



*Achieve* ATTENTION



# BRAND IDENTITY PACKAGE

perfect for **start-up businesses** or those seeking a **re-brand** who understand a brand is so much more than just a logo in order to **support business growth**. All designs are strategised by our **qualified brand science and marketing psychology expert** along with your own **individual market research** we conduct

\$1,600 AUD

4 Week Process

Brand discovery & consultation brief  
Direct competitor research & benchmarking  
3x brand tagline/slogan concepts  
Mood board & colour palette design  
6x initial logo concept design  
3x revisions of single selected logo design  
Logo icon design (*website favicon & social media*)

Logo colour variations (*for flexible usage*)  
3x brand submarks (*for brand identity diversity*)  
Brand pattern design (*supports brand recognisibility*)  
4x visual brand identity mock-up concepts  
Custom Brand Guide documenting your  
official brand identity designs & strategy  
Final files - JPEG, PNG, EPS, SVG, TIFF, Ai, PDF

# Euphoric Collection

DUSK  DAWN



# COLLATERAL PACKAGE

the perfect add-on to the Brand Identity Package to implement your new or existing brand identity consistently to support **brand growth based on marketing science and psychological evidence** with a design that can **capture attention in your market**

\$750 AUD

2 - 3 Week Process

Your choice of 5x branding collateral designs...

Business cards	Price lists
Loyalty cards	Swing tag
Thank you cards	Stickers / Simple Label
Appointment cards	Sign / Banner
Gift vouchers	Tissue paper

**Also available at separate pricing...**

Brochure design **\$240**

Custom branded booklet/program design **starting from \$399** (depending on number of pages)



# S O C I A L T A K E O V E R P A C K A G E

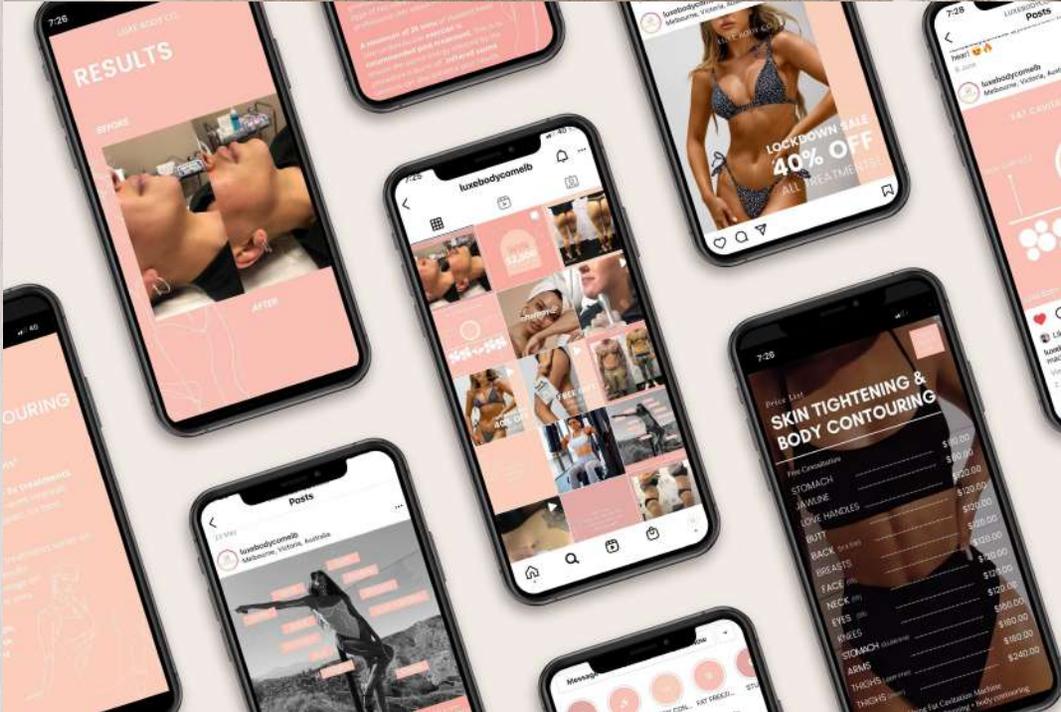
*perfect for any business wanting to setup or revamp their social strategy that will **generate ROI and compete effectively with your competitors**, implement **best practice tactics** based on each social platforms algorithm plus **promote brand growth** through best practice brand implementation consistent brand identity **based on brand science and psychology** without the time and fuss of doing it yourself*

