



SERVICE GUIDE

AN INTERACTIVE DOCUMENT



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INTRODUCTION

Welcome to the Brandsworth Service Guide, and thank you for considering Brandsworth as your branding and design agency.

The concepts and processes behind brand development and design can often seem vague or opaque when starting a new business. Selecting the right branding agency is one of the most important decisions you'll make, but it can be difficult to be sure what you need, what an agency will actually deliver, and how their offering differs from the others that you're considering.

At Brandsworth, we believe in being clear, open and simple in our approach. The purpose of this document is to clearly set out what you can expect when you choose to work with us. It details our process, the packages that we offer and the nature of the services that these packages include. It also includes fixed prices for all packages and services. By the time you finish reading this guide, you'll have a clear sense of what happens at each stage of the brand development process, what material and assets you can expect to receive in return and how much you can expect to pay.

If you have any questions please don't hesitate to get in touch. We look forward to hearing from you, and sincerely hope that we'll have the opportunity to work with you in the near future.

SECTION 1
STARTUP BRANDING PACKAGES

STARTUP BRANDING PACKAGES

"I wanted a brand that could stand out, be flexible enough to suit business development plans and be accessible to the organisations I work with. Brandsworth delivered all that and more." - Jo Harry, Cacoffoni

Here at the affordable branding agency, we believe that brand identity isn't a cost - it's an investment. An effective, engaging and meaningful brand can make a good startup great, and make a great startup world-class. Our agency's branding packages developed specifically for startups and small businesses not only deliver a positioning concept and visual identity that you can be proud of, but will continue to add value to your business for years to come.

We are the only dedicated startup branding agency that delivers brand guidelines documentation as standard.



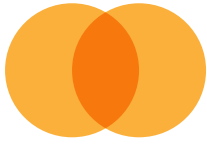
STARTER PACKAGE

£550

If you're a startup looking to turn a fledgling idea or a home business into the next big thing, the affordable branding agency can help. The Starter Package delivers a mission statement, vision statement and a set of brand values that will communicate the unique purpose and personality of your business in a way that's accurate, concise, meaningful and inspiring.

You'll also receive 3 unique logo design options for your startup, each developed using a different approach so that you have a real choice. Your logo files will be supplied to you in a wide range of common file formats, ready to be deployed across all of your brand materials in both digital and print.

Finally, the Starter Package includes a set of brand guidelines utilising a template-based visual identity, which you can select from our catalogue of varied and attractive design options. Your brand guidelines PDF includes a logo usage guide, colour palette codes and font specifications, helping you to present your startup's brand consistently and effectively.



FOUNDER PACKAGE

£895

The Founder Package expands on the written material included in the Starter Package with a complete write-up for your brand values that will help guide and inspire you and your colleagues as you build your startup's brand culture. We also add tone of voice recommendations so that your brand can communicate with customers in an appropriate and consistent style.

You'll receive 3 unique logo design options for your startup, each one developed using a different approach so that you have a real choice. Your logo files will be supplied to you in a wide range of common file formats, ready to be deployed across all of your brand materials in both digital and print.

Finally, the Founder Package includes a set of brand guidelines based on a fully bespoke visual identity, designed and developed from scratch to represent your brand's unique personality. This is a major step up from the Starter Package for startups that need to create a big visual impact, with a creative graphic design approach that your business can truly take ownership of.



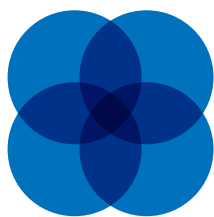
ENTREPRENEUR PACKAGE

£1165

The Entrepreneur Package is designed for startups and small businesses that need not just a great brand identity, but also a range of essential design materials to start reaching out to customers, investors and other potential stakeholders. This package includes a mission statement, vision statement, brand values write-up, tone of voice recommendations, 3 unique logo design options, bespoke visual identity design and a set of brand guidelines.

Your brand guidelines document is designed to be an indispensable guide for anyone developing creative materials for your business, with design specifications that will ensure your startup's brand is presented consistently and effectively. It's also a great visual showcase for your brand, and an excellent document to share with potential partners to demonstrate the credibility and depth of your commitment to your business.

With your brand guidelines in place, we go on to design a consistent and professional set of brand collaterals that includes a business card, letterhead, compliment slip, digital email signature and social media profile graphics for all major platforms. All final artwork files will be delivered in the appropriate print-ready and web-ready formats, so that your startup can start giving the right impression from day one.



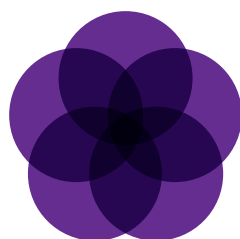
HOTSHOT PACKAGE
£2525

The Hotshot Package is the perfect choice for startups that want even more from the brand development process and also need a great value website. This package includes a regularly scheduled weekly telephone consultation which provides a great opportunity to discuss feedback, solicit on the spot recommendations and benefit more extensively from the expertise of your assigned brand identity consultant.

The Hotshot Package expands significantly on the written material included in the Entrepreneur Package in the form of the brand story and gives us the opportunity to delve more deeply into your brand's positioning strategy. As you'd expect, it also includes a mission statement, vision statement, brand values write-up, tone of voice recommendations, 3 unique logo design options, bespoke visual identity design and a set of brand guidelines.

Your significantly expanded brand guidelines will include a logo usage guide, colour palette codes, font specifications, custom graphics, a photography style guide and visual applications. You'll also receive a small library of high resolution images carefully selected and tailored for your brand materials, plus all of the brand collaterals from the Entrepreneur Package.

