



CUSTOM BRAND IDENTITY



Process & work
examples

Brand identity
packages

Add-on print &
digital assets

tonicabrandlab.com



About Tonica

Hello! My name is Iris and I'm the design director of Tonica Brand Lab. Thank you for considering us for your brand identity and design needs. We're excited to collaborate with you!

Tonica Brand Lab was born out of a deep passion for the health and wellness of people and the planet. I have always been a lover of nature, beauty, movement and quality nutrition.

I was then surprised to receive a cancer diagnosis in my early 30s, followed closely by the global pandemic. These two sobering experiences opened my eyes to the disappointing state of our healthcare system and the shared terrain of which we inhabit. Important messages of wellbeing do not always reach the greater public and advice for a good long life are not reflective of current research (or manipulated by industry). The patient and dis-ease are not viewed and treated holistically and healthcare seems dis-proportionally reactive instead of pro-active and preventative. It has never been more important to give voice to integrative healers.

In 2021, after running a successful multi-disciplinary design practice for over 14 years, I decided to funnel my expertise specifically into being of service to brands that are pioneering a change in the collective wellness of the Earth. It is with a great sense of purpose that I offer these services to you, with the intention of empowering you as a business as well as every individual that is engaged with your brand.



Our Process

1

BRAND CLARITY

In our initial discussion we will get to know your brand; From qualities to customers, voice and vision. We'll collect and discuss any visual examples or ideas that you may already have started on.

If you have not yet developed a detailed brief, you'll be provided with a short brand clarity PDF workbook or Brand Discovery session before we commence.

2

RESEARCH & IDEATION

From the brief, we'll explore various sketched solutions before refining the best options in digital format. Concepts are considered for their creativity, personality, brand positioning, usability and appeal to your target audience.

3

PRESENT & REFINE

We'll present the 2 best design concepts that define the visual direction of your brand. These will include logo designs, brand fonts, colours and general style elements.

3 rounds of revisions are included to your chosen concept.

4

STYLE GUIDE

Everything we've created will then be conveniently presented in a brand style guide, detailing your new assets. This document will ensure your brand's new visuals are used correctly and remain consistent throughout all of your future materials.

5

DELIVERY

Your final package will include logo files, style guide and all relevant fonts and images.*

Your new logo is provided in high resolution, web and vector formats, full colour, mono and reverse; Ready to use in any situation, across multiple applications.

**It is your legal obligation to license fonts and stock photos under your name before use. This is a fast and easy process that we can guide you through. All additional costs will be discussed before proceeding.*



The
Sustainable
Traveller



ECCEKO



THE
WAVE
PRESS

ekka
mai



earth lily



ALL STARS
CHOIR

TESALATE



NATASHA
Cauchi

—
WOMEN'S HEALTH &
CANCER COACH



BLOSSOMING
LOTUS

Logo Design

All of the essential visual assets you need for a new venture or brand refresh.

INCLUSIONS:

- Mini brand questionnaire
- 2 unique logo concepts to choose from
- 2 options for brand colour palettes
- 2 options for brand font selection
- 1 accompanying visual motif (this could be a brand pattern, image treatment or icon style)
- 3 rounds of minor revisions to your chosen concept
- 1 page PDF style guide to keep this information organised
- Full package of logo files including high resolution, vector and web versions. Full colour, reverse (white) and mono.

*Estimated Completion: 2 weeks**

*Prices are estimates only and not to be construed as firm quotations. Final costs will be confirmed at time of initial briefing. All prices are in Australian Dollars. Completion times are calculated from when your deposit, contract and questionnaire are completed. Dates subject to designer's availability and prompt client feedback.