**\$300 AUD / week**

**8 Week Process**

Custom direct competitor social activity research  
Social strategy development *(based on top performing competitors found in research)*  
2x social account setup *(we recommend which platforms based on competitor research)*  
Best-practice brand identity implementation  
*(to promote brand growth)*  
Instagram highlight cover designs  
Facebook/Pinterest cover photo design

mood board for content creation direction  
Custom branded editable story templates  
Custom branded editable post templates  
High engagement content creation  
Posting for 8 weeks + future content prep  
Hashtag research  
Social media guide to success manual  
*(written by our qualified marketing professional)*



# W E B S I T E   D E S I G N

*did you know it only takes 0.05 seconds for a person to decide if they will stay or leave your website?*

*This package is perfect for service-based businesses wanting a professional branded website that can convert strangers into buyers using **best practice website design tactics, layouts and cues** found in the latest marketing research to **support user experience and consumer trust**, without the time and fuss of doing it yourself*

**\$2,197 AUD**

**4 - 8 Week Process**

**Website Capabilities: email campaign, blog, analytics , multi-device design, bookings**

Brand & website brief consultation *(meeting)*

Website content & navigation plan

Coming soon landing page

Website build and design using Squarespace 7.1

*(based on best UX, interface and branding implementation)*

SEO keyword research & set up

Content refinement *(to suit brand voice & implement keywords)*

Image editing

Ability to add e-commerce functions in future

1x website revision

1:1 training & support session

**Available add on...**

Set up of Google Business Account & Google Analytics (highly recommended for all businesses) **starting from \$290**

# E - C O M M E R C E W E B S I T E D E S I G N

*did you know it only takes 0.05 seconds for a person to decide if they will stay or leave your website?*

*This package is perfect for product-based businesses wanting a professional branded website that can convert strangers into buyers using **best practice website design tactics, layouts and cues** found in the latest marketing research to **support user experience and consumer trust**, without the time and fuss of doing it yourself*

From \$2,497 AUD  
4 - 8 Week Process

Website Capabilities: email campaign, blog, analytics , multi-device design, bookings

Brand & website brief consultation (*meeting*)

Website content & navigation plan

Coming soon landing page

Website build and design using Squarespace 7.1

*(based on best UX, interface and branding implementation)*

SEO keyword research & set up

Content refinement (*to suit brand voice & implement keywords*)