Finally, we design and build a website that reflects the style and specifications set out in your brand guidelines, and that functions beautifully on every platform, from desktop computers to tablets and smartphones. Your first year of hosting is included.



TYCOON PACKAGE
£4310

When you have an incredible business idea and want everything you need to bring it to life and start promoting it all in one place, our Tycoon Package is the very best choice. The Tycoon Package massively expands on the material included in our other packages. It includes weekly telephone consultations, a complete set of written materials for your brand, 3 unique logo design options, bespoke visual identity design, an expanded set of brand guidelines, a large library of high resolution images, brand collateral design, a professionally executed website and more.

This is the only package we offer that delivers strapline proposals and a signature pattern design, both of which will add significant value to your brand and create a strong impression at a glance. Together with the other brand assets included in the package, this represents a truly complete and comprehensive brand identity that can stand proudly alongside the very best in the world.

On the practical side, the Tycoon Package also includes a presentation document template and a PowerPoint slideshow template. Your pitches and presentations will benefit from the additional credibility and polish you'll need to win over potential investors and partners.

SECTION 2
OUR SERVICES

SERVICE DELIVERY

FREE INITIAL TELEPHONE CONSULTATION

Included in the following packages:



Before we begin the brand development process, you'll have the opportunity to benefit from an informal telephone consultation with an experienced brand identity consultant. This gives us the chance to get to know you and discover your personality, outlook and passion. We'll talk you through our process, discuss your startup plans, and help you decide which of our packages is the right choice for you. We don't believe in the hard sell, and you won't be pressured into signing up to anything on the spot.

PRICE GUIDE

This service is available to all prospective clients at no cost.

ONLINE FORM ACCESS & ONGOING EMAIL CONSULTATION

Included in the following packages:



Our streamlined brand development process is guided by a series of comprehensive online forms, each meticulously designed to draw out the crucial information we need from you at each stage. The contents range from basic queries about your business and target market to more esoteric questions that will encourage you to think about your business from a fresh perspective and help spark our creative process. For the most part you'll also provide feedback on the proposals we deliver via an online feedback form.

All our forms are dynamic and will adapt based on the answers you provide, ensuring that you're able to provide precisely the material we need to deliver your project - no more, no less.

You'll also be assigned a brand identity consultant that you can contact at any time via email to provide additional information and discuss any questions that might arise during the process.

PRICE GUIDE

This service is available to all clients at no cost.

WEEKLY TELEPHONE CONSULTATION

Included in the following packages:



Collecting information via our online forms and delivering material by email is an efficient process, but for larger projects it can help to touch base regularly with a regularly scheduled weekly telephone consultation.

This can help our clients to provide more nuanced feedback, discuss options, solicit on the spot recommendations and benefit more extensively from the expertise of the assigned brand identity consultant. It also provides a great opportunity for us to update you on the status of your project, discuss the progress that's been made in the previous week and look ahead to the next stage.

PRICE GUIDE

This service is only available to Hotshot Package and Tycoon Package customers.

IDENTITY DEVELOPMENT

BRAND ARCHITECTURE RECOMMENDATIONS

Whether your startup is starting out with multiple products and services from day one, or think you may introduce more in the future, diversifying and exploring new business avenues is going to have some kind of impact on your brand. To avoid the common pitfalls, it's vitally important to develop and introduce new products and services in a considered manner. Part of that process should involve thinking very carefully about your brand architecture.

Brand architecture is a way of defining the relationship between the different products, product categories or divisions within a business or organization. When constructed properly, it provides a road map for the successful introduction of new products, giving them the best possible chance of success without undermining what you already have. No business should find itself in the position of juggling a portfolio of disparate offerings that, far from working together in support of your business objectives, actually pull your resources in different directions, diluting your brand equity and confusing the customer.

Our brand architecture recommendations provide a straightforward way to assess your current situation and determine the best model for your business, paving the way for a stronger and more coherent brand development process, both in terms of strategy and design. We can help you decide whether you need to develop one brand or multiple brands, what the relationships between them should be, and what design assets they can share. We'll also provide you with a set of sub-brand integration protocols to ease the process of introducing new products and brands into your business in the future.

We recommend this service for any businesses that expects to introduce products or services across more than one category, or that has more than one potential target market.

PRICE GUIDE

Available as an expansion to our Startup Branding Packages for the following cost: **£285**

BUSINESS & PRODUCT NAME DEVELOPMENT

Choosing a business or product name can be challenging, but the affordable branding agency is here to help. Our business name development service draws on creativity, experience and analysis to generate a unique and compelling set of options. Using a system developed by our agency entirely in-house and based on 'PRO' criteria, we help our clients to form the nucleus of a successful brand and start their business journey with confidence.

We begin by generating a longlist of creative business name ideas based on your answers to our thorough and incisive questionnaire. We develop names that are meaningful, distinctive and future-flexible. Our graphic designers also provide their insight, in order to ensure that every company name we consider is suitable for representation in the form of a logo, and offers sound possibilities for creative implementation throughout your brand's visual identity.

Every business name on our longlist is analysed according to a thorough set of criteria to assess its protectability, relevance and originality. The most creative company name in the world only has value as a successful brand asset if it meets certain conditions, so we check everything from trademark registrations to Google search results and much more, to ensure that the shortlist of names we propose is credible and market-ready. We use a 'traffic light' system to give you a clear indication of how well each proposal stacks up, and we can even put your own ideas through the same process.

Each round of proposals is delivered in the form of a detailed PDF document that explains our process in detail, and outlines the results of our 'PRO' analysis for each option. We take your feedback between each round to help ensure that subsequent proposals are ever more closely aligned with your preferences. With a set of compelling company or product name options each supported by a clear rationale, you'll be able to make your final decision with confidence.

