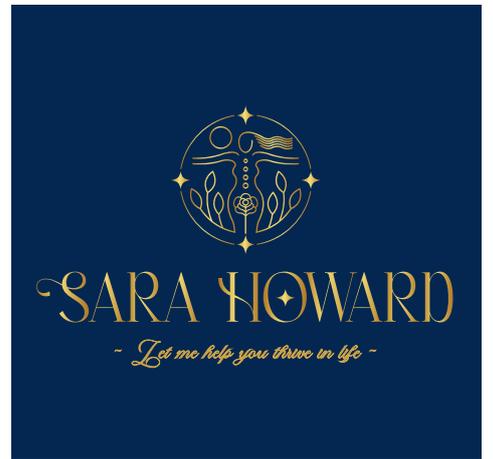


“it's the “why” behind  
the design that makes  
a brand successful.”



# 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



"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. 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

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

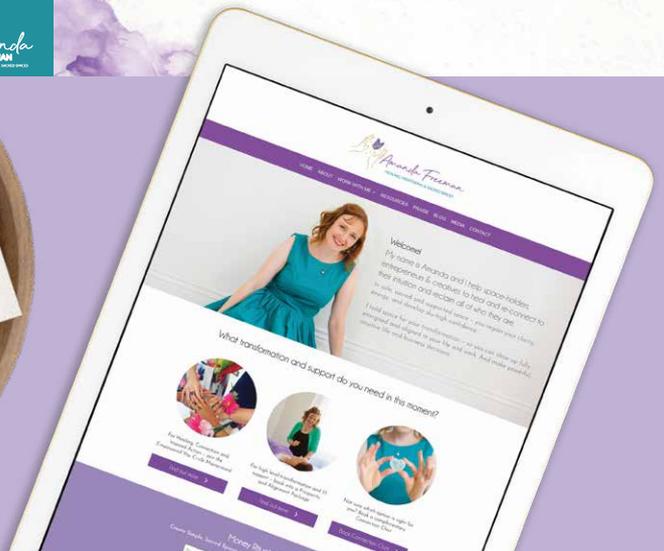


#DBB659



*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 19 and 20 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**

Best Deal  
& most  
popular

## 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.

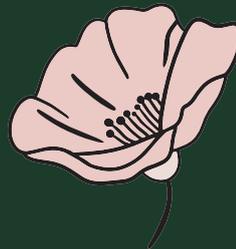
*\* Design only - Printing is additional costs and I can quote this.*

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

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: \$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 BUD LOGO SUITE - LOGO DESIGN ONLY

Perfect for start up businesses on a tight budget and want to see how the business goes before investing more.  
A hint of what's to come ~ just the beginning stage.

**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*)
- Two logo concepts provided with two revision rounds to your chosen concept.
- Once approved, the matching secondary and submark logos are created to match.
- Brand colour palette created.
- 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.

*I have the above **LOGO DESIGN ONLY** option because sometimes I have clients thinking they only need a logo to start their business or they are on a tight budget (which I totally understand), or you need to launch your business quickly. But I want to provide reasons why investing a complete brand identity from the start is far more effective than just a logo.*

### 1. A Logo Alone Won't Build Brand Recognition

A logo is just one piece of the puzzle—it's not enough to create a lasting impression. A brand identity suite includes logos, colours, fonts, and graphics that work together to build strong brand recognition.

### 2. Branding Created Using A Brand Strategy

Creating business branding using brand strategy is extremely important to help it resonate with consumers. It helps to understand the heart of the clients vision and understand the business, it's competitors and target audience. It helps to differentiate the brand from the competition, builds brand awareness and helps with brand voice and tone. Understanding all this, leads to create a brand that will align with your vision and attract clients.

### 3. Consistency Builds Trust

A full branding suite ensures that your business looks polished and professional across all platforms — website, social media, packaging, and marketing materials. A consistent brand makes you look more reliable and trustworthy to potential customers.

### 4. More Visual Elements = More Memorable Brand

People don't just remember logos—they remember experiences. Adding custom illustrations, brand patterns, and unique visual elements makes your brand stand out and ensures your audience instantly recognises you.

### 5. A Cohesive Brand Makes Marketing Easier

With a branding suite, you don't have to reinvent the wheel every time you design a post, website, or packaging. Your patterns, illustrations, and typography all work together, making content creation easier and more effective.