from
\$2,500*
+ GST

NATASHA CAUCHI

Logo design package with
social media add-on

tonicabrandlab.com

NATASHA CAUCHI
Business cards, print and
digital marketing materials





The
Sustainable
Traveller



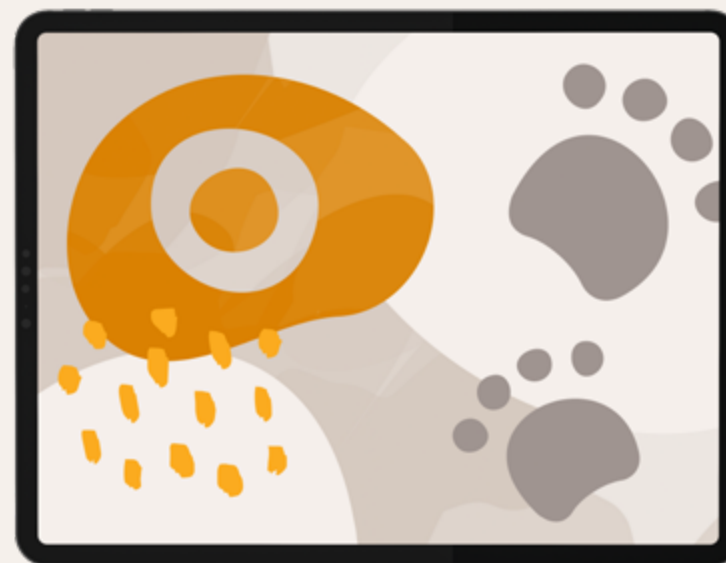
The
Sustainable
Traveller

THE SUSTAINABLE
TRAVELLER
Logo Design package
with asset add ons



The
Sustainable
Traveller

**THE SUSTAINABLE
TRAVELLER**
Custom brand textures
and backgrounds



THE SUSTAINABLE
TRAVELLER

Membership pack as Canva
template, waste sticker
designs printed sustainably



Brand Identity

Our most complete package including strategy exercises and a brand style guide.

INCLUSIONS:

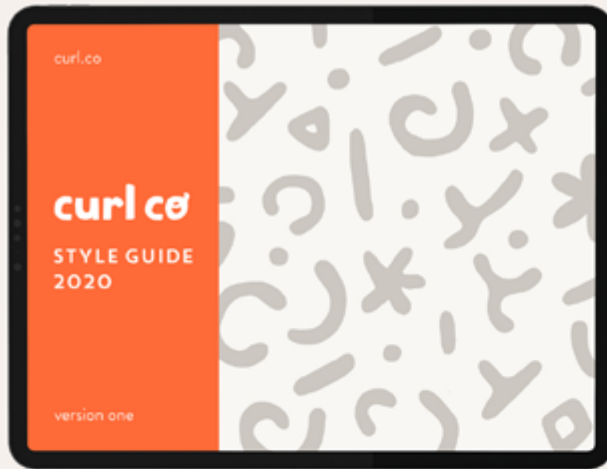
- 1hr Brand Discovery session via Zoom.
- 2 styling directions based on this session presented as moodboards.
- 2 logo concepts to choose from based on your moodboard of choice.
- 2 brand colour palette choices.
- Comprehensive brand font selection and typographic treatment.
- 1 accompanying visual motif (this could be a brand pattern, image treatment or icon style).
- Image/Photography styling (including 6 stock images to use on your materials).
- 3 rounds of minor revisions to your chosen concept.
- Custom style guide with details on how to use your new brand assets.

