for storytellers & dreamers // Branding studio for sto

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Investment Guide

BRAND STRATEGY & STORYTELLING

VARTA CREATIVE STUDIO

ESTD 2020

Hi there!

Welcome to Varta Creative Studio

We are a female-led design studio specialising in brand strategy, identity design and brand development.
Founded in 2020 (*what a year!*); we have worked and continue to work with small, powerful and brave businesses and entrepreneurs that are ready to take that next big leap.

Our mission is simple; we want to create beautiful stories. We absolutely love diving deep into our clients' businesses and why they feel so passionately about what they do. We are all about origin stories here at Varta.

We understand the fears, the excitement, the apprehension of treading into unknown waters – *we've got you!*
We're here to help you through all of it if –

01 You are ready to commit to *investing in yourself* and your business.

02 You want to collaborate with us as we *collectively* build your brand from the ground up.

03 You're *passionate* about wanting to share your story with the world.

So, tell us about *your origin story,* friend! We're all ears!

xo Shrutika

Within this Investment Guide you'll find all the details about working with us on a project — from our service packages to our process.

If you have any questions, please give us a shout at namastey@vartacreativestudio.co.

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VARTA CREATIVE STUDIO

Our Service Packages

BOOK NOW

Nº01 // The Mini Tale

FOR BUSINESSES THAT NEED STRONGER ROOTS AND A MORE COMPELLING STORY.

- **Mini Brand Strategy**
  Brand Narrative & Personality
- **2 x Concept Moodboards**
- **Logos & Submarks**
  1 x Primary Brand Signature, 1 x Secondary Logo, 1 x Brandmark, 1 x Submark
- **Brand Styling Guide**
  includes Patterns, Brand Colour Palette & Typeface Directory
- **Choice of 1 x Collateral Piece**
- **1 x Set of Branded Social Media Profile Images**
  Includes Profile Pictures and Cover Photos for three social platforms of your choice

YOUR TOTAL INVESTMENT

£1,550 + 6 WEEKS

BOOK NOW

Nº02 // The Great Anecdote

FOR BUSINESSES THAT NEED STRONGER ROOTS AND A MORE COMPELLING STORY.

- **Extensive Brand Strategy**
  Brand Narrative, Core Values & Personality
- **2 x Concept Moodboards**
- **Logos & Submarks**
  1 x Primary Brand Signature, 1 x Secondary Logo, 1 x Brandmark, 3 x Submarks
- **Brand Styling Guide**
  includes Patterns, Brand Colour Palette & Typeface Directory
- **Choice of 2 x Collateral Pieces**
- **2 x Sets of Branded Social Media Profile Images**
  Includes Profile Pictures and Cover Photos for three social platforms of your choice

YOUR TOTAL INVESTMENT

£2,250 + 8 WEEKS

BOOK NOW

Nº03 // The Complete Saga

FOR BUSINESSES THAT WANT TO ATTRACT A STRONGER CUSTOMER BASE.

- **Complete Brand Strategy**
  Brand Narrative, Brand Attributes & Benefits, Core Values, Audience Personas & Personality
- **2 x Concept Stylescapes**
- **Extensive Logo Suite**
  Versatile Set of Brand Signatures, Alternative Logos & Submarks, Brandmark Variations
- **Brand Guidelines & Toolkit**
  includes Strategy, Logo Application, Patterns, Brand Colour Palette & Typeface Directory
- **Choice of 3 x Collateral Pieces**
- **3 x Sets of Branded Social Media Profile Images**
  Includes Profile Pictures and Cover Photos for three social platforms of your choice
- **15 x Instagram Templates**
  10 Post & 5 Story templates (delivered on Adobe Illustrator, Affinity Designer or Canva)

YOUR TOTAL INVESTMENT

£4,000 + 12 WEEKS

BOOK NOW

Nº04 // The Brand Chronicle

FOR STORYTELLERS THAT NEED AN INTUITIVE BRAND
+ THEIR DIGITAL STOREFRONT.