### 6. Your Brand Identity Reflects Your Values

Your brand identity should tell a story about who you are and what you do. A single logo can't convey your personality, but combining custom patterns, icons, and illustrations helps communicate your message clearly.

### 7. Versatility for Different Uses

A branding suite includes different versions of your logo (main logo, secondary logo, submarks, and icons), ensuring flexibility across various platforms. Whether it's a website header, social media profile, or product label, your brand always looks great!

### 8. Stand Out from Competitors

In a crowded market, businesses that rely only on a logo tend to blend in. A complete branding package gives your business a unique and custom look that sets you apart from the competition.

## 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.**

The Canva logo, featuring the word "Canva" in a white, cursive font inside a black circle.

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

### 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: \$1097 AUD (+GST)**  
**PROJECT DURATION: 2-3 WEEKS**

*Offer*

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

# BLOOM in a day

## DESIGN **VIP** DAY

**YOU CAN BOOK ME FOR THE DAY!**

SKIP THE 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 custom logo and brand style guide**
  - Primary, secondary and submark logos, colour palette, typography selection and brand style guide.
  - Optional marketing or stationery design if time permits - business cards, letterhead, postcard, flyer, pricelist etc
- **A beautiful rebrand and brand style guide**
  - Primary, secondary and submark logos, colour palette, typography selection and brand style guide.
  - Optional marketing or stationery design if time permits - business cards, letterhead, postcard, flyer, pricelist etc
- **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.
- Pinterest board required for a mini brand booking or a few examples of websites you are drawn to.
- My Brand Seedling Guide pdf workbook for you to complete and understand your brand foundations.
- A 30 min Zoom meeting after I receive your design brief and Pinterest board for intensive pre-pre work 3-5 working days prior.
- A 2 hr Pre-Design Day set up, so I can go through your design brief and Pinterest board so I am prepared for the full day.
- A 15 minute kick-off phone call on the 'Design VIP Day' morning. Please be available for this.
- You have me for a full 7 hour design timeslot where I will only be working on your design project, with all my three decades of design skills and knowledge. You will also receive an additional 1 hr post intensive day for tweaks or file preparation.
- I will contact you if I have any questions or to show you proofs, revisions during the day to get your instant feedback.
- Post-intensive email support - 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 after your project is completed.

# 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 a Monday or Wednesday.

## 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 in Instagram 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, I will contact you to discuss and you can book an additional half-day (\$900.00+GST) if needed to complete your project or maybe an additional hour if only a small amount of time is needed to complete the project. Not sure how much time we'll need for your project?

**CONTACT ME** and I can discuss timeframes.

## The Design VIP Day Process

### 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. This can be via phone, email, Facebook messenger or Instagram chat.

### STEP 2

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

I will also send you the design brief, foundations workbook pdf and ask for you to create a Pinterest moodboard to share with me.

### 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'.

Design brief to be completed and sent to me no later than 3 business days prior.

We will discuss the way you would prefer to be contacted during the VIP Day.

### STEP 4

During your 'Design VIP Day', I'll be dedicating 100% of my time to your design projects.

We will start with a quick call or message at 9am to answer any last minute questions, either of us may have.

I start creating your branding or website (this is the fun part!)

It is important 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, or it will be the next morning.

Yay you have a new brand or website ...woohoo!!

You have 30 days of post intensive email support.

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

### ~ FULL DAY / 7 HRS ~

Also additional 2-3 hour of prep work on the lead up and 30 days of post intensive email support.

**INVESTMENT: \$1500 AUD (+GST)**

Full payment is due when you book

### ~ HALF DAY / 4 HRS ~

Also additional 2-3 hour of prep work on the lead up and 30 days of post intensive email support.

**INVESTMENT: \$900 AUD (+GST)**

Full payment is due when you book

**BOOK FULL DAY**

**BOOK HALF DAY**

NOTE - When you book a Design VIP Day, you're reserving my dedicated time and expertise for a full day—not a fixed set of deliverables. With 30+ years of design experience, I follow a streamlined, efficient process to achieve as much as possible within the time we have together. The final output depends on factors such as your feedback speed, availability throughout the day, and the number of revisions needed. Every project is unique, and my goal is to make the most of our time while ensuring the best possible results for your brand.



