

Alinea



A DIFFERENT KIND OF AGENCY

A full-service branding agency made of creative experts who've joined together — to help ambitious brands like you, unlock their potential.

[SERVICE GUIDE](#)

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FOUNDERS NOTE



Hello, and welcome.

First of all, we want to congratulate you on taking the first step in unlocking more potential for your business. Building a brand for the long term takes passion and dedication, and we hope Alinea Collective will be your all-in-one place to access branding and creative support throughout the journey.

If you've landed here, you're likely looking for something different. That's great, because we are too. Alinea Collective is a different kind of agency. Our team is made up of specialists with years of experience in their own fields, and our clients come to us when they are in place of transition. Often launching something new, rebranding, or looking for strategic support to build something bigger.

We are based in Montana, but work with brands doing amazing things around the country. Think of us as your homebase to access a variety of creative talent, aligned in style and vision, who were hand-selected to elevate your brand.

We invite you to explore our service guide, but encourage you to ask us questions. A virtual call is the best way for us to get to know each other and we always offer a free Discovery Call -- no strings and no pressure.

Looking forward to working with you!

Sydney & Serena

CO-FOUNDERS, ALINEA COLLECTIVE

Industries we know and love

Retail

Hospitality

Food & Beverage

Health & Wellness

Artists & Makers

E-Commerce Products



Services

Branding Strategy

Brand Design

Copywriting

Web Design

Photography

Packaging

Marketing Strategy

Marketing Management

Experiential Launches

Portfolio



ZEPHYR CYCLING



LULU POTTERY



BRIGADE

Our Approach

We value dynamic collaboration, providing our clients with customized support, and bringing down-to-earth relationships to every project we touch.

IMPACTFUL STRATEGY.

BUILDING BRANDS FOR THE LONG-TERM.

A CUSTOMIZED TEAM TO MAKE IT HAPPEN.

Our recipe for success

BRAND STRATEGY



MESSAGING & DESIGN



WEB & EXPERIENCE



IMPLEMENTATION

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BRAND & MARKETING STRATEGY

Brand Strategy involves a comprehensive plan that outlines your brand goals, vision, and differentiators and a tailored approach to achieve them. Creating your Brand Strategy involves establishing your brand foundations, doing brand positioning work to become the best fit choice for your people, and creating a luxe and intentional brand experience to keep people coming back.

A custom marketing strategy is for those seeking clarity, direction and a solid plan to follow as you engage with your audience and outline your marketing and launches.

BRAND POSITIONING STRATEGY

2 Day Timeline
 Preliminary Client Questionnaire
 Positioning Workshop Session (90 minutes)
 Positioning Guide: Core Offers, benefit & transformation, Style & Personality, Approach, Audience, Competitors, Differentiators & USPs

Starting at \$1,800 +

BRAND STRATEGY WORKSHOP

3 Week Timeline
 Preliminary Client Questionnaire
 Two Workshop Sessions (2 hours each)
 Brand Strategy Guide
 Brand Foundations (Brand Purpose, Goals, Mission, Vision, Values)
 Brand Positioning Strategy (Core Offers, benefit & transformation, Style & Personality, Approach, Audience, Competitors, Differentiators & USPs)
 Brand Experience (Customer Experience Journey, Brand Pillars, Keywords, Creative and aesthetic Direction.)

Starting at \$4,000 +

MARKETING STRATEGY ROADMAP

3 Week Timeline
 Preliminary Client Questionnaire
 Two Workshop Sessions (2 hours each)
 Marketing Strategy Workshop
 Content outline + calendar
 Marketing messaging touchpoints
 Replay of Recorded workshop
 Customized PDF Marketing Strategy & Brand Strategy Guide

Starting at \$6,000 +

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BRAND IDENTITY DESIGN

Stand out in the sea of competitors, accurately reflect the quality and value you provide, and gain confidence to show up as the pro you are. Our premium Brand Identity services combines high-level strategic brand development paired with the creation of a high-touch brand design that will leave you and your customers with clarity and excitement down to the very last details..

No matter where you are on your journey or what level of support you need, we have a package that has been designed specifically for your budget, needs and business goals in mind

MINI BRAND IN A DAY

- 1 Day Timeline
- Preliminary Client Questionnaire
- One Exclusive Design Day
- Creative Alignment Call
- 2 Logo Marks: Icon & Wordmark
- Mini Font System
- Color Palette
- Mini Brand Guide

Starting at \$1,800 +

BRAND INTENSIVE DEEP DIVE

- 1 Week Timeline
- Brand Positioning Framework Workshop**
- One Workshop Sessions (90 minutes)
- Positioning Guide | Core Offers, benefit & transformation, Style & Personality, Approach, Audience, Competitors, Differentiators & USPs
- Dream Brand Identity Kit**
- Creative Direction
- Dynamic Logo Suite: Main Logo, Icon, Wordmark
- Cohesive Font System
- Color Story & Palette
- Brand Guides