- Complete Brand Strategy
- 2 x Concept Stylescapes
- Extensive Logo Suite
- Brand Guidelines & Toolkit
- Choice of 3 x Collateral Pieces
- 3 x Sets of Branded Social Media Profile Images
  Includes Profile Pictures and Cover Photos for three social platforms of your choice
- 25 x Instagram Templates
  15 Post & 10 Story templates (delivered on Adobe Illustrator, Affinity Designer or Canva)
- Custom Webflow Website
  includes up to five webpages* & free Webflow** training (add-on pages on request)

YOUR TOTAL INVESTMENT **£6,520 + 16 WEEKS**

*Technical pages like Privacy & Cookie Policies are built at no extra cost.
**We are happy to discuss an alternative such as Squarespace on a case-by-case basis.

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Add-Ons & Collateral Pieces

When it comes to brand collateral, the possibilities truly are endless. Listed below are the add-ons you can request either as part of, or in addition to (at an additional cost), the service package of your choice. If you don't see something you want, give us a shout!

Nº01 //

Collateral Pieces

PRICE QUOTE AVAILABLE ON REQUEST

BOOKMARKS
BUSINESS CARDS
ILLUSTRATIONS & ART PRINTS
PACKAGING
GIFT VOUCHERS
MENUS
CARDS & POSTCARDS
PRICE LISTS

MAGAZINES & BROCHURES
PRINT ADS
E-BOOKS
FLYERS & LEAFLETS
BRANDED TISSUE
STICKERS
POWERPOINT/KEYNOTE PRESENTATIONS
EMAIL SIGNATURES & TEMPLATES

PIN BADGES
BRAND MERCH
GIFT VOUCHERS
APP UI DESIGN
UNIFORMS
LETTERHEADS
INVOICES

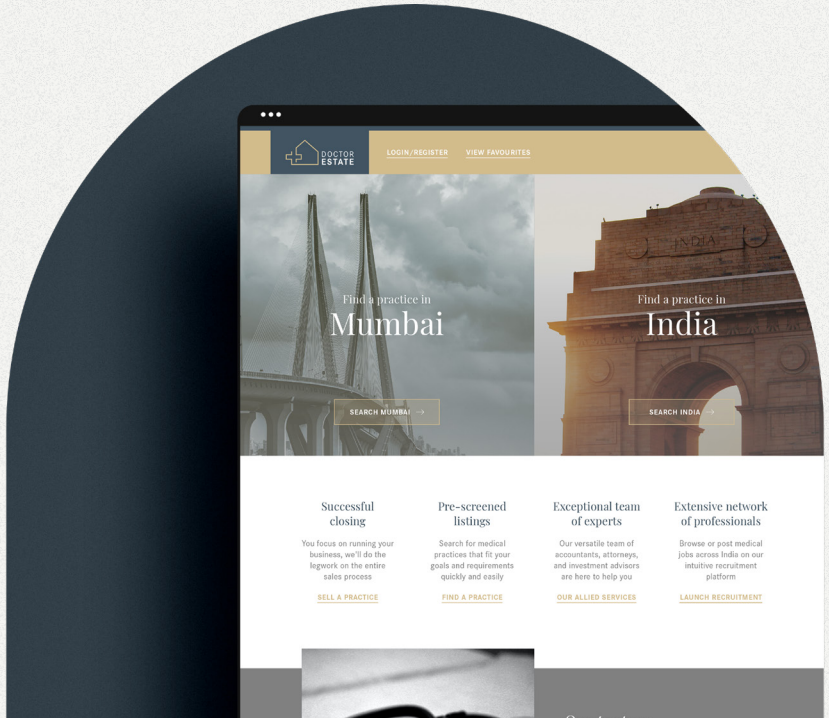
If you wish to request design services in addition to a chosen package, we are happy to add this to your project plan prior to the project's agreed start date.