Estimated Completion: 3 weeks*

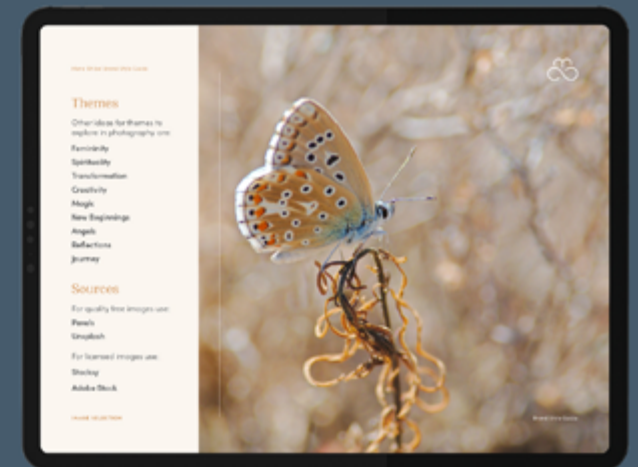
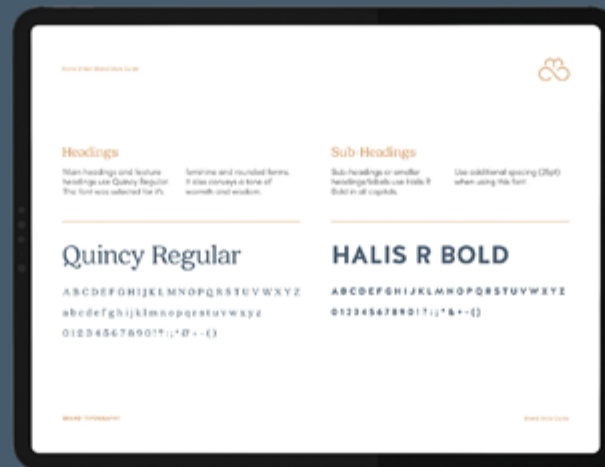
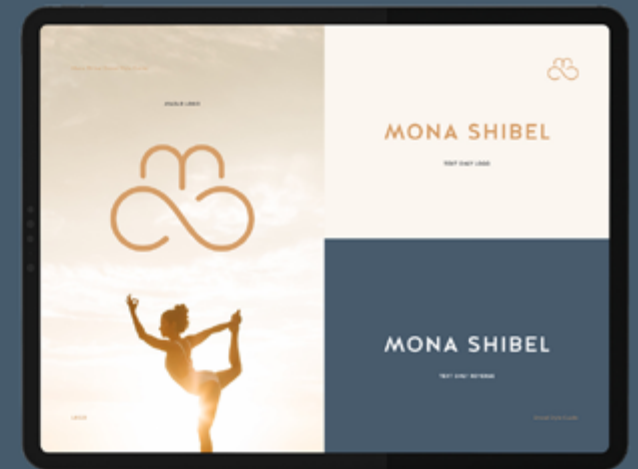
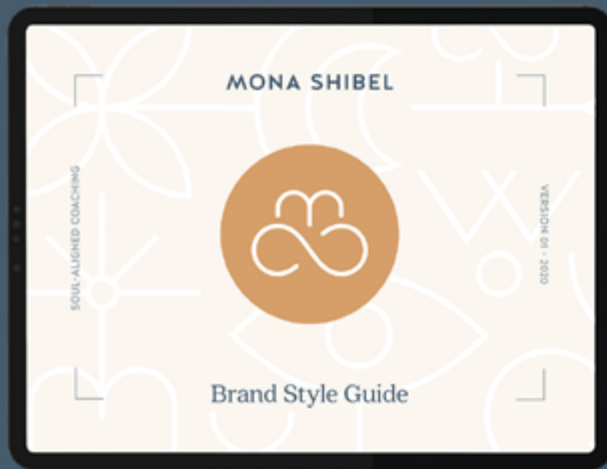
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from
\$4,500
+ GST





CURL CO PRODUCTIONS
Brand Identity Package, asset
creation and brand style guide



MONA SHIBEL
Brand Identity package for
Mona Shibel - spiritual coach



MONA SHIBEL
Instagram gallery design
and custom Canva post templates

tonicabrandlab.com

MAGICAL SHIFT

#1

The Universe Starts To Work Through You

The minute you decide to listen to your intuition and align with your Soul's Divine Gifts, and you surrender to the Universe starts to work through you to actualize those intentions, which are guaranteed to bring you fulfillment.

The Universe KNOWS what you're aligned with and where you have resistance. It knows what your mind's limitations are and so it brings to you the experiences in a way that you can receive them. It surpasses the limitations of the ego mind through baby steps.

The Universe also knows the fastest route to your true destiny, and will bring you what you need in a way that you can receive it.

"The Universe knows the fastest route to your true destiny, and will bring you what you need in a way that you can receive it"

When we allow our mind, which has a narrower perspective, direct us, it will try to guide us from that narrow perspective. Essentially our mind will try to (a) set intentions based on an "acceptable" and (b) take us straight up the mountain, as the only viable route to where we want to go. It's hard, there's struggle, there's pain and it's the surest way to give up. Most important, it is far from fulfilling.

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The Universe, on the other hand, will take you on a longer, more scenic route that will actually get you there faster, with greater ease and with significantly more passion, fun and fulfillment.

When you set Soul-aligned intentions, which come from an inner knowing and guidance, and you surrender to the Universe, it will bring to you what you truly NEED at this moment in time. NOT what you think you want. It takes you on the path of least resistance to where you need to be. It might seem like a longer route, but ultimately it is faster, easier and far more fulfilling.

When I used my logical mind and subsequently resisted and persisted in my own journey, it became hard and painful and I ended up losing my passion and drive. So when I finally decided to let go (I literally surrendered to the Universe), I received what I truly NEEDED in that moment of time as it explained in the next section. The Universe did not try to force me to accept what my intuition was telling me. It took me out of that situation completely because I was extremely depleted by then. I was literally given a "time out" in order to re-fulfill and receive a renewed sense of passion that I had lost along the way. It took me on what seemed like a much longer route (2.5 years), which ultimately brought me to where I am today. Aligned with my Divine Gifts, fueled with energy and passion and creatively expressing myself in the way my Soul intended.

