

Be bold. Be brave  
*Be branded.*



NARD

studionard.com.au



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Studio Nard  
Branding Packages 2024

The Goal

Everything you *are*, *say* and *do*  
*represents* your brand

The goal of branding isn't to attract everyone;  
its to attract the right people that resonate with you and your brand.

Our Brand Mantra

Be bold. Be brave.  
*Be branded.*

At Studio Nard we believe in the power of refined design coupled with a strong strategic approach.  
We create powerful brands that clearly represent our clients and their specific target market.

Let us bring your brand to life, tell your story and attract your dream clients.

About  
*Us*

# What *we do*

Studio Nard offers a premium branding service.

With our lust for design and an energy for life, we believe that when you work with passion and love, anything is possible.

We believe in the power of refined design coupled with a strong strategic approach. The power to clearly represent a brand and bare its soul to the world. It is with this power that we help forward thinking clients breathe life into their visions, realise their dreams, attract dream clients and unleash hidden potential for their brands.

Offering a premium service and a strong work ethic Studio Nard strives for nothing but perfection and creates tailored design solutions for your business that you will be forever be proud of.

**Let our love for design bring your brand to life.**

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/  
Refined  
Design

/  
Brand  
Strategy

/  
Clear  
Communication

# Meet *Nadia*

With over thirteen years experience, Nadia Neocli is the creator and lead creative at Studio Nard. Graduating with a Bachelor of Design (Visual Communication) from Monash University in 2009, Nadia has been designing ever since.

Nadia's love for design is evident in the work she produces, and her passion for refined design and detail with purpose is key to her design philosophy.

Nadia's experience in the industry is vast and has allowed her to work with great clients across many industries including property, retail and hospitality. She has also worked in design agencies and studios, big and small.

Honoured to be apart of creating brands for her clients, Nadia works with pride and precision to ensure all jobs are completed to the highest of standards. Working with her network of trusted suppliers she also ensures work is produced to the finest quality.



/  
13+ years  
design experience

/  
Infinite love  
for design

/  
Eye for detail

Branding  
*Packages & Pricing*

## Branding Packages & Pricing

All our design packages  
*specialise in re-branding*  
& *business start up* branding

At Studio Nard we apply a strategic approach to your branding.

All clients receive an in-depth business analysis before we commence design.

We design with purpose to ensure brand authenticity, longevity, recognition and above all else brand loyalty.



# Our Packages

Our packages have been created to make it easy for you to choose the level of work required for your brand journey specifically.

We also have more services listed in the following pages if you require further works beyond our packages.

SERVICES RENDERED	BE BOLD	BE BRAVE	BE BRANDED
<b>BRAND STRATEGY</b>			
In depth business questionnaire/analysis	✓	✓	✓
Research and concept development	✓	✓	✓
Full In-Depth Brand Strategy including Brand Vision, Brand Purpose, Brand Values, Brand Personality, Brand Image, Unique Selling Proposition and Competitor Analysis	-	-	✓
<b>BRAND DESIGN</b>			
Presentation of conceptual mood board	✓	✓	✓
Presentation of 3 brand concepts	✓	✓	✓
Refinement of selected concept	✓	✓	✓
Supply of final Logo Suite (ai, eps, jpg and png formats)	✓	✓	✓
Brand Design including Logo Suite, Colour System and Type System	-	✓	✓
Design and supply of brand guidelines Single Page Cheat Sheet	✓	-	-
Design and supply of brand guidelines Standard - up to 10 pages	-	✓	-
Design and supply of brand guidelines Comprehensive - up to 40 pages	-	-	✓
<b>SOCIAL MEDIA CURATION</b>			
Supply of main logo assets for social media accounts	✓	✓	✓
Art direction and design of Instagram grid Includes Instagram feed template creation (up to 4)	-	✓	✓
Comprehensive Instagram Template Creation including Instagram feed and story templates and Instagram highlight icons	-	-	✓
<b>PRICE \$(AUD)</b>	<b>1,850.00</b>	<b>2,750.00</b>	<b>3,750.00</b>

*\*All costs listed are for design services only and are exclusive of print costs. These can be obtained on request. Print costs are quoted individually depending on amount of items, print finish, paper stock and quantities required. All costs listed below are exclusive of website hosting, url charges, and any other 3rd party costs associated with the digital setup of your business. Prices listed include two rounds of client revisions. Anything past these two rounds will be charged at an hourly rate of \$75p/hr.*

Branding Packages & Pricing

# Additional *design services*

In addition to your design package, Studio Nard offers an array of design services to help build your brand.  
Get on top of all your brand requirements by tailoring our design services to suit your needs.

# Tailor Your Service

Studio Nard offers a wide range of creative services. Please find a list of our most commonly rendered services and relevant pricing. These are broken into 3 sections:

## **Printed Collateral**

Bring your brand story to life with tangible design. Printed media is still an extremely necessary and effective tool in telling your brand story.

## **Brand Guidelines**

When it comes to branding, consistency is key. Implementing brand guidelines, help to maintain the quality and integrity of a brands image and eliminate customer confusion. Develop your brand guidelines to ensure brand recognition and consistency across all platforms.

## **Digital**

Studio Nard offers a range of digital services for your business to ensure your brand story continues seamlessly in the digital space.

If you require something not listed below, we would be more than happy to discuss your needs. All custom design items will be quoted separately and charged at an hourly rate of \$75p/hr.

<b>PRINTED COLLATERAL</b>	<b>COST* (\$AUD)</b>
Business Cards	150
Complete stationery rollout. Includes business card, letterhead, envelope and with compliments slip	300
4pp Brochure	600
Direct Mail	225
Press Advertising (Full page or half page)	225
Outdoor Signage	225
<b>BRAND GUIDELINES</b>	<b>COST* (\$AUD)</b>
Standard / Up to 10pp	600
Comprehensive / Up to 40pp	1,200
<b>DIGITAL OFFERINGS</b>	<b>COST* (\$AUD)</b>
Supply of main logo assets for social media including facebook, instagram and pinterest	75
Website	
Basic 1-4 pages	600
Advanced 5+ pages	1,200
Curated art direction and design of Instagram grid Includes social media template creation (up to 4)	450

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We look *forward*  
to being apart of your  
*brand journey*



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