PRICE GUIDE

Available as a separate service or as an expansion to our Startup Branding Packages for the following cost:

3 Name Options: £145

6 Name Options: £285

9 Name Options: £430



SILVER NAME PACKAGE

1 ROUND OF PROPOSALS

3 NAME OPTIONS

£145



GOLD NAME PACKAGE

2 ROUNDS OF PROPOSALS

6 NAME OPTIONS

£285



PLATINUM NAME PACKAGE

3 ROUNDS OF PROPOSALS

9 NAME OPTIONS

£430

MISSION, VISION & VALUES

Included in the following packages:



Your brand's mission, vision and values not only help your customers to understand and engage with your brand, but will help to shape and guide your business in the years ahead. Brandsworth will help you develop a Mission Statement, Vision Statement and a set of Brand Values that will support you in achieving these objectives.

Your brand's mission can be thought of as your practical medium-term objective. It should underpin all of your day-to-day business activities and strategic planning. Vision can be thought of as your inspirational and aspirational long-term goal. It should underpin every aspect of your culture, communications and visual identity. Values help guide the actions through which your mission and vision will be achieved. They also signal that there is more to your organisation than commercial self interest, and that you are an asset to your community.

PRICE GUIDE

Available as a separate service for the following cost: **£65**

VALUES WRITE-UP

Included in the following packages:



Expanding on your Brand Values to explain why you hold them, what they mean to you and what they mean for your customers can help to build an even deeper connection between your brand and its audience, whilst laying even stronger foundations for a vibrant brand culture both within your organisation and beyond. To achieve this, we provide a concise, inspiring write-up representing each of your brand values.

PRICE GUIDE

Available as a separate service for the following cost: **£50**

tone of voice

Included in the following packages:



Unlike Mission, Vision and Values, which have both internal and external applications, tone of voice is intended primarily as a guide for those within your organisation.

Tone of voice sets out the way in which staff and colleagues should communicate with customers and other external parties. It can and should influence everything from the text displayed on your website to the way in which you greet your customers, and from the tone of your email correspondence to the script writing for your advertising campaigns.

We deliver a concise set of tone of voice recommendations designed to help you create consistent and on-brand communications.

PRICE GUIDE

Available as a separate service for the following cost: **£15**

brand story

Included in the following packages:



The purpose of a Brand Story is to set out the nature of your business and the character of your brand, whilst also helping to define a differentiated approach that customers will find relevant and engaging.

As the name suggests, the Brand Story represents the starting point of a narrative that should continue across every future brand communication; the prologue to a story that you will continue to tell and refine across your various product launches, campaigns, initiatives and social media platforms.

The Brand Story is not primarily intended as a marketing blurb. While in many cases it will be appropriate to touch on the specific features or benefits of current products, these should not dominate the narrative in order to ensure that your Brand Story is both emotive and future proof.

PRICE GUIDE

Available as a separate service for the following cost: **£145**

POSITIONING STRATEGY & RATIONALE

Included in the following packages:



The very best Mission Statements, Vision Statements and Values are rooted in a robust underlying positioning strategy with a strong and carefully considered rationale.

Packages that include this component allow us to delve more deeply into your brand's positioning strategy, and present you with a detailed rationale for the Mission, Vision, Values and Brand Story that we propose. In this way we can deliver a more holistic set of written materials that provide an even stronger platform from which to understand and manage your brand in the years ahead.

PRICE GUIDE

Available as a separate service for the following cost: **£60**

STRAPLINE DEVELOPMENT

Included in the following packages:



A good Strapline is like a miniature Brand Story, concisely communicating the nature of your business and the character of your brand with just a few memorable words. Based on careful analysis of the written material produced for your brand, we leverage all of our creative and strategic skills to produce a set of 3 options for you to choose from, any one of which you'll be proud to place below your logo.

PRICE GUIDE

Available as a separate service for the following cost: **£145**

LOGO DESIGN & VISUAL IDENTITY

LOGO DESIGN

Included in the following packages:



At Brandsworth, logo development is more than just design. When all of your brand's written material has been completed and approved, the underlying identity will have been firmly established. All of the subsequent design work will develop organically from this identity, as well as being influenced by the design preferences and requirements that you communicate to us. Taken as a whole, the design material that we produce for your brand is known as the 'visual identity', and the first step is the creation of your brand's logo.

We create 3 unique logo design options for your startup, each one developed using a different rationale and approach so that you have a real choice. We often call upon the talents of multiple experienced designers to ensure that a wide range of approaches are considered. Each package provide up to 3 rounds of revisions to your preferred design option, which can range from minor colour adjustments to a fundamental reworking of the style and layout, giving plenty of opportunity for us to make any necessary adjustments. Your logo files will be supplied to you in a wide range of common file formats, ready to be deployed across all of your brand materials in both digital and print.

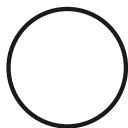
PRICE GUIDE

Available as a separate service for the following cost:

Silver Logo Package (1 design option):	£145
Gold Logo Package (2 design options):	£240
Platinum Logo Package (3 design options):	£285

Supplementary elements:

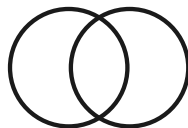
Additional round of revisions:	£50
Additional colour palette or font variant:	£10
Additional style or typography variant:	£70



SILVER LOGO PACKAGE

1 LOGO DESIGN

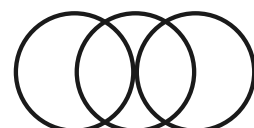
£145



GOLD LOGO PACKAGE

2 LOGO DESIGN OPTIONS

£240



PLATINUM LOGO PACKAGE

3 LOGO DESIGN OPTIONS

£285

BRAND GUIDELINES (TEMPLATE-BASED DESIGN)

Included in the following packages:



Perhaps more so than any other service that we provide, a set of Brand Guidelines can really help a small business present itself with the consistency, quality and impact that customers would usually expect of a much larger and more established organisation.