# Social Media

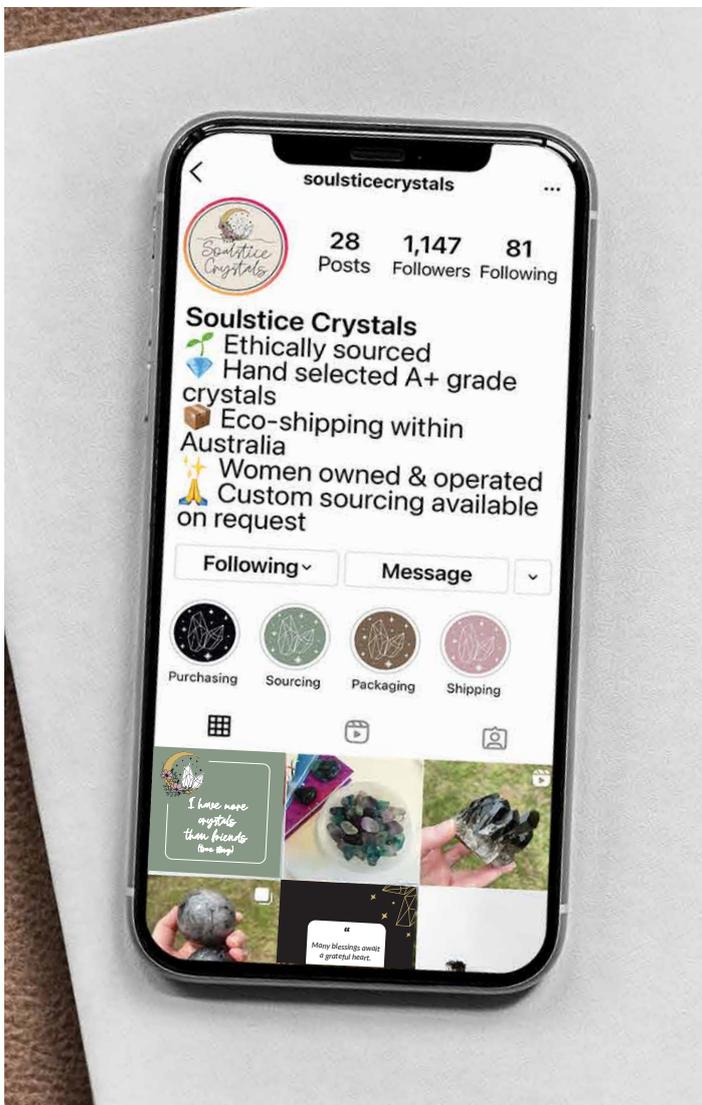
## MAKE YOUR AUDIENCE CONNECT TO YOU ON YOUR SOCIAL MEDIA

*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



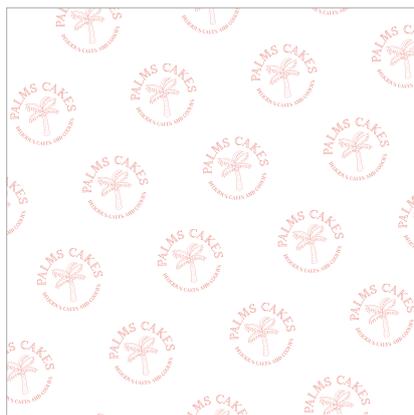
# Custom Patterns

## 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.

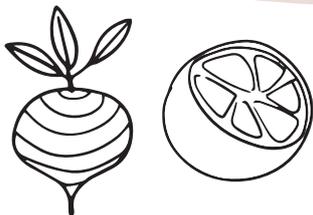
Still not convinced? Let me show you how custom illustrations can work for your business!

### 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.

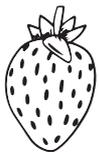
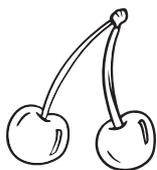
Hey!  
Did you notice my own custom illustrations on my website and this price list?



Fruit and Vegetable illustrations



Cake illustrations for a cake and cupcake business



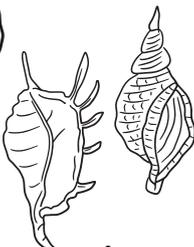
Beauty bottle illustrations



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 and change 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."

