



**“your brand is more
than just a nice logo”**

**BRAND
IDENTITY**

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building cult brands

Is this for me?

Your brand is more than just a nice logo. Much, much more.

My signature Brand Identity service is the benchmark in brand creation. Starting with consultancy-led strategy, together we formulate a visual direction taking into account your brand's unique characteristics.

This leads to the creation of thoughtful, clever and exciting graphics, logos and imagery, designed around your brand story and concept.

What you get at the end are stunning visuals that totally align with your brand ethos and speak to your audience on a one-to-one level. Your branding is future-proofed with your own bespoke design guidelines and flexible library of digital assets.

Let's create something exciting together.

What's included?

Brand Discovery session I start all identity design projects with a discovery session. This involves digging into your brand and finding out everything we can about the aims, USPs, niche audience, product and founder story, sales avenues and future goals.

The Identity A cohesive identity for your brand, incorporating tone of voice, visual direction and conceptual real-world application of designs.

Logo A beautifully designed, perfectly fitting logo

Icon Memorable icons that capture your brand in the blink of an eye

Slogan capture your brand persona and connect with your audience

Colour Palette with code references for use on screen and in-print Pantone

Font Suite professionally selected fonts to use & keep

Illustration, Print & Graphics to enhance your visuals and bring personality to your brand

Stationery Starter Pack including business card, postcard and sticker

Brand Guidelines pulling all the work we've done together in one presentation booklet

Library Of Assets all your individual digital assets in a variety of file types ready to implement your new look

Guide Pricing £3000-£3500

Before we get started

At the enquiry stage and after an initial chat, I'll ask you to complete a discovery questionnaire which tells me about your business and brand. You can also send me any mood boards and visual ideas at this stage. I'll use this information to build a proposal for you which will include services I recommend and some visual starting points.

If the proposal hits the mark for you, we can then book in and get going!

How the process works

Good things take time, and I'm here to guide you along the way!

Our first meeting after booking will be for a discovery session. During this hour we will hone your brand's aims, positioning and how the visual direction will focus.

2. Now we are on the right path, I will go away and spend time creating the first iteration of the visual concept. We will also write the brand story and pillars together as a collaborative exercise.

3. Time for the first review and feedback session.

4. Developments are made until we reach the final designs

5. Final designs are presented for sign-off and your assets are transferred over to you. Any additional design work using the new look can now be created.

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FAQs

How many design concepts do I get?

The way I work is structured to make sure that I get to know your brand inside out from the start. Our initial 'admin' work we do together is really important as it encourages you to communicate your vision with me and this in turn helps me make informed design choices for your brand. I don't need to show you 4 different 'looks' - this is time consuming and confusing for all of us! From my experience, one design concept followed by constructive & communicative feedback, and further development design work in response is the best way.

What if I need other design work?

Once we've signed off the final designs for your Brand Identity I'm happy to move on to subsequent projects! It's always helpful to talk about how your branding will be applied 'in real life' so that we can make the assets work their best for your needs. Brand Identity service includes a starter stationery pack, but we can bolt on further work for things like packaging, signage, printed material, merch, and even your website.

How do I book?

I like to give my Brand Identity clients lots of dedicated time and attention so there can be a wait for time in my calendar (average 4-6 weeks). I always give you an estimated start date within my initial proposal. Once you've seen my proposal and you're ready to go ahead, you can book the allocated slot with me by confirming the work, signing my contract and paying a 50% advance to secure the time. This is non-refundable as it's a commitment by both of us to the project.

You should allow around 8 weeks for the work to be completed in total (timeframe varies from project to project)

More questions?

My full portfolio and selection of services can be seen at lucyelliott.co.uk.
You can contact me using lucy@lucyelliott.co.uk or DM on instagram @imlucyelliott.

ABOUT LUCY



I spent 10 years of my career growing and running my own food brand from scratch, opening three shops, stocking 250+ international stores and building a large, loyal customer following.

What 'makes' a successful cult brand is not just based on looks, but a combination of story, substance and connection with your audience. I'm not just your average designer. I get right under the skin of your brand before I even start on the designs to create clever, authentic branding that tells your unique story right to the heart of your audience.

Feedback from my clients

"It's exactly how I envisioned Chachi to look - from the logo to the colours, it all ties into the creativity and playfulness of the brand"

Grace Cross, Chachi



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