© Monal Shibel



09

MONA SHIBEL

Ebook layout and ongoing design support



Finally, if you are reading this, then you already have a higher purpose. You feel called to experience to thrive and become the best experience to do that is by expressing your intentions and expressing your power.

Visit my website to learn more and support your dreams.



#4



tonicabrandlab.com

TONICA

My Story

About the Law of Attraction, it fully resonated with me very dynamics and synchronicities in my life. I knew it to be true.

...canon that this was my ... and guide. This wasn't ... I threw more ... career

Logo Refresh

For established brands only that need a quick update to an existing logo and assets.

INCLUSIONS:

- Mini brand refresh questionnaire.
- Keep existing logo or make only minor changes - font, colour, simplify logo, or create hires/vector copy. 2 concepts to choose from.
- 2 options for new brand colour palettes.
- 2 options for new brand font selections.
- 1 accompanying visual motif.
- 3 rounds of minor revisions to your chosen concept.
- 1 page PDF style guide to keep this information organised.
- Full package of logo files including high resolution, vector and web versions. Full colour, reverse (white) and mono.

Estimated Completion: 2 weeks*

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THE WAVE PRESS

Logo concept refinement and updated assets



from
\$1200*
+ GST





isla made

ISLA MADE
New sustainable homewares
brand - Logo Refresh Package



ISLA MADE LOCAL ISLAND TREASURES
FOR EVERYDAY LIVING



ISLA MADE
Brand illustrations,
and brand pattern add ons

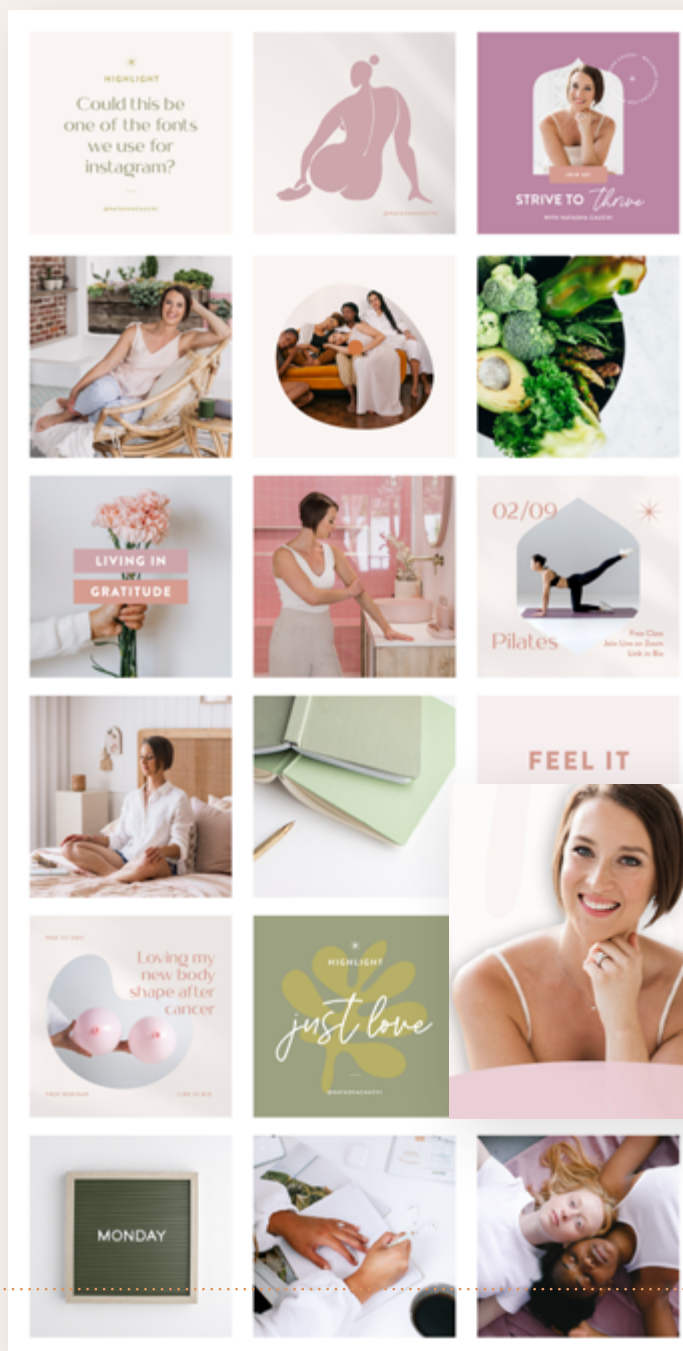
Social Media Add On

INCLUSIONS:

- 1 square social avatar of your logo to use as the profile picture for your brand (Facebook, Instagram, LinkedIn, Twitter).
- 1 design of a banner for your page, translated into 2 different sizes/platforms of your choice.
- Styled Instagram 'grid' using your brand assets - 18 panels with a mix of stock images and templated style posts.
- Up to 10 stock images selected for your brand to use for social promotions.
- Designs for 5 'templated' posts e.g. a quote post, event post, special promotion, image+copy OR carousel.
- 3 rounds of minor revisions.
- Upload of your assets and templates to your Canva account for easy editing.