"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."

www.greenroominteriors.com.au

### 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.

See page 2 for some before and after shots to spark some inspiration

# 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*

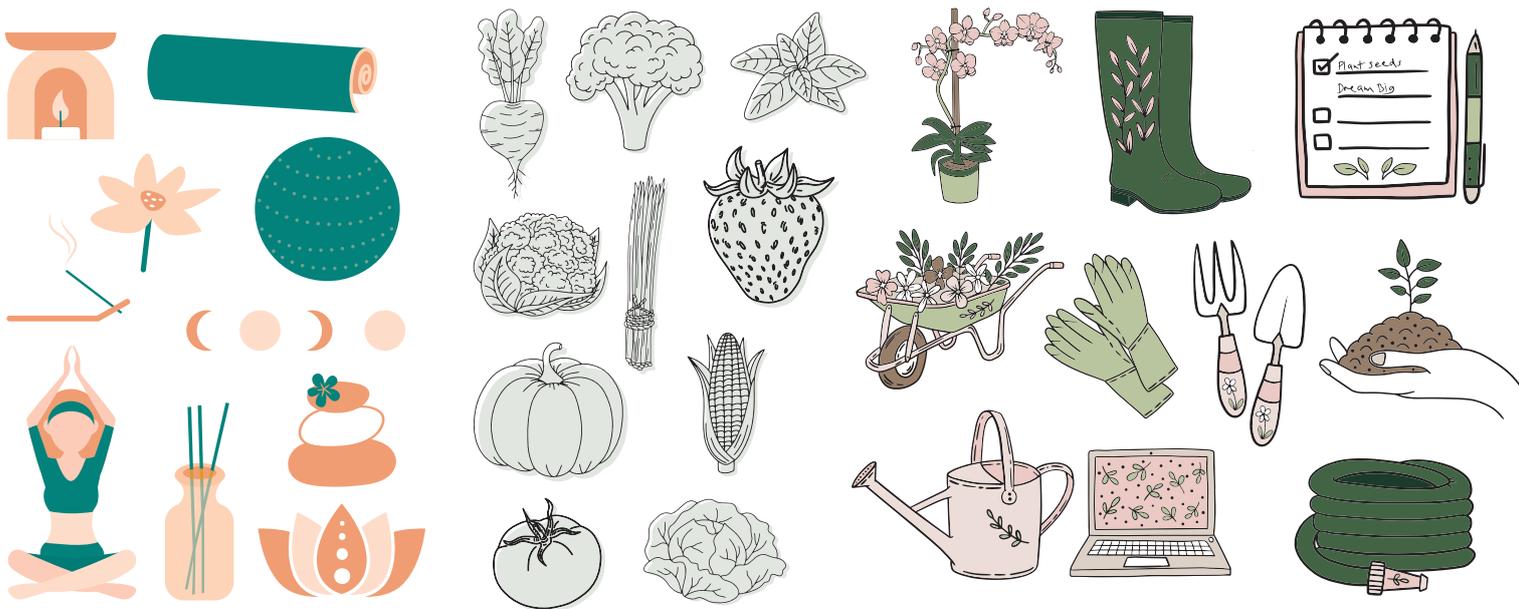
## HOW IT WORKS?

- **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 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 - 1-2 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*

# PORTRAIT ILLUSTRATIONS

## Why a Custom Portrait Illustration is a Smart Choice for Your Business

Not a fan of being in photos on your website or social media? No worries—I've got you covered! A custom portrait illustration is a stylish and professional alternative that adds a personal touch while keeping you in control of your brand image.

### The Benefits of a Custom Portrait Illustration:

- ✓ **Unique & Recognisable** – Stand out with a one-of-a-kind illustration that reflects your personality and brand style.
- ✓ **Consistent Branding** – Unlike photos that may need frequent updates, an illustration can be designed to match your brand colours and aesthetic, keeping your visuals cohesive across all platforms.
- ✓ **Perfect for Privacy & Comfort** – If you prefer to stay off-camera, an illustrated portrait lets you maintain a strong personal presence without needing professional photoshoots.
- ✓ **Versatile & Professional** – Use it as your profile photo, on your website's "About" page, in email signatures, and across social media to create a consistent and polished look.
- ✓ **More Engaging & Approachable** – Illustrations add a warm, friendly touch, making your brand feel more inviting and personable to your audience.

A portrait illustration isn't just a fun addition—it's a smart, strategic choice for business owners looking to create a memorable and visually engaging brand presence.