A Brand Guidelines document can be the difference between a good brand and a great one. Its purpose is to guide you and others through the process of designing and delivering consistent brand communications and materials. The document itself will be designed as per these same specifications, communicating your brand's visual identity at a glance.

Our Starter Package includes a template-based visual identity, which you can select from our catalogue of varied and attractive design options. We'll modify the template with a colour palette, typestyle, imagery and logo usage guide tailored to your brand.

PRICE GUIDE

Available as a separate service for the following cost: **£85**

BRAND GUIDELINES (BESPOKE VISUAL IDENTITY DESIGN)

Included in the following packages:



The majority of our packages include a fully bespoke visual identity, designed and developed from scratch to represent your brand's unique character, often using your approved logo design as a starting point. Your brand will stand head and shoulders above your competitors and be instantly recognisable to your customers with a distinctive look that your business can take full ownership of.

PRICE GUIDE

Available as a separate service for the following cost: **£370**

LOGO USAGE GUIDE, COLOUR PALETTES & CODES, TYPESTYLE & FONTS

Included in the following packages:



Your Brand Guidelines document will include 2 key sections; About Us and Elements. About Us is a summary of your brand's personality, identity and positioning, which consolidates the written material developed for your brand earlier in the process.

Elements outlines the visual aspects of your brand identity which, used together, make your business an instantly recognisable brand. It includes specifications for your colour palettes and typestyle. This covers colour codes such as RGB, CMYK, HEX and Pantone. You'll also receive the font files for your brand's typestyle, which can be easily installed and used on any computer.

The Elements section also includes a logo usage guide. Its purpose is to ensure that your logo is displayed consistently and effectively across all formats and media, in every conceivable situation, whether online or in print. The logo usage guide includes details on exclusion zones, minimum display size, greyscale versions and prohibited practices.

PRICE GUIDE

Available as a separate service for the following cost: **£130**

APPLICATIONS & MOCKUPS

Included in the following packages:



This component adds a third section to the Brand Guidelines document; Applications & Mockups. This section provides visual examples of how your branding might be applied across various materials, which may include clothing, vehicles, promotional materials and merchandise.

The visual applications that we show will be appropriate to the nature of your business, and will give you a clear sense of how your brand's visual identity will look in practice.

PRICE GUIDE

Available as a separate service for the following cost: **£50**

IMAGE LIBRARY & FILTER ENHANCEMENT

Included in the following packages:



Having great photography to draw upon when designing and developing your brand's communication platforms and promotional materials goes a long way towards setting your business apart and conveying a sense of quality.

We can help you put together a selection of quality stock images drawn from one of the world's biggest and best online libraries. Where appropriate, we will also apply filters and effects to help draw the images together in style and tone, allowing them to complement your visual identity even more effectively.

The Entrepreneur Package and Hotshot Package include a library of 5 stock images.

The Tycoon Package includes a library of 25 stock images.

PRICE GUIDE

Available as a separate service for the following cost:

Library of 5 images:	£85
Library of 25 images:	£325

PHOTOGRAPHY STYLE GUIDE

Included in the following packages:



The purpose of your photography style guide is to facilitate on-brand visual communications in any context that requires a photographic image.

The photography style guide will demonstrate a consistent approach to lighting, composition, colour palette and mood. We will utilise models, props and settings that embody the spirit of our brand. The guide will be invaluable whether you're selecting stock photographs or commissioning a photo shoot.

All of the images included in the photography style guide will be included in your image library for future use, and will also feature in other materials developed for you by Brandsworth.

PRICE GUIDE

Available as a separate service for the following cost: **£50**

CUSTOM GRAPHICS SET

Included in the following packages:



Graphics and icons are a stylish and effective method for visually communicating a wide range of concepts. We will up to 5 original icons to match the visual identity set out in your brand guidelines.

The concept that your graphics are designed to communicate is entirely up to you. It could be something as simple as contact icons (telephone, email, web, etc) or something completely original to represent your range of products and services. They could represent different departments within your organisation, different services you offer or different categories of product. If the service you deliver is split into a number of stages, each icon might be used to represent one of these stages.

Your graphics files will be supplied to you in a wide range of common file formats, ready to be deployed across all of your brand materials in both digital and print.

PRICE GUIDE

Available as a separate service for the following cost: **£95**

SIGNATURE PATTERN

Included in the following packages:



A signature pattern is a great way to add richness, originality and character to your brand's visual identity. Over time it may grow to become as iconic as your logo and can add real value to your brand, not to mention lending your brand materials an extra level of flair and polish. You could even consider incorporating the pattern into the design of your products - the possibilities are endless.

The pattern we design will be a seamless repeating pattern suitable for every format and scale. It will be carefully developed from scratch to fit perfectly with your brand's visual identity, making it a truly original brand asset.

PRICE GUIDE

Available as a separate service for the following cost: **£285**

BRAND COLLATERAL DESIGN

BRAND COLLATERAL DESIGN

Included in the following packages:



There are certain key materials that every startup or small business needs, and this collection of professionally designed brand collaterals will allow you to start giving the right impression from day one.

You'll receive designs for a 2-sided 55mm x 85mm business card, an A4 letterhead, a DL compliment slip, a digital email signature in JPEG format and social media profile graphics for all major platforms. Your collaterals will be designed as per the visual identity and specifications presented in your brand guidelines.

