

Hi! I'm Cait. I'm going to make your brand beautiful.

WHY WORK WITH A BRAND STRATEGIST?

Your brand is how your customers and clients see your company. It's how they recognize you compared to everyone else. In a perfect world, this should be as unique as a fingerprint. This is where I come in. I'm here to make your brand as special and unique as you are, and to take that vision in your head into reality.

HOW CAN I HELP YOU?

I have extensive experience in graphic design, digital and print PR, social media management, and web design. I also have a proven record of brand growth and glowing testimonials.

I am here to take the guesswork out of being a brand for you. This is a collaborative experience, and by the end, it'll feel like I've plucked the ideas straight out of your head and put them out into the world.

You don't need to have the creative design skills. All you need is a love for what you do and a desire to take it further. I'll take care of the rest for you.

This is the whole package. There's no need to shop around for multiple professionals. I can take you from a planning session to copywriting, to web design -- saving you time and money.

NOT SURE WHERE TO START?

Complete Brand Audit

Looking to revitalize your brand? Not sure what the next step needs to be? A brand audit might be the thing you need to kickstart the next stage of your website or business. I will personally go through all of the aspects of your brand, and provide you with a thorough report of some things that could be done to clarify your mission and your message to potential clients!

I approach each audit knowing there is no one-size-fits-all brand. It's unique, just like you! Stop losing business to other companies with a stronger brand! Take control of your brand and take the next step.

INCLUDES

30 Minute Consultation
45 Minute Wrap-Up Meeting
Brand Report
Recommend Changes and Successes Guide
Values, Culture, Voice, and Tone Analysis



INVESTMENT

\$149
2 weeks

BUDDING BUSINESS, NETWORK MARKETER,
OR NONPROFIT?

The Essentials Package

INCLUDES

- 45 Minute Consultation
- Customized Branding Workbook
- Brand Clarity Statement & Mood Board
- 2 Logo Concepts
- 2 Logo Revisions
- 1 Final Logo Design
- Brand Style Guide
 - font styles
 - color codes
 - maintaining your brand

ADD-ONS

Logo Watermark	\$25
Business Card Design	\$125
Brochures & Mailers	\$100
Additional Print Materials	\$75/page
Social Media Images	\$25/each



INVESTMENT

\$900
3 weeks

ESTABLISHED BUSINESS IN NEED OF A BOOST?

The Enterprise Package

INCLUDES

- Everything included in the Essentials Package
- Additional Logo Concept
- Logo Watermark
- Business Card Design
- 2 Custom Patterns or Textures
- Letterhead Design
- 30 Minute Brand Launch Strategy Session
- 5 Brand Launch Social Media Files
- 2 Social Media Cover Images

ADD-ONS

Brochures & Mailers	\$100
Additional Business Card Designs	\$25/each
Additional Print Materials	\$75/page
Additional Social Media Images	\$25/each



INVESTMENT

\$1975
5-6 weeks

LOOKING FOR THE ALL-ENCOMPASSING BRAND
EXPERIENCE?

The Luxury Package

INCLUDES

- Everything included in the Enterprise Package
- Additional 45 Minute Website Brainstorming and Help Session
- Squarespace Website Design, Including Homepage and 5 Linked Pages
- Website Usage and Branding Guide
- Complete Website Ownership
- Custom Domain Consultation
- SEO-Friendly and Mobile-Optimized

ADD-ONS

Copywriting Services	\$300/page
Brochures & Mailers	\$100
Additional Business Card Designs	\$25/each
Additional Print Materials	\$75/page
Additional Social Media Images	\$25/each



INVESTMENT

\$3,300

8 weeks

Add-Ons & Extras

INCLUDES

Everything included in the Essentials Package

Additional Logo Concept

Logo Watermark

Business Card Design

2 Custom Patterns or Textures

Letterhead Design

30 Minute Brand Launch Strategy Session

5 Brand Launch Social Media Files

Social Media Cover Images

The Not-So-Fine Print

- All projects require a signed contract and retention deposit before any work will commence.
- All timelines are approximate, with final timelines confirmed in the contract.
- Clients (you!) are responsible for adhering to our timeline. I promise to do the same. I understand that things happen, but extended delays may result in additional fees or project cancellation.
- Additional revisions will be charged at an hourly rate.
- Prices subject to change based on availability & project details.