Starting at \$4,000 +

SIGNATURE BRAND EXPERIENCE

- 6 Week Timeline
- Brand Strategy Workshop**
- Two Workshop Sessions (2 hours each)
- Brand Strategy Guide | Brand Foundations, Brand Positioning Strategy, Brand Experience
- Signature Brand Identity Kit**
- Visual Creative Direction
- Custom Logo Suite: Primary logo, Secondary logos, Wordmarks, Signature, Icons, variations and more
- Graphic Elements & Illustrations
- Brand Patterns & Textures
- Color Story & Palette
- Cohesive Font System
- Brand Application Mockups
- Photography Direction
- Brand Guidebook

Starting at \$8,500 +

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BRAND MESSAGING & COPYWRITING

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Your brand vision in writing. This provides you with a robust messaging guide and foundational copy to build your brand for the long term. Creating the high-converting words your website needs for your customers to understand your value. This copy is created in direct alignment with the website strategy so they can both be as effective as possible in conversion.

BRAND MESSAGING

4 Week Timeline
Brand Messaging Session (1:1 Zoom call)
A recorded interview session to pull out the emotions of your brand and its story.
Branded Messaging Guide - A 20+ page guide
Tagline & One-Liner
Vision
Mission Statement
Brand Bio
About the Founder/Team
Offerings Overview
Brand Voice (tone & style guide)
Target Audience
Marketing Swipe Files
And more...! (We'll customize to your brand)

Starting at \$3,000 +

WEB SITE COPYWRITING

3 Week Timeline
BRAND MESSAGING MUST BE COMPLETE AS A PRE-REQUISITE

Web Copy Workshop Session (1:1 Zoom call)
Up to 5 pages of edited website copy
Up to 2 rounds of edits
Branded catchphrase concepts to apply to marketing materials

Starting at \$1,600 +

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WEB DESIGN & DEVELOPMENT

Create a vibrant online space for your brand to live and thrive. Branding assets and Messaging will be applied to the website to create a cohesive look and feel that speaks clearly to your audience about what you offer. All of our websites are outlined with a comprehensive strategy in mind that allows users the best possible experience when using your platform. This structure allows for expansive growth and easy maintenance in the future as your brand and vision grow.

Starting at \$5,000 +

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Testimonial

“I knew I wasn't the type of person who would do well working with a large company so when I saw The Alinea Collective, I knew it would be an amazing fit for my company. The talent, passion and professionalism of each party involved is a brilliant combination that can take any business to the next level. Working with Serena on my branding has been a wonderful experience. Her talent, professionalism and passion for taking brands to the next level is evident in the product she produces for clients. After working with her the past few months I truly feel that my brand is a reflection now of all the hard work I've put into my company over the past 9 years. Hiring Serena to lead this project has been an extremely rewarding experience and I can't recommend her enough.”

Laura

FOUNDER, LULU POTTERY

Services: Brand Design, Copywriting, Web Design, Launch Strategy

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IMPLEMENTATION & ONGOING SUPPORT

After building your brand foundations, its time to go the extra mile to create an outstanding customer experience. We are here to support your business long after your brand development is complete so you have the design and strategic support to implement and execute your vision with ease. Our strategy and design clients have access to brand guidance consulting, content kits, packaging design, web design, apparel and any kind of collateral to build a memorable brand.

MARKETING CONSULTING & STRATEGY CALLS

COLLATERAL DESIGN

LAUNCHES & EXPERIENTIAL DESIGN

Testimonial

“I have been a small business owner for 7 years, in those 7 years I managed every part of my business and found it overwhelming and challenging to create a refined and polished brand. As I was beginning to think about my next venture I knew that I needed a team to support my basic branding strategies that would then lead into fully developing the refined brand I envisioned. The Brand Strategy Workshop was the absolute perfect match to set the tone for the way I began thinking about the new brand. The Brand Strategy allowed me to look at every part of my business and had me hone in on how I was going to give my future clientele an out of this world experience. It was a dream to work with Serena and the team, who answered all of my questions along the way, challenged me to look at new aspects of my business and how I was going to manage those client experiences. I am looking forward to continuing working with Serena and the Collective as I move forward within my new venture!”

Lauren FOUNDER, BUTTERKRÉM

Services: Brand Strategy, Brand Design, Copywriting, Web Design, Launch Strategy & Implementation



Let's Make time to Connect

These are our bread and butter packages, the ones we see most often come up through our client's needs, but we really value understanding your goals and how you intend to use Alinea Collective's services. At the end of the day, it's most important to connect together before the project starts and customize for your specific needs. We hope this provides a great starting place, but we will always tailor-fit the package to your needs and priorities.

HOW TO WORK WITH US:

1. Submit your Inquiry Form on our website (a few simple questions)
2. Book your no-pressure Discovery Call (This is the most helpful part of our process!)
3. We'll create a custom proposal and go from there!

ALINEACOLLECTIVE.CO

Alinea



LET'S DISCOVER YOUR POTENTIAL

Our desire is to ease the branding & marketing process, provide guidance, and deliver confidence and high-performance deliverables that will serve you and your business for years to come.

Work with us at

ALINEACOLLECTIVE.CO