The Entrepreneur Package includes business card and email signature design for 1 individual.

The Hotshot Package includes adaptations of your business card and email signature designs for up to 5 individuals.

The Tycoon Package includes adaptations of your business card and email signature designs for up to 10 individuals.

PRICE GUIDE

Available as a separate service for the following cost:

Business card:	£25
Letterhead:	£25
Compliment slip:	£25
Email signature:	£25
Social media graphics:	£50

PRESENTATION DOCUMENT TEMPLATE

Included in the following packages:



An attractive and professionally presented document that reflects your brand's visual identity will help to showcase your business in the best possible light. This MS Word document incorporates several useful page layouts suitable for a wide range of content requirements, with each featuring an appropriate background design and typestyle based on your brand's unique visual identity.

Anyone can easily edit and adapt the document contents for every eventuality. When you're done, simply save the document as a PDF for a professional and polished result that's sure to impress the recipient.

PRICE GUIDE

Available as a separate service for the following cost: **£120**

POWERPOINT SLIDESHOW TEMPLATE

Included in the following packages:



PowerPoint presentations are par for the course for most startups, and an effective presentation can often make or break a pitch. Slideshows are also a very effective way of communicating a wide range of concepts to staff, colleagues, partners and stakeholders.

Your PowerPoint Slideshow Template will incorporate several useful slide layouts suitable for a wide range of content requirements, with each featuring an appropriate background design and typestyle based on your brand's unique visual identity. Your brand's fonts will be embedded into the document, ensuring that your text will display as expected when presenting from any computer or laptop.

PRICE GUIDE

Available as a separate service for the following cost: **£120**

DOCUMENT FORMATTING (EDITABLE MS WORD FILE)

An attractive and professionally formatted document that reflects your brand's visual identity will help to present your business in the best possible light. If you have a business plan, service contract or similar document that you'll need to edit on a regular basis, we can format it to match your brand guidelines as closely as possible.

MS Word documents provide the option for an individual with a typical degree of computer literacy to edit the document, at the cost of limited flexibility and quality in the visual design. For a document that provides extensive flexibility and high quality in the visual design at the cost of being editable only by those with access to and competency with Adobe Illustrator, consider asking for PDF format instead.

PRICE GUIDE

Available as an expansion to our Startup Branding Packages for the following cost: **£50 per page**

DOCUMENT FORMATTING (NON-EDITABLE PDF FILE)

An attractive and professionally formatted document that reflects your brand's visual identity will help to present your business in the best possible light. If you have a business plan, market research report or similar document that you don't expect to need to edit yourself when completed, we can format it to perfectly match your brand guidelines and have a strong visual impact.

PDF documents provide extensive flexibility and high quality in the visual design at the cost of being editable only by those with access to and competency with Adobe Illustrator. For a document that provides the option for an individual with a typical degree of computer literacy to edit the document at the cost of limited flexibility and quality in the visual design, consider asking for MS Word DOC format instead.

PRICE GUIDE

Available as an expansion to our Startup Branding Packages for the following cost: **£95 per page**

WEBSITE DESIGN

WEBSITE DESIGN (TEMPLATE-BASED)

Included in the following packages:



A quality website is a vitally important shop window for most startups, and will be the first port of call for many of your potential customers. It's crucial that your website is attractive, user-friendly and modern, and that's precisely what we deliver.

We use the Squarespace development platform to design and build a website that reflects the style and specifications set out in your brand guidelines. Squarespace ensures that your website functions beautifully on every platform, from desktop computers to tablets and smartphones. We begin by selecting a template that closely matches your aesthetic preferences, then adapt it to reflect your brand's visual identity. While this doesn't provide quite the same fine degree of control over the design and layout as building a website from scratch, Squarespace templates offer the perfect mix of quality, reliability, user-friendliness and cost-effectiveness that a startup needs.

Your Squarespace website can incorporate a wide range of functions and content including gorgeous landing pages, blogs, galleries, events pages, videos, calendars, social media feeds and much more. In terms of the written content, we'll need you to provide us with detailed information on what to include, ideally in the form of a rough write-up - we'll proofread and edit it as required to reflect the high standard of communication you expect for your brand, and to match your brand's tone of voice. We even take care of the technical side, ensuring that your website is correctly linked to your domain name and implementing on-site keyword optimisation to help you rank more highly in search engines. Packages that feature website design also include your first year of subscription fees to the Squarespace platform.

The Hotshot Package includes design and implementation for up to 5 pages.

The Tycoon Package includes design and implementation for up to 10 pages.

If you plan to sell products through your website, you'll also need to invest in our Website Ecommerce Upgrade service.

PRICE GUIDE

Available as a separate service for the following cost:

Website Design (5 pages):	£615
Website Design (10 pages):	£1090

Supplementary elements:

Additional Page:	£70
Ecommerce Webstore:	£585
CMS Training Session:	£95

WEBSITE ECOMMERCE UPGRADE

Squarespace provides a robust and user-friendly ecommerce platform from which to sell your products. As with the rest of the website, we will customise your online store to reflect your brand's visual identity as closely as possible. We'll also input your first product for you, to help you get a sense of how the ecommerce system works in practice and see what your product pages will look like. On the practical side, we'll set up a Stripe account on your behalf so that you're ready to start taking card payments from your online customers. PayPal integration is also available.

PRICE GUIDE

Available as an expansion to our Website Design service for the following cost: **£585**

WEBSITE CMS TRAINING SESSION

The Squarespace Content Management System is highly intuitive and a pleasure to use regardless of your level of skill. You should be able to manage your website and add content with relative ease, but if you're new to website management a little training can be a big help.