Nº02 //

Website Design

Website wireframing, design and build on Webflow*.
Please note: websites have a standard 4-6 week timeline.

STARTING AT £200 PER WEBPAGE**



*We are happy to discuss an alternative such as Squarespace on a case-by-case basis.

**Technical pages like Privacy & Cookie Policies are built at no extra cost.

If you wish to request design services in addition to a chosen package, we are happy to add this to your project plan prior to the project's agreed start date.

Nº03 //

Instagram Templates

You can request a bundle of branded Instagram templates based on your needs and requirements, that can be delivered to you on Adobe Illustrator, Affinity Designer or Canva.

STARTING AT £20 PER TEMPLATE

If you wish to request design services in addition to a chosen package, we are happy to add this to your project plan prior to the project's agreed start date.

Nº04 //

Social Media Images Bundle

A set of branded social media images for three social platforms of your choice (one profile picture and cover photo per platform). Additional social media platforms can be requested at no extra cost.

STARTING AT £180

BONUS: Add Instagram Highlight Covers – totally on us!

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Our Storytelling Process

We use a three-part storytelling process to deliver your brand vision.

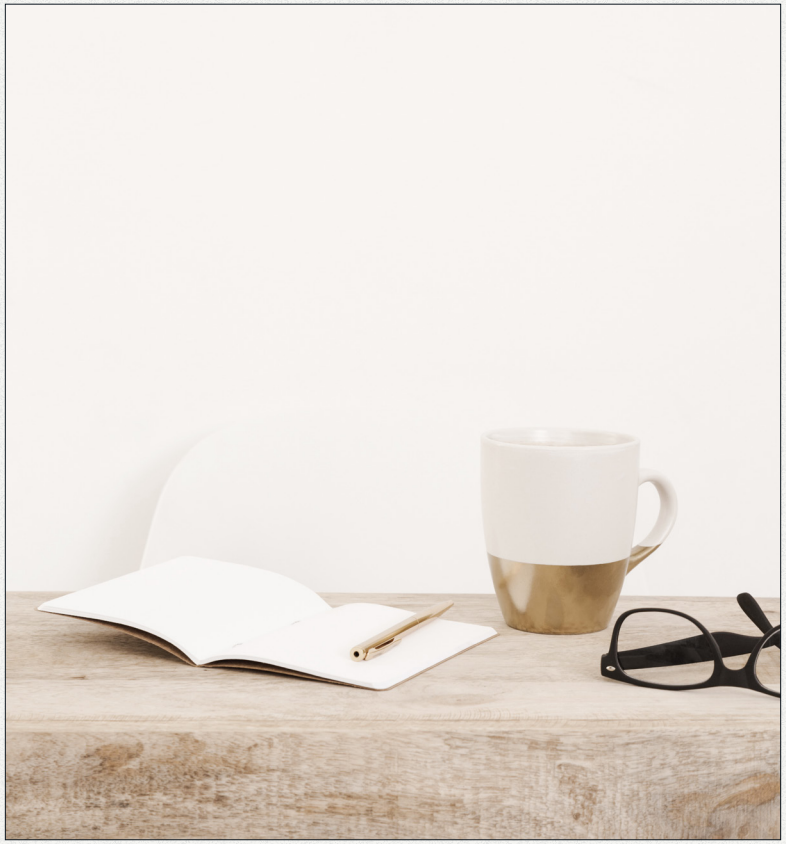
Nº01 //

Discovery & Strategy

1. Initial Consultation: If you are interested in working with us, we will first book a free consultation call with you to discuss your business, your vision, your expectations and requirements.

2. Agreement: Should you wish to proceed with working with us, we will send over everything you need to book your slot in our diaries including the agreement, invoice, and welcome pack that will consist of your project timeline, agreed deliverables and important project dates.

3. Brand Discovery: On the agreed start date of your project, we will send you an in-depth brand discovery questionnaire which will help us gain more insight into your business.



