



studio packages

WELCOME TO WEDNESDAY DESIGN STUDIO FIND OUT A BIT
MORE ABOUT MY 2024 BRANDING + WEBSITE PACKAGES AND
PRICING.

Wednesday Design Studio is a passionate branding studio focused on creating purposeful identities and sustainable strategies for conscious small businesses and creative entrepreneurs. We wholly feel that life is too short not to pursue your dreams, so we build brands that not only have a positive impact but support a lifestyle of freedom and passion. Crafting brands around your values and mission that tell your story and create a lasting impact. We are on the journey to go against the grain with you!.





BRAND OVERHAUL

PACKAGES + PRICING



If you are ready to step up your business game and make some big moves this offer is for you. We leave no stone unturned in this branding journey. Creating Impactful and experience driven brands that turn heads and place you on a path of clarity and confidece within your business. Not only do you leave with a purposefully curated and aligned visuals for your business you will leave with a thoughtout and and clearly written business direction that will further help share your mission to the world and reach your goals with your highest values in mind.

the brand overhaul

THE DREAM BRAND

Brand Discovery Meeting
 Brand Direction
 Mood Board
 Colour Palette
 3 - 4 x Branding Suite Concepts
 One Final Complete Logo, Secondary
 Logo + Submarks
 Brand Textures, Patterns and or Elements
 Brand Favicon
 Brand Email signature
 Brand Font Suite
 Complete Brand Guide
 Styled Imagery of Your New Branding
 2 x Launch Tiles
 Final Files - PNG, EPS + AI

BRAND STRATEGY WORKBOOK

BRAND WORKSHOP

CONSCIOUS STATIONERY SUITE

3 x Stationery design of your choice
 this could include:
 Business Cards, Thank you cards,
 Gift Cards, Stickers, Ribbon, Tissue
 paper etc.

+ Luxury Stationery print productions
 focusing on sustainable and low impact
 processes
 Printing costs not included

SOCIAL MEDIA KIT

5 x Social media highlights
 5 x Social media tile templates
 5 x Social Media Story Templates
 Social Media Elements
 Social media Layout Guide

payment options

THE FULL BRAND OVERHAUL:

\$1,947.00 AUD

OPTION ONE:

Pay in full upfront

OPTION TWO:

Pay 50% Deposit + 50%
 on project completion

OPTION THREE:

Payment plans available



STEP ONE:

lock it in

You are feeling completely aligned, inspired and ready to make an impact! It's time to sign the contract and pay the deposit. This will lock in your branding project date.

After the deposit is paid you will receive your welcome kit this will include information about your project and the brand direction meeting date and time.

STEP TWO:

let's meet up

Our project has officially started! This is where we will hold our brand direction meeting over zoom, 1-2 hours of branding chat I will learn all about your story and your visions for the future and you will learn all my tips and tricks for a successful and sustainable brand. We will go through the brand direction questionnaire together and then talk all things design and inspiration for your branding.

STEP THREE:

designing begins

It's time to start the brand direction and design process. This whole process will be 100% tailored to your business, when this step is complete you will be presented with a folio including a brand direction concept and 3 variations of a logo, sub logo, brand mark, word mark and stamp to choose from and refine.

STEP FOUR:

refinements

Next stop is refinement this is where you will alter your brand direction if you feel needs and you will choose your 2 (or less) favourite variations of the logos designed and are then given the opportunity to have 3 chances to refine this logo down to perfection. Once you are completely stoked with your new branding you can give me the word that the design is now 'complete!'.

STEP FIVE:

final files

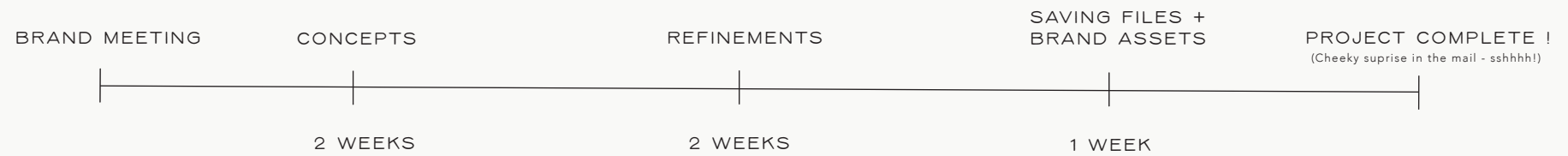
During this step I will work on exporting all your final files finalising your brand direction and start to prepare your brand guide so you can feel confident in implementing everything into your business. So look out because in not to long you will be receiving an email that is absolutely packed to the brim with your new branding! .

STEP SIX:

celebrate

Yeah, you read that right ! It is time to pour yourself a beverage of choice and don't forget to go all out because you deserve this! It's time to release this baby into the world and see how this investment transforms your business. I cannot wait to see this branding out in the wild and to hear what people have to say about it.

project timeline





THE MINI BRAND

PACKAGES + PRICING



The Mini brand has been designed for the small businesses where being ordinary is not an option but are also on a tight schedule and are ready to get what they have created out into the wild! I hear you and I am here! The mini brand Intensive is 3 weeks of collaboration and design to bring your brand to life where you gain a full brand identity + custom to you brand assets. This is a faster paced and exciting package that can get your brand launched in 3 weeks!