We'll schedule a call at your convenience, during which we'll guide you through the key features of the Squarespace CMS that you'll need to create new pages, edit existing pages, add content, modify content, create blog posts, manage your online store and more. You'll soon be managing your website with ease and confidence.

PRICE GUIDE

Available as an expansion to our Website Design service for the following cost: **£95**

PACKAGING DESIGN

PACKAGING DESIGN

Aside from the quality of your product, packaging is perhaps the most important factor in the success of a retail brand. We're committed to developing stunning packaging designs that radiate your unique brand personality and attract customers' attention.

Our approach is always to design packaging as though the product is destined for the shelves of a major retailer, so that your business is ready for success when John Lewis or Harrods come knocking at your door.

Our packaging design proposal will be based closely on your brand guidelines, with up to 3 rounds of revisions to ensure a perfect final result that you'll be excited to reveal to customers and potential stockists. All final artwork files will be provided in print-ready PDF format to your packaging supplier's specifications.

PRICE GUIDE

Available as an expansion to our Startup Branding Packages for the following cost:

Tag Design:	£95
Tag Adaptation:	£25
Label / Wrapper / Box Design:	£380
Label / Wrapper / Box Adaptation:	£95
Complex / Non-standard Design:	£760
Complex / Non-standard Adaptation:	£380



PROMOTIONAL MATERIALS

PROMOTIONAL MATERIALS

PRICE GUIDE

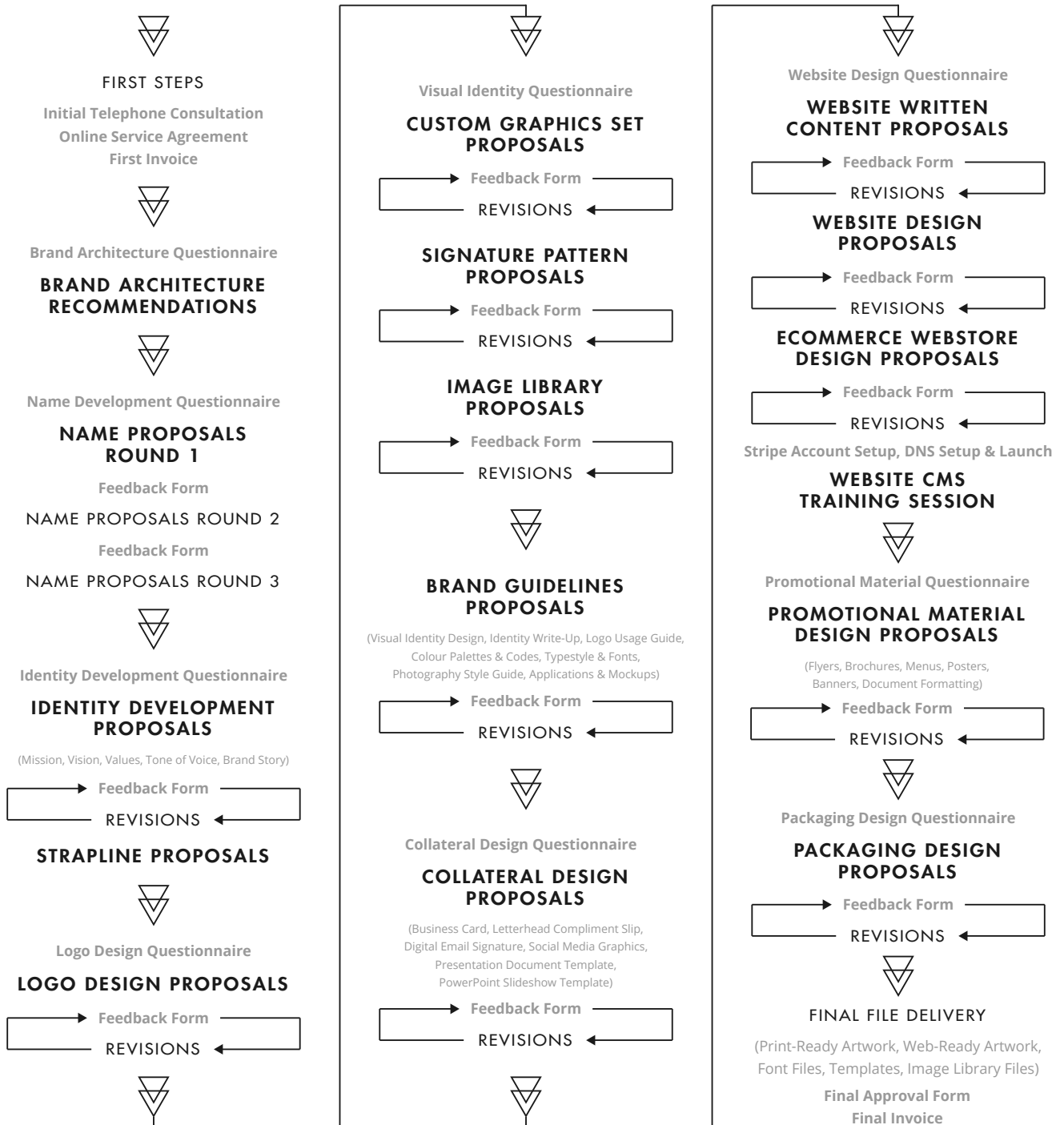
Available as a an expansion to our Startup Branding Packages for the following cost:

Flyer / Leaflet Design:	£95 per page / panel
Brochure / Menu Design (4 pages / panels):	£380
Brochure / Menu Design (8 pages / panels):	£760
Poster Design:	£190
Banner Design:	£285

SECTION 3
THE BRANDSWORTH PROCESS

THE BRANDSWORTH PROCESS

Whether you choose a standalone logo design package, complete brand identity development or any additional services, your project will progress in a structured and logical manner. We believe that it's vitally important to maintain a consistent order to the service components that we deliver, as each one invariably has a direct and meaningful impact upon the next. The workflow set out below indicates the ordered process that we would follow if you were to invest in every service that we offer. To get a sense of how your project will progress, simply disregard those components that are not included in your package or service plan.



