

MINT DESIGN COLLECTIVE

Welcome Kit

LOGOS, BRANDING +
WEBSITES



DESIGN IS THE SILENT AMBASSADOR OF YOUR BRAND ~PAUL RAND



WHAT MINT HAS FOR YOU

3

Logo Design

The Process + Investment

Perfect if you're not ready for full branding.

4

Branding Design

The Process

The Mint Package

Perfect for start-ups that want to establish their branding foundations from the very start.

The Mintier Package

Perfect for start-ups or established business' that need a little bit more than just branding foundations.

The Mintiest Package

Perfect for established or start-up businesses wanting to up-level their business branding with an all-inclusive branding package.

8

Collateral Items

Standard collateral items available for inclusion in our Branding Packages.

9

Website Design

10

Illustration + Marketing Collateral + Social Media

Illustrated branding elements to enhance your brand identity.

11

Client Love



LOGO PROCESS

- 1 LOGO QUESTIONNAIRE**
Work your way through the questionnaire taking your time to consider each question.
- 2 TURNAROUND TIMES**
You should expect to receive design concepts within three weeks from the submission of your logo questionnaire.
- 3 LOGO DESIGN**
Design of two concepts of logo for you to review and provide feedback for revisions*.
*Up to 5 revisions included
- 4 LOGO FINALISATION**
Finalisation of logo and provision of final logos in various formats together with brand style guide.

LOGO DESIGN

Logo Questionnaire

2 design concepts

Submark Logo

Final Files - Web, Print, Watermark, PDF + EPS

Brand Style Guide

INVESTMENT: \$350





BRANDING PROCESS

- ### 1 30MIN DESIGN CONSULTATION (IF APPLICABLE)

Book in a 30min free virtual chat, so we can discuss your logo needs.
- ### 2 BRANDING QUESTIONNAIRE

Work your way through the questionnaire taking your time to consider each question.
- ### 3 TURNAROUND TIMES

Turnaround times for branding packages vary depending on the services included and design required for each component. Logos are designed first and then all remaining items completed secondary.
- ### 4 BRAND MOOD BOARD

Creation of branding mood board. This is where I provide your proposed branding style in a visual imagery including colour palettes and fonts.
- ### 5 LOGO DESIGN

Once the mood board has been established, two concepts are presented for you to review and provide feedback for revision*.
*Up to 5 revisions included
- ### 6 LOGO FINALISATION

Finalisation of logo in various formats together and creation of your brand style guide.
- ### 7 COLLATERAL ITEMS

Now your branding is set and logo has been finalised, your marketing collateral and social media templates (depending on your package) will be created.together and creation of your brand style guide.



MINT BRANDING PACKAGE

Branding Questionnaire

Brand Mood Board

Logo Design - 2 concepts

Submark Logo

Choice of 4 collateral item designs*

Final Files + Brand Style Guide

INVESTMENT: \$800

*See Page 8 for list of available collateral items

Payment Plans Available.
Package can be tailored.



MINTIER BRANDING PACKAGE

Branding Questionnaire

30min Virtual Design Consultation

Brand Mood Board

Logo Design - 2 concepts

Submark Logo

Choice of 6 collateral items designs*

Final Files + Brand Style Guide

INVESTMENT: \$1,800

*See Page 8 for list of available collateral items

Payment Plans Available.
Package can be tailored.



MINTIEST BRANDING PACKAGE

Branding Questionnaire

30min Virtual Design Consultation

Brand Mood Board

Logo Design - 2 concepts

Submark Logo

Choice of 8 collateral items designs*

Website Design (max. 7 pages)*

Final Files + Brand Style Guide

INVESTMENT: \$2,800

*See Page 8 for list of available collateral items

*Website can be e-commerce however, does not include loading of products, domain registration or hosting costs.

Payment Plans Available.
Package can be tailored.



COLLATERAL ITEMS

Business Card

Email Signature

Facebook Profile & Cover

Instagram Highlights

Email Template

Social Media Templates (3)

Podcast Covers

Internal Document/Form

Blog Image Template

Thankyou Page

Automated Emails (3)

Social Media Quotes (5)

Gift Voucher

Invoice Template

Price List

E-course worksheets (4)

Letterhead

Postcard

Packaging + Stickers

Signage

***Need something else? I am happy to tailor a package to suite your individual requirements.**



WEBSITE DESIGN

Website Questionnaire

Virtual Design Consultation

Sitemap + Framework

5 pages (additional pages \$100ea)

Wordpress Licensed Theme

Integration Google Analytics +
Mailchimp

Social Media Accounts linked

Basic SEO Optimisation

INVESTMENT: \$600

AVAILABLE ADD-ONS

Addition of e-commerce \$200

Addition of store products \$125 per 25 products

Payment Plans Available.
Package can be tailored.



ILLUSTRATED ELEMENTS

Illustrated Small Element - \$50

Illustrated Small Element Package (5) - \$200

Illustrated Highlight Icons (5) - \$200

Illustrated Highlight Icons (10) - \$350

MARKETING COLLATERAL

Business Card \$150 single / \$200 double

Letterhead \$100 / supply as Word Template +\$25

Email Signature \$75 / additional signatures +\$25

DL Flyer \$150 single / \$250 double

Mailchimp Newsletter Template \$100

SOCIAL MEDIA TEMPLATES

Set of five templates \$125

Set of ten templates \$225

Facebook Profile + Cover Photo \$150

Payment Plans Available.





CLIENT LOVE

“

Catherine is an amazing designer, and person. Couldn't recommend her highly enough for anyone to use for their business needs or personal needs. Very high standard of work and couldn't be happier with everything she has done for me!!

Bek Heaton Photography

“

Cat just finished the design and installation for my website and it is seriously the most amazing thing I've ever seen! Every little detail was perfect; it was like she could somehow read my mind! Her communication was excellent and she kept me updated every little step of the way. This was honestly the best decision I ever made for my business and I am beyond thrilled that I now have this stunning website to share with all my clients.

Clare Kelaher Photography

“

Cat is amazing!!!
With client satisfaction her main goal! Over the last 3 years I had various tasks completed and couldn't be happier! The stress free process makes life easy within a few emails it all sorted and organised to the highest of quality!
An amazingly talented artist!

Alex McGerr

“

I dealt with Catherine for the design of my business logo. She has been fantastic to deal with; very prompt and professional, and the end result is just fantastic! It is exactly what I wanted, thank you! I wouldn't go anywhere else. I'll certainly be dealing with her again.

Natasha Karan



MINT DESIGN COLLECTIVE

Thank you

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