We use a three-part storytelling process to deliver your brand vision

Nº01 //

Discovery & Strategy

4. Strategy Mapping: Based on your responses in the questionnaire, we will create an initial brand map presentation, highlighting parts and elements of your business that we think are crucial. We will then book our very first strategy workshop that will include a lengthy strategy mapping discussion wherein we will discuss key strategy points based on your chosen package such as your brand narrative and story, personality, core values, etc. Based on this, we will also send you certain worksheets for you to fill out that will help us understand you and your business better. This phase often tends to be the most collaborative stage of the entire project and if we get it absolutely right, also becomes the foundation of the project.

5. Strategy Delivery: Once we have all the agreed strategy outcomes discussed and penned down, we will compile all of it in a coherent strategy document, which will then be delivered to you for final approval. Once approved, we have successfully completed Phase 1 of our project!

We use a three-part storytelling process to deliver your brand vision

Nº02 //

Design

1. Concept Moodboards/Stylescapes: Depending on the chosen package, we will either deliver two concept moodboards or two stylescapes, both of which are derived from the final strategy. These moodboards/stylescapes offer visual direction details and contain two distinct styles or design approaches that we think would suit your brand the most.

2. Brand Concept Delivery: Once you have chosen a visual style route from one of the moodboards or stylescapes sent to you in the previous round, we will move forward and create brand concepts for your business. These concepts consist of logo ideas, colour palettes, typography and visual language applications. We also include brand mockups within these concept proposals such as business cards ideas, menus, website previews, etc.; these mockups help you envision what a concept could look like in real life. We will deliver two concepts for you to choose from.

3. Brand Refinement: Your chosen brand concept will be refined, fine-tuned and perfected based on your vision and feedback.

We use a three-part storytelling process to deliver your brand vision

Nº03 //

Development

1. Brand Style Guides & Toolkits: With all the pieces of your brand ready to go, we start to compile Brand Styling Guides/Brand Guidelines & Toolkits (depending on your package). These guides will help you use and apply your brand in the real world.

2. Print Collateral Pieces: Your chosen collateral pieces such as business cards, flyers, brochures, are now ready to be created, refined, finalised and sent to the press (following your approval, of course). We always look after the print process for you.

We use a three-part storytelling process to deliver your brand vision

Nº03 //

Development

3. Web Design: If you've opted to get your website created with us we will ask that you keep your content for it ready as soon as possible, as we will conjure up wireframes and designs based on this content. Once the design is approved, we begin building your site on Webflow. We also offer a free Webflow training to show you the ropes of editing your site (small content changes only, please!).

4. Offboarding: With your brand ready to fly the nest, we have one final call to discuss your experience and if we met all your expectations and requirements. If you're all set, we request the final payment be made before we transfer all your brand assets over to you and give you the reigns of your splendid new brand. While this is the final chapter of our story, it is not a goodbye. You can always return to us for any additional service or support, any time!

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Design Vocabulary

This guide contains certain words and phrases that may sound vague. To help you, we've put together this little list containing the meanings of those specific design words and phrases.

BRANDMARK

Brandmarks are distinct icons, monograms, and symbols that represent a brand and support your brand logos. Think: the Apple icon.

BRAND CONCEPT

Brand Concepts include logo design ideas, colour palette and type recommendations and mockups of these concepts applied to brand assets such as business cards, etc. to display what the concept would look like in real life.

BRAND GUIDELINES & TOOLKIT

Brand Guidelines & Toolkits are intensive brand documents that consist of your entire brand strategy, brand identity elements such as brand signatures and logos, and how to use them, colour palettes and their application, typeface directory and visual language guidelines.

BRAND STYLING GUIDE

Brand Styling Guides are a brief brand document that summarise your brand's essential elements such as logos, colour palettes and typefaces.

BRAND SUBMARK

Brand Submarks are alternative logos and brand signatures.

COLLATERAL PIECES

Collateral Pieces can include all sorts of items such as business cards, flyers, leaflets, menus, price lists, PowerPoint presentations. Check out the full list here or email us to discuss something different!