Estimated Completion: 2 weeks*

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from
\$2,000*
+ GST



tonicabrandlab.com

Print Assets Add On

INCLUSIONS:

- 3 custom business card designs to choose from and export of one final design for print.
- 1 design of an A5 or DL double sided flyer and print export.
- Brochure/lead magnet design up to 8 pages and export of both a print and digital PDF version.
- Up to 3 rounds of minor revisions.

Estimated Completion: **2 - 3 weeks***

**Prices are estimates only and not to be construed as firm quotations. Final costs will be confirmed at time of initial briefing. All prices are in Australian Dollars. Completion times are calculated from when your deposit, contract and questionnaire are completed. Dates subject to designer's availability and prompt client feedback.*

curl co

TAX INVOICE

TO	FROM	INVOICE NO. 12345
Name Here Company Name Here 123 Address Ht Suburb, QLD 4321 ABN: 00000000000	Curl Co Productions 43 Sunny Creek Rd Spreyok QLD 4888 +61 422 015 392 hayley@curl.co curl.co ABN: 9662646205	Date Issued 12.01.2016 Due Date 12.02.2016 Terms Net 15

DESCRIPTION	GST	AMOUNT
Name of service Teaching the process, facilitating the ideas and advising on technical and production considerations.	@ 10%	\$1000.00
Name of service Teaching the process, facilitating the ideas and advising on technical and production considerations.	@ 10%	\$1000.00
Name of service Teaching the process, facilitating the ideas and advising on technical and production considerations.	@ 10%	\$1000.00