SECTION 4
FREQUENTLY ASKED QUESTIONS

FAQ - BRAND IDENTITY

WHAT'S THE DIFFERENCE BETWEEN BRANDING, MARKETING AND ADVERTISING?

Branding is about building a unique identity and positioning concept for an organization. Marketing is about developing a strategy for selling products or services. Advertising is about creatively leveraging the brand identity to support the objectives of the marketing strategy. They are closely connected disciplines.

WHAT'S THE DIFFERENCE BETWEEN BRANDING, BRAND IDENTITY AND CORPORATE IDENTITY?

All three terms mean much the same thing, although to a specialist there are subtle differences. In a nutshell, all three concepts deal with what an organization stands for, and how that can be communicated to the public in a way that encourages engagement.

IS A LOGO PART OF THE BRAND IDENTITY?

Yes, a logo is part of brand identity. A logo is the most visible aspect of a brand, and is a shorthand representation of an organization's values, history and positioning in the market. That said, there's a lot more to brand identity than just a logo.

ISN'T BRAND IDENTITY MORE FOR BIG COMPANIES? ISN'T THIS AN UNNECESSARY COST FOR MY SMALL BUSINESS?

Every business has a brand, whether they want one or not! Whatever image you project to the public, that's your brand. By investing in brand identity from the very start, you can take control of that image for the benefit of your business.

As the market has become more and more crowded, and with the advent of social media, even very small businesses have found that they need to build and manage their brand in order to be successful. Brand identity shouldn't be viewed as a cost – it should be viewed as an investment.

FAQ - BRANDSWORTH

WHAT IS BRANDSWORTH?

Brandsworth is the affordable branding agency for ambitious startups and small businesses.

WHAT DOES BRANDSWORTH DO?

Brandsworth develops new brands from the ground up, in partnership with small business owners and entrepreneurs. We cover everything from naming a business and logo design right the way through to website development and packaging design.

I'M NOT BASED NEAR BRANDSWORTH - CAN WE STILL WORK TOGETHER?

Our office is in Cardiff, UK, but our processes and services have been specifically developed to allow us to work remotely with startups and business founders all over the UK, and around the world. Our portfolio includes clients from almost every continent.

HOW WILL BRANDSWORTH COMMUNICATE WITH ME?

After an initial telephone consultation with an experienced branding consultant, we take your input and feedback via a series of carefully developed online forms. Beyond that, your assigned consultant will be available to discuss your project with you via email at any time should you require it.

Our Hotshot Package and Tycoon Package include ongoing weekly telephone consultations, to help you provide more nuanced feedback, discuss options, solicit on the spot recommendations and benefit more extensively from the expertise of your assigned brand identity consultant.

CAN BRANDSWORTH HELP ME WITH AN ADVERTISING OR MARKETING CAMPAIGN FOR MY BUSINESS?

We don't currently offer advertising or marketing services.

WHY DOES BRANDSWORTH FOCUS ON STARTUPS? COULDN'T YOU MAKE MORE MONEY FROM BIGGER BUSINESSES?

We probably could! But we believe that effective brand identity is too important to be beyond the means of new businesses, regardless of their size. We want to give startups access to our expertise, giving them the best possible chance of success.

FAQ - STARTUP BRANDING PACKAGES

WHAT TYPE OF BUSINESS ARE YOUR STARTUP BRANDING PACKAGES DESIGNED FOR?

Our startup branding packages are tailored to the needs of startup businesses on a budget. They deliver a comparable end result to that which you might expect from a major 'boutique' agency, but in a more streamlined and cost-effective way. We're very happy to work with larger or more established organisations too, provided they're confident that our streamlined process fits their needs.

HOW WILL INVESTING IN A STARTUP BRANDING PACKAGE BENEFIT MY BUSINESS?

Our startup branding packages include everything you'll need to create consistent, on-brand communications and position your business for long term success. Investing in one of these packages will add value to your product or service, encourage strong customer engagement, and help you make a bigger impact on the market. There are a whole host of other potential benefits too, which one of our consultants would be happy to discuss with you.

HOW LONG DOES IT TAKE TO COMPLETE DELIVERY OF YOUR STARTUP BRANDING PACKAGES?

The length of any branding project is highly variable - no two are the same. Some projects are completed exceptionally quickly, whilst others take much longer than anticipated.

We aim to deliver all of your proposals and materials in a timely manner. Beyond this it depends on a range of factors such as how long you feel you need to consider your feedback at each stage, how many rounds of revisions are required and the scope of the revisions.

If you have a specific deadline in mind please let us know and we will do our best to accommodate you.

WHAT IF YOUR STARTUP BRANDING PACKAGES DON'T SEEM LIKE THE RIGHT FIT FOR MY BUSINESS? CAN YOU ARRANGE A CUSTOM PACKAGE THAT FITS MY NEEDS?

Yes, we provide fully customised packages on request. Simply complete our quick and easy online quote form at www.brandsworth.co.uk/quote or give us a call on +44 (0)2920 73 56 73 to discuss your requirements. Our phone line is open from 10AM to 5PM, Monday to Friday.