Want to bring your illustrated portrait to life? Let's chat! 🌈✨

### PACKAGE INCLUSIONS

- 1 portrait illustration
- Custom brand colour palette if you want or as the photo provided.
- High resolution 300dpi jpg provided.

from **\$60.00** AU (+GST)

1 week turnaround

*Will be quoted once I see photo and detail*



My own self portrait I use



Carla from Divine Treasures



Emily from The Modern Marketing Collective



Kylie from Goldchalk Styling



Mel from Mellyrain Events



Halz from Mum Life The Label



# 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!

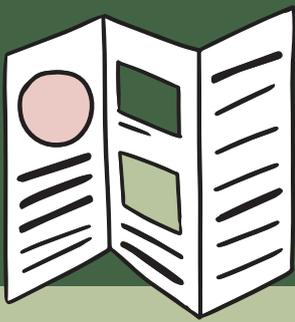
With **decades of experience working with corporate companies,** I know the power of premium, branded packaging—especially for businesses wanting to impress clients, partners, or high-end customers. Corporate gift boxes, custom product packaging, and well-designed presentation materials not only enhance 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.

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!

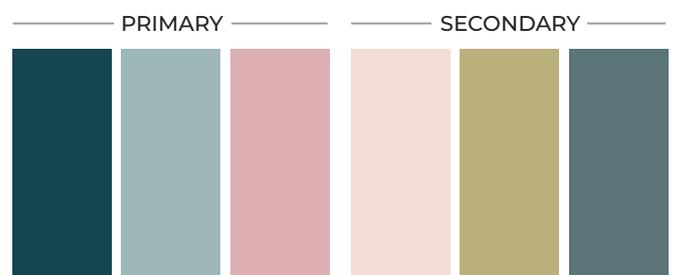
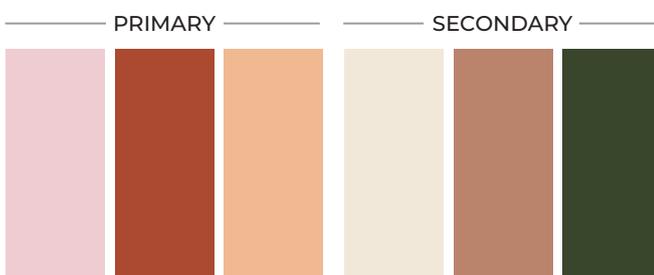
When your colour palette is thoughtfully chosen, it becomes a visual thread that ties everything together—from your website and social media to packaging and emails. This kind of consistency builds brand recognition. Think of brands like Tiffany & Co.'s iconic blue or McDonald's bold red and yellow—you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





# 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.

### Let's Connect – A Free 15-Minute Brand Chat

Getting your branding right from the start is so important—for both of us! That's why I offer a **complimentary 15-minute Brand Connection Chat via phone, FaceTime, or Zoom.**

This is a **casual, no-pressure conversation** where we can get to know each other and see if we're the right fit. You'll have the chance to share your business vision, ask me about my design process, and learn how I got started—plus, any other questions you have!

I want this to feel easy and fun, with a few laughs along the way. If we click, great! If not, that's okay too. **The goal is to make sure we're on the same page**, so your branding journey feels smooth and exciting from the very beginning.

Let's chat and see if we're a perfect match for bringing your brand to life!

### Who I love 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.
- Businesses who love hand illustrated branding. But if you don't, no stress, I love creating all styles of logos, but these are my fav!
- 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 shops, beauty studios, photographers, other creatives/artists, cake businesses and really anyone who I connect with and they love my style and vibe.



# 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 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 via Paypal.

## **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 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 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?**

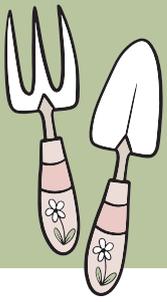
All computer/laptop monitors are different so please know there will a slight variation to print as different colour techniques are used. I would suggest you taking the proof to your local copy and print shop and get a professional print done prior to approval. Never view proofs on your mobile phone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



# Do you tick these boxes?

- You have your business name, domain name and all your social media pages registered.
- You have knowledge of your target audience.
- You have a vision of your branding.
- You are ready to build your brand foundations.
- You are 110% ready to proceed with your branding.
- You love my design style and vibe.
- You understand that this is a business investment and it's worth every cent.
- You understand that I have deadlines and need fast responses to proofs and emails.
- You are ready to jump all in!
- You know I have the skills and decades of experience to design a brand that will make you jump with excitement.
- You want a brand that will get your noticed and remembered by your target audience.
- 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.
- You are done with DIY design and ready to get your branding done right by a professional graphic designer.
- You are passionate about your business and you want to collaborate with a designer who is the same.
- You want to build trust with your clients.
- You are excited to create a brand that is authentic, genuine, and you are ready to bloom!
- You want to finish reading this price list to book me now!!

**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.



# 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.



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