CONCEPT MOODBOARDS

Moodboards are a grid of images collected from the internet, magazines, and other forms of media to represent a distinct visual style. We send moodboards to inspire our clients and gain an idea of what kind of visual aesthetic appeals to them to inspire their brand.

LOGOTYPE

Your brand's logotype is the stylised and distinct way your company or brand's name is written within a logo or brand signature. Think: Coca-Cola!

MOCKUPS

Mockups are representational images that we use to showcase brand concepts in real life to help our clients visualise what a certain concept would look like in real time, so they can make an informed decision.

PRIMARY BRAND SIGNATURE

A Primary Brand Signature is your brand's main logo often consisting of the brandmark, logotype and company tagline.

SECONDARY LOGO

Secondary Logos are alternative brand signatures or logos that are used to give your brand versatility and in places where your primary brand signature cannot be used.

STYLESCAPE

Stylescapes are an extensive sensory form of moodboards. They revolve around your brand's target audience, and contain images and visual cues that center around these audience personas to give us a better understanding of the visual aesthetic your brand needs to adopt in order to appeal to your market.

TYPEFACE DIRECTORY

Your brand's typeface directory consists of your brand fonts and a detailed guide on how to use them across various applications.

WEBFLOW

Webflow is the primary web platform* we use to create beautifully branded websites for our clients from scratch—no templates! We also offer free training upon completion.

*We are happy to discuss an alternative such as Squarespace on a case-by-case basis.

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The Fine Print

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Outlined below are all the important details you need to know when it comes to our services.

ALL SERVICES INCLUDE:

1. Up to two rounds of revisions on brand strategy.

2. We will always deliver two initial brand concepts for you to pick the final direction from. However, should you reject both these concepts, all our service packages include a provision for us to deliver one additional brand concept at no extra charge. Any additional concepts thereafter will be chargeable at the studio's standard rate of £120 per round.

3. All packages include up to three rounds of refinements on brand concepts. A round of feedback may include changes such as logo refinements, changes to colour palette and typography, and changes to visual elements such as brand patterns. All additional rounds of feedback and amendments will be chargeable at the studio's standard rate of £120 per round.

4. All packages include up to two rounds of refinements on all collateral pieces. A round of feedback may include changes such as design or layout amendments, content amendments, colour tweaking, etc. Additional rounds of feedback, amendments and conceptual changes to collateral pieces will be chargeable at the studio's standard rate of £120 per round.

5. Our web design offering includes up to two rounds of revisions during the design phase and up to two weeks of content revisions and website maintenance upon the completion of the website. Any feedback or changes requested thereafter will be chargeable at the studio's standard rate of £120 per round.

Outlined below are all the important details you need to know when it comes to our services.

ALL SERVICES INCLUDE:

6. For the project to move forward in a timely fashion, we do need enough time to accommodate feedback and revision rounds. As such, we will always outline the latest date we will need to receive feedback by when we deliver project deliverables to you. While we understand that life can get in the way of the best laid plans, our policy dictates that a late response fee will be applied to a project at the studio's standard rate of £50 per day.

7. Our social media offering includes a set number of templates based on the package you opt for. Any additional templates will be chargeable at £40 per template. All templates are delivered either as editable Illustrator or Affinity Designer files or on Canva (includes a free training on how to use and edit your templates).

Outlined below are all the important details you need to know when it comes to our services.

OUR SERVICES DO **NOT** INCLUDE:

1. Additional costs such as font licenses, image licenses, photography, and stock image purchases. These costs need to be incurred by the client (we will always notify you and get your written approval before we proceed with any such purchases).

2. Additional fees such as web hosting, domain purchasing, SEO, copywriting, e-commerce setups and/or any subscription fees.

3. Mockups of collateral items created throughout the project.

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Ready to begin your story?

BOOK YOUR SLOT

Still have questions?

Explore our Frequently Asked Questions section or email us for further queries.

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