Image editing

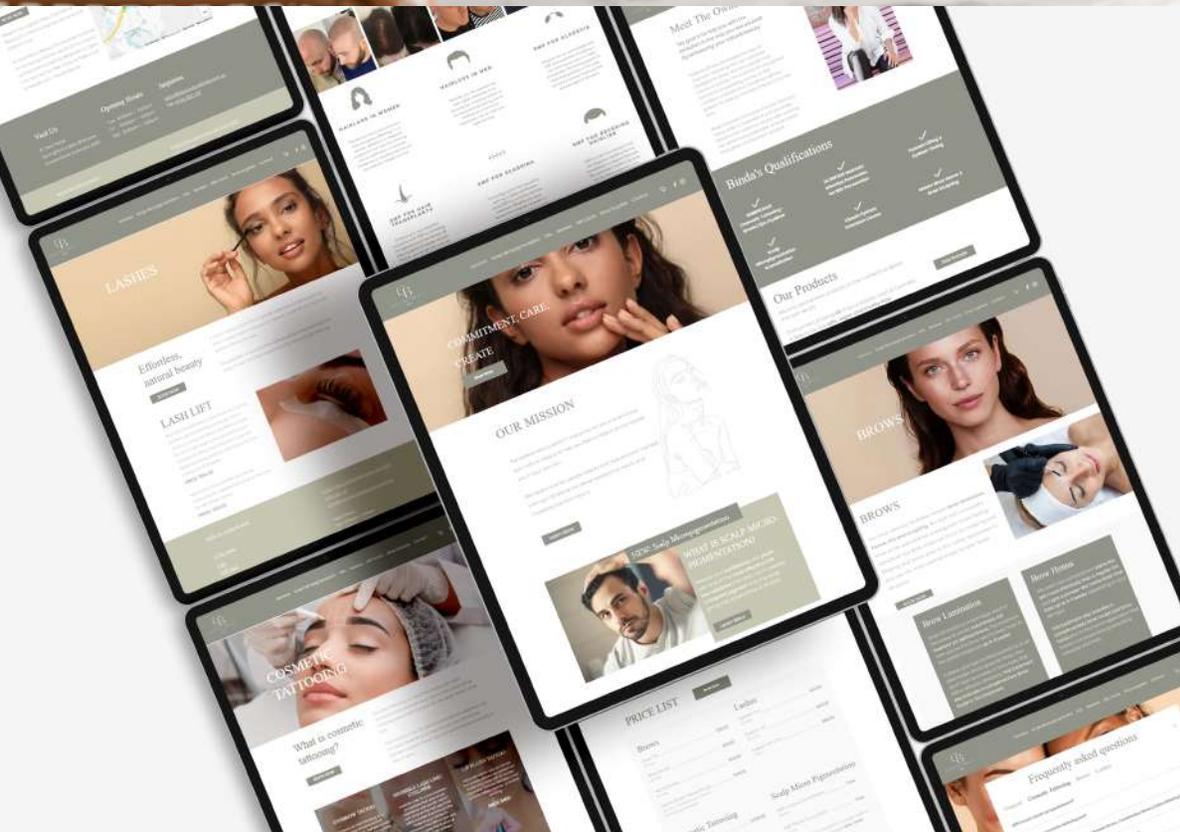
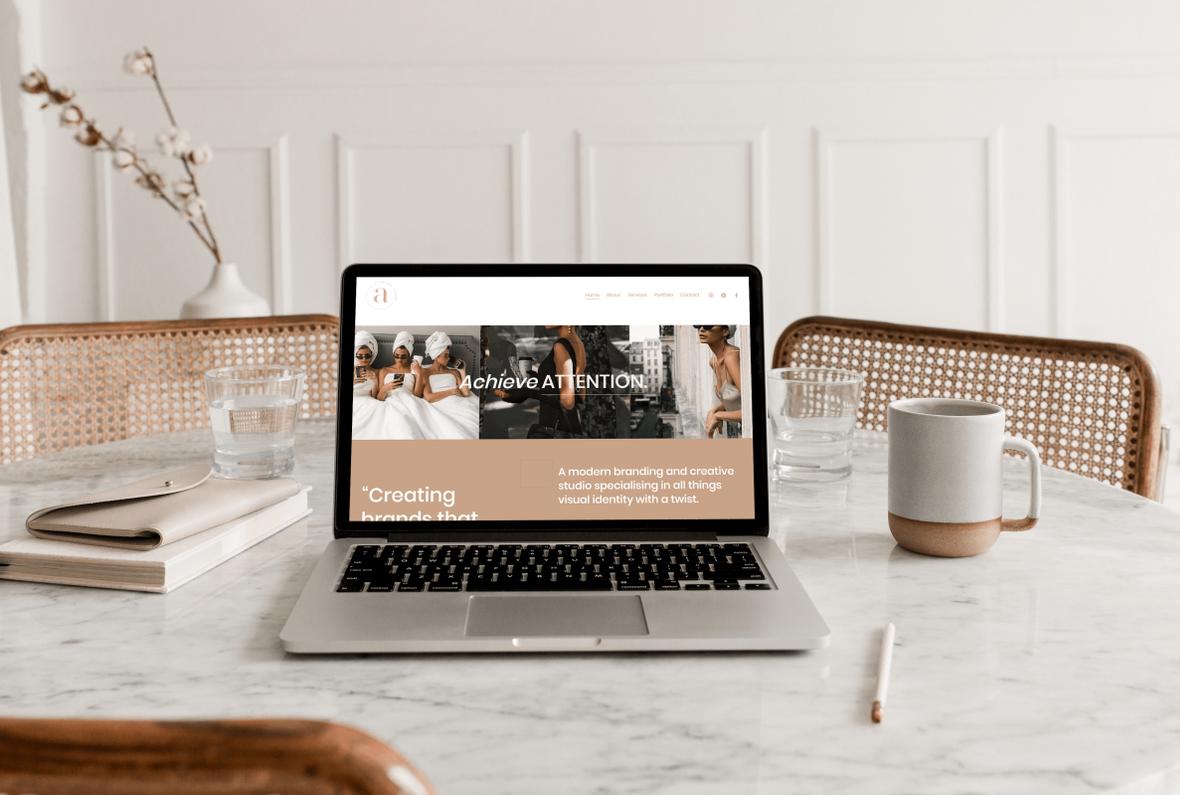
1x website revision