The Mini Brand

Brand Questionnaire
Mood Board
Colour Palette
1 x Branding Suite Concept
3 x Refinements
One Final Complete Logo, Secondary
Logo + Submarks
Custom Brand Elements
Mini Brand Guide
Launch Tiles
Final Files - PNG, EPS + AI

BRAND STRATEGY WORKBOOK

BRAND WORKSHOP

payment options

THE MINI BRAND

\$1200.00 AUD

OPTION ONE:

Pay in full upfront

OPTION TWO:

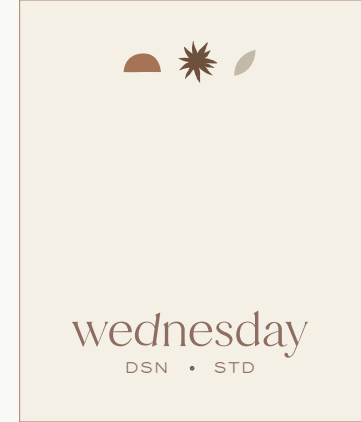
Pay 50% Deposit + 50%
on project completion

OPTION THREE:

Payment plans available



ESTIMATED TIMELINE: 3 WEEKS



CUSTOM SQUARESPACE

PACKAGES + PRICING



The custom squarespace package has been designed to get your business a minimal, fresh and personalised space for your audience to buy, book and learn on the internet as efficiently as possible! Discussing your key features needed and pairing with custom CSS to help you stand out from the crowd this is the perfect option to pair with a full branding or brand intensive to complete your business ready for launch or a relaunch!!

custom squarespace

CUSTOM SQUARESPACE 7.1 WEBSITE

40 min website planning call

Website content guide

Custom Squarespace 7.1 Website Design

Custom CSS Package

Custom element files

Website launch tiles

Required integrations

Website care and walk through video guide

2 weeks website support

Product Shop integration + \$450.00

payment options

CUSTOM SQUARESPACE:

\$1200.00 AUD

OPTION ONE:

Pay in full upfront

OPTION TWO:

Pay 50% Deposit + 50%
on project completion

OPTION THREE:

Payment plans available



STEP ONE:

lock it in

You are feeling completely aligned, inspired and ready to make an impact! It's time to sign the contract and pay the deposit. This will lock in your website project date. After the deposit is paid you will receive your web welcome kit this will include information about your project and the brand direction meeting date and time and your web content guide!

STEP TWO:

let's meet up!

Our project has officially started! This is where we will hold our Website Intensive meeting. We will chat about your goals and what you want to achieve with your website build, any inspiration and must haves that you want included in the design process And flesh out a plan pre build so we can hit the ground running when it comes to design day number one! Let the fun begin!

STEP THREE:

concepts

First in the website concept phase I will create a home page concept design which will be sent to you within 3-4 days of the project commencement this design will integrate all of the elements you require as well as custom key features to show your unique features and stand out to your target audience. I will give you a chance to go over this design and make any changes or additions needed until it's the perfect fit for you!

STEP FOUR:

additional pages

Once we confirm your home page I will begin creating your 1-5 additional pages needed. These will be sent to you prior to the squarespace website fitout to give you a chance to make any alterations needed and add buttons, links, contact forms etc. When each of these pages are given the go ahead by you we move onto the website build!

STEP FIVE:

the build

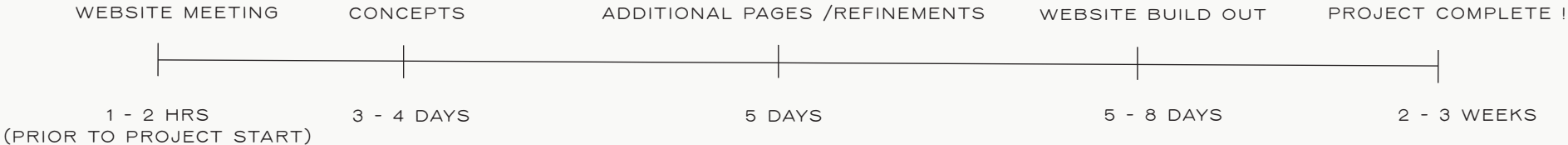
Here I take the concepts created and add them to your new squarespace website. Using templates and custom CSS we will start to bring your online space to life. I will be in contact with you throughout to collaborate the design and to ensure you that everything is going smoothly. After fleshing out the design and making sure all buttons links and contact options are working we are on!

STEP SIX:

let's go live!

It has been two weeks and you are ready to go live with your brand new completely aligned website. Honestly how good!? A space for just for you to nurture your valued audience, create an impact and share your products and services CONGRATULATIONS! This is a big deal and I am so happy to be a part of it.

project timeline



want to work on a project
together?

FILL OUT A 'START A PROJECT' FORM AT
WEDNESDAYDESIGNSTUDIO.COM
AND I WILL BE IN TOUCH!

Kim



wednesday design studio.

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BALU BLUE FOUNDATION

WEDNESDAY DESIGN STUDIO
SUPPORTS THE BALU BLUE
FOUNDATION! WITH THAT WE ARE
MAKING A DONTATION FROM EACH
BRANDING + WEB PROJECT ENSURING
WITH EACH PROJECT WE ARE TAKING
STEPS TOWARD THE RESTORATION
AND GROWTH OF AUSTRALIA, IT'S
WILDLIFE, AND BEYOND!



wednesday
DSN • STD

in support of the balu blue foundation
wednesday design studio donates \$10
from each full branding and web design
project. this is a movement that
the studio wholly backs and feels
immense gratitude to be able to give back
to our native wildlife and land.

find out more:

WWW.BALUBLUEFOUNDATION.ORG

wednesday design studio.