I’m Allison, the visual branding and graphic designer behind AllieMarie Design. I collaborate one-on-one with small business owners with big hearts (like you!) to create beautifully designed visual identities, print collateral, and Squarespace websites to help you elevate your marketing.

Visual branding is what brings your brand to life. I’m proud to offer three different branding packages for different budgets and needs, along with opportunities to customize with branding add-ons and extra marketing collateral designs. This guide outlines these offerings and shares a little bit about my process too, to help give you a feel for what to expect. Please feel free to get in touch with questions!

Thank you for the opportunity to share what I do with you!

With happiness,

Allison

ALLISON BURNS
Designer + Owner
Branding is about knowing what connects with your target audience, authentically speaking to who they are, and genuinely gaining their trust and loyalty. Which is why my visual branding process is designed to not only create a beautiful visual identity, but also help you clarify your brand vision and strengthen your brand’s foundation, for a more holistic, heart-centered approach to branding.

1. DISCOVER + INSPIRE
Let’s dig into your brand foundation! First, I’ll ask you to collect visual inspiration and complete my Branding Questionnaire, to ensure we’re creating from a place of strategy, meaning, and alignment. Then we’ll hop on a brand clarity call to kick things off, talk about this (fun!) client homework, and discuss your big picture goals and vision. Shortly thereafter, I’ll send you a short creative brief summarizing the direction we’re headed, including an inspiration board that visually represents where we’re headed with your brand.

2. DESIGN + DEVELOP
From there, I’ll start designing and send you a presentation of two original logo + brand styling concepts to choose from. After a route is chosen, we’ll refine if needed and then continue to develop your visual brand with additional marks, design elements, patterns and textures (if included in your package).

3. IMPLEMENT + GROW
After finalizing your visual brand, we bring things to fruition. Depending on your package, this may involve designing accompanying collateral pieces and launching a Squarespace website. The goal is depth and consistency — your brand deserves attention to detail to ensure it’s beautifully and thoroughly represented.

BUILDING A MEMORABLE BRAND IN ANY INDUSTRY TAKES MORE THAN A WELL-DESIGNED LOGO.

A LITTLE ABOUT MY PROCESS

SOUND FUN? IT SO IS.

BROWSE MY BRANDING PACKAGES
The PACKAGES
PERFECT FOR... small business owners and start-ups who are ready to invest in and collaborate with a designer to create a custom brand identity for their business. This package has the essentials to help you start to develop a cohesive, authentic, beautiful brand.

THIS PACKAGE INCLUDES...

- Brand Questionnaire + Brand Clarity Call
- Creative Brief + Curated Inspiration Board
- 2 Original Logo Designs + Brand Concepts to choose from
- Full Brand Design + Library of Elements:
  - Logo Suite: Primary Logo + Variations
  - Submark / Watermark + Variations
  - Favicon
  - Font System / Typography Suggestions
  - Color Palette + Guide
- Brand Guidelines Document

NEED SOMETHING SPECIFIC THAT’S NOT INCLUDED? I’m happy to customize your package with branding add-ons, so you get exactly what you need.

INVESTMENT: $2,500
Split into two equal payments of $1,250

APPROX. TIMELINE: 3-4 weeks
REVISIONS: 2 rounds of refinement included

POPULAR BRANDING ADD-ONS

- CUSTOM ICONS - SET OF 3 / $350
- CUSTOM BRANDED PATTERN / $275
- STATIONERY DESIGN / $250
  Choose 2: business card, letterhead, or notecard
  Includes print prep
- SOCIAL MEDIA LAUNCH PACK / $225
  A set of branded social media imagery (one image for each of your platforms, up to 5 total) to help you celebrate + get the word out about your new brand

OTHER CUSTOM MARKETING COLLATERAL

Quoted separately. Starting prices:

- POSTCARD, PRINT MAILER, BROCHURE
  Starting at $250
- PRICING GUIDE, LOOKBOOK, COURSE WORKBOOK, CLIENT WELCOME GUIDE
  2-4 pages: starting at $275
  5+ pages: starting at $500

READY TO COLLABORATE?

GET IN TOUCH!
PERFECT FOR... small business owners who are ready to collaborate with a design partner to make their brand vision come to life! This package includes a full custom visual identity, plus stationery + social media launch imagery, giving you the tools to create a cohesive visual experience for your audience.

THIS PACKAGE INCLUDES...

Brand Questionnaire + Brand Clarity Call

Creative Brief + Curated Inspiration Board

2 Original Logo Designs + Brand Concepts to choose from

Full Brand Design + Library of Elements:
  • Logo Suite: Primary Logo + Variations
  • Submark / Watermark + Variations
  • Favicon
  • 2-3 Patterns / Textures
  • 3 Custom Icons / Illustrative Elements
  • Font System / Typography Suggestions
  • Color Palette