FAQ - INTELLECTUAL PROPERTY

WHO OWNS THE LOGO AND OTHER MATERIALS THAT BRANDSWORTH DEVELOPS FOR MY BUSINESS?

As soon as your final payment is processed, any work that you've approved and elected to use belongs to you (this is covered in your service agreement).

Before that time, we are happy for you to use your logo and branded materials under non-exclusive copyright. However, Brandsworth can revoke your usage rights if you fail to honour the payment terms set out in your service agreement. Brandsworth would then become the sole owner of the brand identity and logo design until the remaining payment is received.

Any designs or material that we propose, but which you elect not use, remain the property of Brandsworth.

FAQ - MISCELLANEOUS

CAN BRANDSWORTH OFFER ME A DISCOUNT?

Our services are competitively priced in order to benefit startups and small businesses as much as we possibly can, and as such we are not able to offer further discounts.

SECTION 5

**IS OUR WEBSITE DESIGN SERVICE
RIGHT FOR YOU?**

IS OUR WEBSITE DESIGN SERVICE RIGHT FOR YOU?

SQUARESPACE TEMPLATE VS BESPOKE WEBSITE

We believe that a template-based website designed and developed on the Squarespace platform is the best choice for the majority of startups and small businesses. Templates have come a long way in recent years, and we're certain that we can create a superb website that perfectly represents your brand and your business at a fraction of the typical cost.

It's important to understand the difference between a template-based website and a bespoke website that's been built and coded specifically for you from the ground up. Both approaches have their pros and cons, so we've created the comparative lists below to help you decide which option is the best fit for your needs.

SQUARESPACE TEMPLATE WEBSITE

Flexible options for design and layout, with some limitations (see below).

Extensive technical features and functionality, with some limitations (see below).

Can be customised extensively to reflect your brand's visual identity.

Attractive, modern and user-friendly by default.

Responsive and mobile-friendly as standard, with consistently excellent results.

Fully integrated, robust and easy to use ecommerce functionality.

Must use the Stripe online payment platform for ecommerce webstore card payments.

Search Engine Optimisation built in to the platform.

No page limits.

Hosting provided.

Website must be hosted on the Squarespace platform.

Can be set up and ready for launch in a matter of days.

Content Management System makes it easy for anyone to maintain the site and add content.

Website is hard-wired into the platform and can't be downloaded, copied or stored on the owner's computer.

Award-winning 24/7 support accessible via telephone, email or online chat.

Small subscription fee, payable monthly or yearly.

Minimal development cost.

An excellent option for startups and small businesses looking to showcase and sell their products and services.

BESPOKE WEBSITE

Complete control over design and layout.

No limitations on technical features and functionality.

Can be designed from the ground up to reflect your brand's visual identity.

Quality depends on the skill of the developer.

Responsive and mobile-friendly functionality must be developed manually, and the results will depend on the skill of the developer.

Ecommerce functionality based on a plugin that may not be user friendly.

Can choose any service provider for processing ecommerce webstore card payments.

Search Engine Optimisation will need to be implemented manually.

No page limits.

Hosting must be purchased separately.

Website can be hosted by any service provider.

Development may take several months.

Content Management System may not be intuitive or user-friendly.

Website files, pages and all associated code are entirely the property of the owner, and can be downloaded, copied and stored on any computer.

No ongoing support.

No subscription fee (you will only pay for the initial development and the ongoing cost of hosting).

Development costs can be very high.

The better option for those who need specific and fully customisable website functionality in order to operate a particular business model.

Brandsworth does not offer bespoke website design services, but we are happy to support your website development team.

DESIGN LIMITATIONS

Squarespace provides a large and varied catalogue of attractive website templates, which can be extensively customised to suit your brand's visual identity. However, it may not always be possible to precisely replicate a particular layout or design approach you've seen elsewhere online.

In order to guarantee a responsive, modern design and a smooth user experience, Squarespace websites tend towards a more understated and open layout. It's generally not possible to produce a densely populated and tightly spaced page.

On very rare occasions, the Squarespace template we select as our starting point may prove to have a particular design limitation that later proves to be a challenge. For example, some templates do not allow a business telephone number to be placed at the top of the home page, which may be important for your business. If there is any aspect of the design or layout that you consider to be critical to the success of your website, it's important that we know about it beforehand so that we can select the best template for your needs.

When we build your website we generate a webfont using the font that we have recommended as part of your brand guidelines. In some very rare cases the fonts that we have recommended prove to be incompatible with this process and can't be used on your website. If this happens, we will offer to either replace the font with a compatible alternative across all of your brand materials, or retain the existing material whilst sourcing the closest possible match for your website.

TECHNICAL LIMITATIONS

Squarespace supports a wide range of functionality, plugins and features, but there are some exceptions. If any of the features listed below under 'Not Supported By Squarespace' are critical for your website then Squarespace may not be the best option for you. Neither of these lists is exhaustive, and if you require a feature that isn't listed we advise you to ask us about it before committing to a package that includes website design services.

SUPPORTED BY SQUARESPACE

Ecommerce	Videos
Paypal	Social Media Feeds
Promotion Codes	Downloadable Files
Basic Search Functionality	Audio & Podcast Support
Landing Pages	Forms
Blogs	Google Maps
Galleries	Analytics
Events Pages	Charts
Calendars	

NOT SUPPORTED BY SQUARESPACE

Recurring or Subscription-based Payments
Online Booking & Booking Management
Complex/Detailed Search Functionality
Customer Account Creation & Login
Tables
Paywalls
Microsites & Site Partitions
Flash
Interactive Panoramas



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