PAYMENT	
Direct deposit: Bank Of Today June Due Acc: 17 625 272 BSB: 708-607	

SUBTOTAL	\$000.00
GST TOTAL	\$000.00
BALANCE DUE	\$3000.00



curl co

PROPOSAL

PROJECT NAME HERE

prepared for:
Client Name

date:
00/00/20

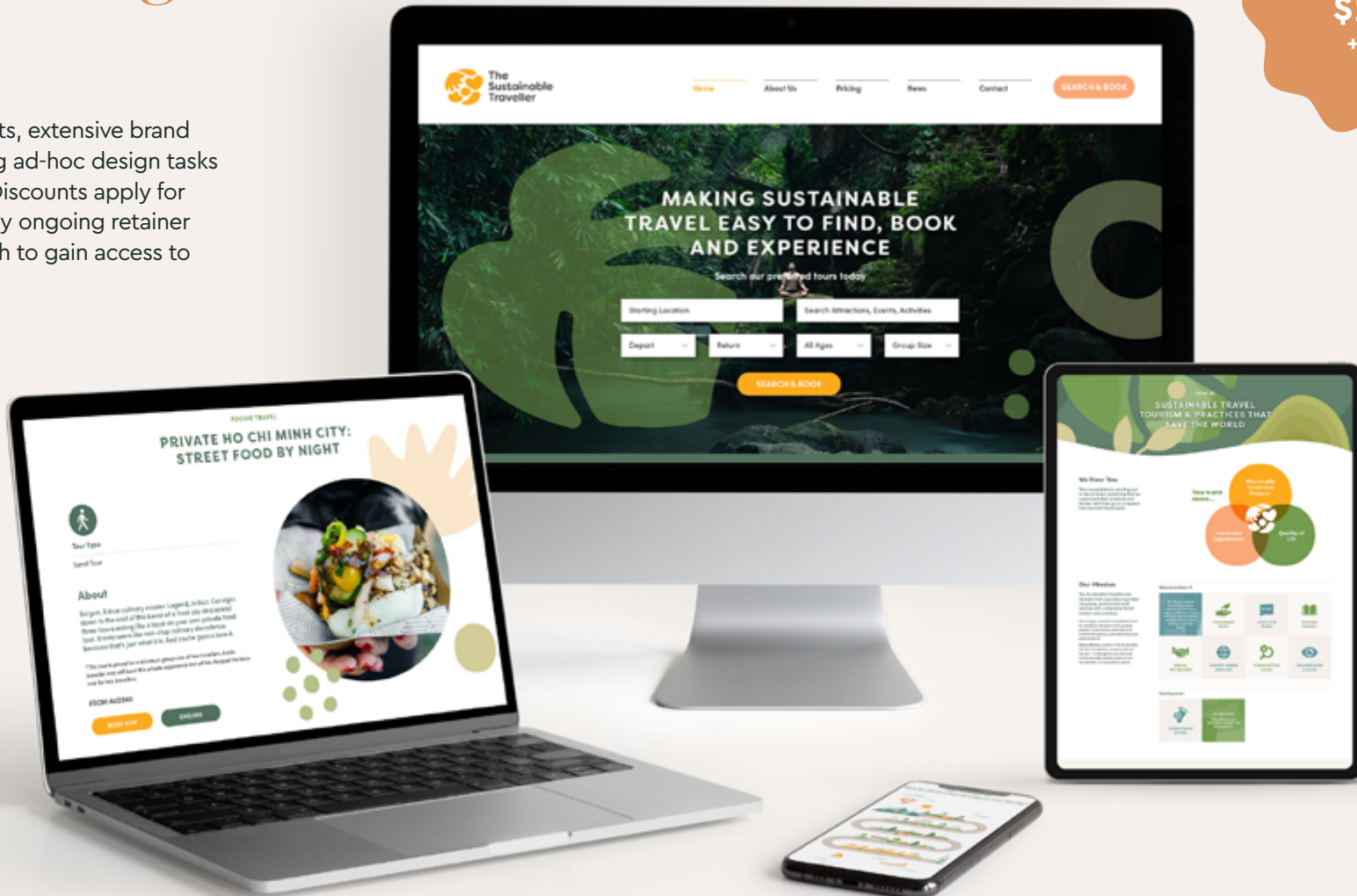
from
\$2,000*
+ GST

CURL CO PRODUCTIONS
Brand Identity with
add on print materials

Ongoing Design Support

For large scale documents, extensive brand roll out needs or ongoing ad-hoc design tasks we offer an hourly rate. Discounts apply for clients who lock in weekly ongoing retainer hours. Please get in touch to gain access to our booking system.

from
\$120
+ GST



THE SUSTAINABLE TRAVELLER
Website UI design and custom infographics

Testimonials

"I started out my work with Iris for full re-branding of my business. I selected her because of the impeccable reviews she had. Yet, she still managed somehow to exceed my expectations! From the first round, she fully got and delivered on my vision. Since then, we have expanded our work engagement to do a full redesign of my website, opt-in forms, and Ebook. Everything was always spot-on, from the look-and-feel to the color palette to the images. I rarely had to request changes. I highly recommend that you work with Iris. Don't think twice. This job has been the best investment I've made on my business so far."

– MONA SHIBEL

Author, Speaker & Soul-aligned Coach

"We've been working with Iris for years and she is the only designer we ever want to work with! This job has been updating our branding and Iris's advice and skill has been instrumental in ensuring our brand stays fresh and current. She has exceptional ideas and really takes the time to understand what we do and what we are trying to achieve. I highly recommend Iris to anyone who wants to work with a designer who cares for your business like its their own."

– GLOBAL SUCCESS ACADEMY

Life Coaching

"Iris is extremely intelligent and talented. She pushed me to think about my new business in a completely new way and led me in a new path that has proved to be very successful. Not only is she a skilled designer, she has a bright, strategic mind that lends so much to the projects she touches. I would (and have) recommended her to friends and colleagues. I am located in Toronto, Canada and did not find the time zone difference to be of any issue."

– JOAN + COMPANY

Ecologically Conscious Interior Design

"Working with Iris has been the best decision I've made in regards to my business. From the start, her outstanding professionalism and attention to detail was noted, along with her holistic view of life which is portrayed beautifully through her work. Her branding service has aligned the vision for my business with my own values and strengths, creating clarity and attractive graphics that my clients love. I couldn't recommend Iris enough. She is a beautiful person inside, and out, and to have such amazing content that reflects me as a person and the core of my offering, is an absolute dream."

– NATASHA CAUCHI

Cancer Coach, Lymphoedema Physiotherapist
& Pilates Instructor



created by



TONICA
BRAND LAB

The brand apothecary with the visual remedy for your wellness business

Custom brand identity | Boutique pre-made logos | Brand elements | Canva templates

tonicabrandlab.com

