

UPDATED FOR
OCTOBER 2022

SERVICES

AVAILABLE FOR

- + FIRST-TIME CLIENTS OF OS DESIGN CO.
- + CLIENTS WITHOUT AN ACTIVE ONLINE AUDIENCE OR CONSISTENT CLIENTS
- + CLIENTS WHO HAVE NEVER WORKED WITH A BRAND STRATEGIST/DESIGNER

UPDATED FOR

OCTOBER 2022

OSDESIGNCO

OCTOBER 2022

NEW CLIENT

SERVICE

MENU



**PRO LOGO
PACKAGE**

unavailable

**SIMPLE PRO
SETUP**

unavailable

iDENTITY X

starting at \$3790

**NEW CLIENT
VIP DAY**

starting at \$697

PROFESSIONAL LOGO PACKAGE

You're ready to start putting yourself out there under an official logo, but don't think you need a website/full branding. Typically Best for Hobbyists, Creative Side Hustlers and New Entrepreneurs.

WHAT IT IS: A mini branding process that emphasizes the foundation and goals of your brand and leaves you with a logo & brand guide (in addition to confidence & clarity!)

WHAT YOU GET: a complete logo set, moodboard, basic brand guide (colors & font suggestions)

WHAT IT ISN'T: a full/comprehensive brand strategy package (like identity x), a completely hands-off/done-for-you service (like fiverr or marketing agency), hiring a designer to do whatever you want.

WHAT YOU DON'T GET: a website/full brand strategy, social media assets, unlimited revisions/custom coding, templates or branded assets.

So if you want help

1. getting started with branding your business/understanding what you need
2. creating a logo based on design strategy and your brand identity
3. deciding on a general brand feel including colors and font suggestions

NOT AVAILABLE FOR OCTOBER 2022
SORRY FOR THE INCONVENIENCE

SIMPLE PRO SETUP

You know what you want to do and you need the basics of your brand set up quickly with few bells and whistles. Typically Best for Side Hustlers and New Entrepreneurs.

WHAT IT IS: A straightforward project that works like an assembly line, setting you up with the business essentials and brand basics.

WHAT YOU GET: simple text based logo, basic brand guide, free landing page, professional email address & signature, professional phone number, guidance through domain purchase, technical set up, early branding help from an expert, clear next steps & post-project support.

WHAT IT ISN'T: a full/comprehensive branding package (like identity x), a completely hands-off/done-for-you service (like fiverr or marketing agency), a long-term solution for growing your business, a high ticket brand or web design service.

WHAT YOU DON'T GET: a complex logo/website/brand strategy, social media marketing calendars, seo or paid ad support, billing/account/legal set up, unlimited revisions/custom coding, automation or email marketing set up, funnel set up, illustrations or highly customized design.

So if you want help

1. getting started with branding your business/understanding what you need
2. buying a domain, creating a landing page, setting up a branded email address/signature and free business phone number (less than \$20/yr using my suggested platforms & process)
3. creating basic brand visuals (colors, fonts, basic logo)

NOT AVAILABLE FOR OCTOBER 2022
SORRY FOR THE INCONVENIENCE

iDENTITY X

You're looking to level up your business and establish your online presence with brand strategy & website, Typically Best for solopreneurs, authors/influencers or transitioning side hustlers who are crystal clear on their services and are preparing to pivot, launch or establish credibility online.

WHAT IT IS: A goal-centered project geared towards establishing clarity, equipping your business with branded tools and opening up doors through a simple but professional website.

WHAT YOU GET: professional logo, complete brand guide, high-quality landing page on your own domain, professional email address & signature, (optional: professional phone number, guidance through domain purchase, technical set up, basic seo set up). brand strategy, brand photoshoot checklist, 2 branded assets of your choice, clear next steps & post-project support.

WHAT IT ISN'T: a completely hands-off/done-for-you service (like fiverr or marketing agency), financial/legal/or CRM set up, a multi-page, highly complex or custom coded website or app, ongoing marketing or social media management, ongoing coaching or 1:1 consulting.

WHAT YOU DON'T GET: a social media marketing calendars, seo or paid ad support, billing/accounting/legal instruction, unlimited revisions/custom coding, automation/funnel or social account set up, free photography/hosting/domains/video editing/copywriting/content or templates.

So if you want help:

1. establishing a clear, cohesive brand strategy to attract your ideal audience
2. clarifying your brand voice, positioning statement and goals
3. equipping your business with high-quality visuals & branded touchpoints
4. launching your own professional 1-page website

And you're down to:

1. work with an expert to establish an authentic brand strategy
2. follow my process and provide information/feedback via trello
3. invest in your domain/website hosting & professional photos
4. honor the revision guidelines and terms of service
5. launch a dope, informative, 1 page website that helps you reach your goals
6. invest \$3790 for express (4 wk) set up OR three payments of \$1397 for the full (7-9 wk) process. ***timeline subject to availability

iDentity X might be the package for you.

NEW CLIENT VIP DAY

You need help getting started - whether you are overwhelmed when it comes to deciding a brand direction, seeking the tools & credibility to help you start booking clients or are lost on what to do in the early stages of marketing your business. Typically Best for experts in an industry that are transitioning into side hustles and new solopreneurs/businesses that have yet to launch.

WHAT IT IS: A way to book expert consulting and design services for a high return in a small amount of time. Your day is customized with a targeted strategy session that produces clear action steps for you + the rest of the workday dedicated solely to designing for your business.

WHAT YOU GET: 6-7 hours focused on YOU. Typically split into 3 hours of strategy + 3 offline hours of remote work. You are not paying for a la carte deliverables, but instead reserving dedicated time. On the discovery call we'll decide how to best use your VIP day. ***

WHAT IT ISN'T: a structureless set of hours where you tell me what to do (or vice versa!) OR a way to get around investing time and money into your business long term. this is not fiverr, beloved.

WHAT YOU DON'T GET: guaranteed design deliverables (we'll decide what you're ready for and what's possible), legal or financial consulting, full website or brand package in one day, a full quarterly marketing strategy in one day.

So if you want help:

1. understanding branding in general for your idea or business
2. clarifying your core offers and how to book your clients
3. getting some designs for an upcoming pitch, event or launch
4. identifying the next steps for your business based on your goals

And you're down to:

1. work with an expert to gain clarity
2. have a discovery call to set goals & a date for your VIP Day
3. fill out the necessary pre-VIP questionnaires on time
4. be available for scheduled calls & communication on your VIP Day
5. invest \$697 at the end of the discovery call to reserve your VIP Day

a New Client VIP Day might be perfect for you.

SERVICES

WANT TO LEARN MORE?



EMAIL ME AT TWH@OSDESIGNCO.COM
OR SCHEDULE A CALL AT OSDBYTWH.COM