Online store set up (*price varies on product no.*)

1:1 training & support session

Also available at separate pricing...

Set up of Google Business Account & Google Analytics (highly recommended for all businesses) **starting from \$290**



# WORKING WITH US

*We can't wait to be a part of your brand story*

## BOOKING IN:

Jump onto our website 'contact' page and select the 'Send us your brief' button. Fill out our brand discovery form with your project brief and order description. We will review your form and send you an invoice prior to commencing the design process.

We are happy to jump on a phone call or meet with you in person - email us!

## PAYMENT:

We require a 50% deposit on all services and products prior to commencing the design process. The remaining 50% is to be paid once all designs and products are approved for print.

*Payment Plans also available*

## PRINTING:

Prices listed exclude printing. Printing costs vary significantly based on quantity, paper, shapes and finish. We use one of the best print suppliers in Australia who can offer almost any type of printing you can think of so that we can get creative with your brand!

We are not accountable for damages that occur during postage.

## WEBSITES:

Prices listed exclude hosting/domain costs. You will be notified of hosting/subscription costs for approval prior. We design and build based on best practice layout, navigation, content and design for a positive user experience based on evidence and research.

## PROOFING:

All final designs are subject to your proofing for errors. If there are any errors once you have approved the final design, this will be your liability.

## DISCLAIMERS:

Prices may change at any time. Adding extras to your design or products will incur additional costs to which you will be notified for approval. Ensure you let us know of deadlines prior to commencing your project otherwise we will not be held accountable we prefer to not rush creative processes for best outcomes. Any significant changes to your initial brief may incur additional costs if design process has commenced. To avoid this please ensure you are certain on your brief and it is highly detailed.

# M E E T G E O R G I A

*Founder, owner & designer*

Georgia is a **qualified professional in Marketing and Communications** with a passion for visual brand identity, business growth strategy plus the psychology and science behind marketing.

Her outstanding academic accomplishments not only allow her to create aesthetic visual brand identities but more importantly, brands that really work through an evidence-based approach, **proven to be effective across all industries, product categories and countries.**

By incorporating the fundamentals of consumer behaviour, human memory theory and brand growth tactics, you are provided with branding collateral that really works.



**Have more questions?**

You can reach me at [info.attentionseeker@gmail.com](mailto:info.attentionseeker@gmail.com)

*Georgia at Attention Seeker*