Brand Guidelines Document

2 Stationery Items of Choice
  Business card, notecard, or letterhead

Social Media Launch Pack
  An image for each of your platforms, up to 5 total

INVESTMENT: $3,750
Split into two equal payments of $1,875

POPULAR BRANDING ADD-ONS

SUB LOGO FOR COURSE, RETREAT, OR SPECIFIC SERVICE / $325

ONE-PAGE PDF DESIGN / $250
Flyer, Price Sheet, Electronic PDF

SOCIAL MEDIA GRAPHIC TEMPLATE / $175
Created in InDesign, Illustrator, or Canva

OTHER CUSTOM MARKETING COLLATERAL

Quoted separately. Starting prices:

POSTCARD, PRINT MAILER, BROCHURE
Starting at $250

SERVICE GUIDE, LOOKBOOK, COURSE WORKBOOK, CLIENT WELCOME GUIDE
2-4 pages: starting at $275
5+ pages: starting at $500

APPROX. TIMELINE: 4-6 weeks

REVISIONS: 2 rounds of refinement included for each phase of the project

READY TO COLLABORATE?

GET IN TOUCH!
Voila
BRANDING
PACKAGE

PERFECT FOR... small business owners who are ready to invest in a designer to help them create a cohesive and consistent visual brand and a beautiful online home. This package includes a full custom visual identity, stationery, social media launch imagery, and a Squarespace website that you can maintain on your own.

THIS PACKAGE INCLUDES...

Brand Questionnaire + Brand Clarity Call
Creative Brief + Curated Inspiration Board
2 Original Logo Designs + Brand Concepts to choose from
Full Brand Design + Library of Elements:
  · Logo Suite: Primary Logo + Variations
  · Submark / Watermark + Variations
  · Favicon
  · 2-3 Patterns / Textures
  · 3 Custom Icons / Illustrative Elements
  · Font System / Typography Suggestions
  · Color Palette
Brand Guidelines Document
2 Stationery Items of Choice
Business card, notecard, or letterhead
Social Media Launch Pack
An image for each of your platforms, up to 5 total

Squarespace Website Design
  · Design of homepage + up to 5 interior pages
  · Email list connection
  · Basic SEO set-up to get you started
  · Recorded Squarespace training and Website Guide PDF, all custom to you
  · 1 week support on your site after launch
  · Full access to your website, so you can maintain on your own

Website copy + photos are provided by you or your copywriter/photographer.

POPULAR WEBSITE ADD-ONS:
"Coming Soon" page, image sourcing/curation, additional page designs, email list or opt-in pop-up, and more. Custom quoted.

INVESTMENT: $6,250
Split into three payments: $3,125 $1,562, and $1,562

APPROX. TIMELINE: 7-8 weeks
REVISIONS: 2 rounds of refinement included for each phase of the project

READY TO COLLABORATE?
GET IN TOUCH!
## WHAT’S INCLUDED:

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Remember, you can customize any package with branding and website add-ons! See previous pages for examples and contact me for more details.

## READY TO START THE CONVERSATION?

CONTACT ME!
NEXT STEPS + WHAT TO EXPECT

BOOKING
Interested in collaborating? YAY! The first step is to get in touch with me and share a bit about your business and what you envision for your new brand. When I hear from you, I’ll surely do a lil’ happy dance (!), send over some details, and schedule an initial call with you so we can get to know each other and ensure we’re a good fit.

To seal the deal, I’ll send over a proposal, contract, and invoice. After all is signed off on and you’ve submitted your downpayment, we’ll be set to go!

INVESTMENT
The investment for each package is listed on the previous pages. A 50% downpayment is required to book your project in my calendar. Your final design fee may change, depending on branding add-ons and any other needs you have that are outside of what’s included in the package.

Pricing and package details are subject to change without notice.

REVISIONS
Each phase of the design process includes 2 rounds of revisions to ensure you’re thrilled and confident with the final product. Additional revisions are charged at an hourly rate.

SOME FAQS / Read more here

HOW LONG DOES THE PROCESS TAKE AND WHEN CAN WE GET STARTED?
Approx. timelines are noted on the bottom of the previous pages. Actual timelines and start dates will depend on my project calendar, your specific needs, add-ons, holidays, etc. We’ll discuss more before booking, so you know what to expect!

DO I OWN MY LOGO + BRANDING FILES?
Yes! Upon receiving your final payment, the copyright and ownership of your final logo and branding files is transferred to you.

WHAT FINAL FILES DO I RECEIVE?
After we wrap up, I’ll send you a zip file to download, which will include a library of all your finalized logos and branding elements. They will be saved in different colors and sizes for your convenience, for web and print use, and in vector (editable) format.

ARE YOU AVAILABLE FOR ON-GOING GRAPHIC DESIGN WORK?
I love continuing to collaborate with my clients after we wrap up their branding! Simply reach out when you need a design hand and we’ll chat about your needs, timeline, and a design estimate for your project. To best serve my current clients, I’m not currently taking on new non-branding clients.

ARE YOU IN?

LET’S WORK TOGETHER
I promise to prioritize our scheduled deadlines, work within your desired timeline, and create a positive and collaborative environment we’re both excited about.

I’ve thoughtfully made every step of our design process, from collecting inspiration for your dreamy moodboard to selecting our favorite logo variation, a fun and exciting collaboration you look forward to.
ready to COLLABORATE?

CLICK HERE TO SAY HELLO AND TELL ME ABOUT YOUR PROJECT!