



CLARA DOES
DESIGN

SERVICE GUIDE



GRAPHIC DESIGNER

PERSONALITY & PROFESSIONALITY ✨

What makes working with me different from working with others?

Well firstly, I can move mountains...

...nope that ain't true, but I do have an honesty policy so let's get to it.

Your visual identity in any form should be unique to you and your business and should reflect your passion. I LOVE to work with passionate people to create works that show off professionalism and the personality of the business. Otherwise you and your business merge into a sea of same same and let's face it, that is not what you are about.

Allow me to peel back the layers of your business to its core values and beliefs and reflect that in design, because you shouldn't be held back by the generic.

A LITTLE ABOUT THE BOSS

If you haven't followed me or know much about me, allow me to introduce myself:

Hey, I'm Clara, I run my own freelance graphic design business helping founders, solopreneurs and entrepreneurs build out their visual identities and making sure that they walk away with something they **love** and feel proud to show off.

I am a firm believer in bringing in your personality to your brand, but I also understand the importance of talking to your target market and communicating your values. So, naturally I believe that they go hand in hand and work to make your brand's personality shine through whilst being able to talk to your ideal customer.

If that sounds like a bit of you, read on to find out more about my processes and pricing.





MY PROCESS

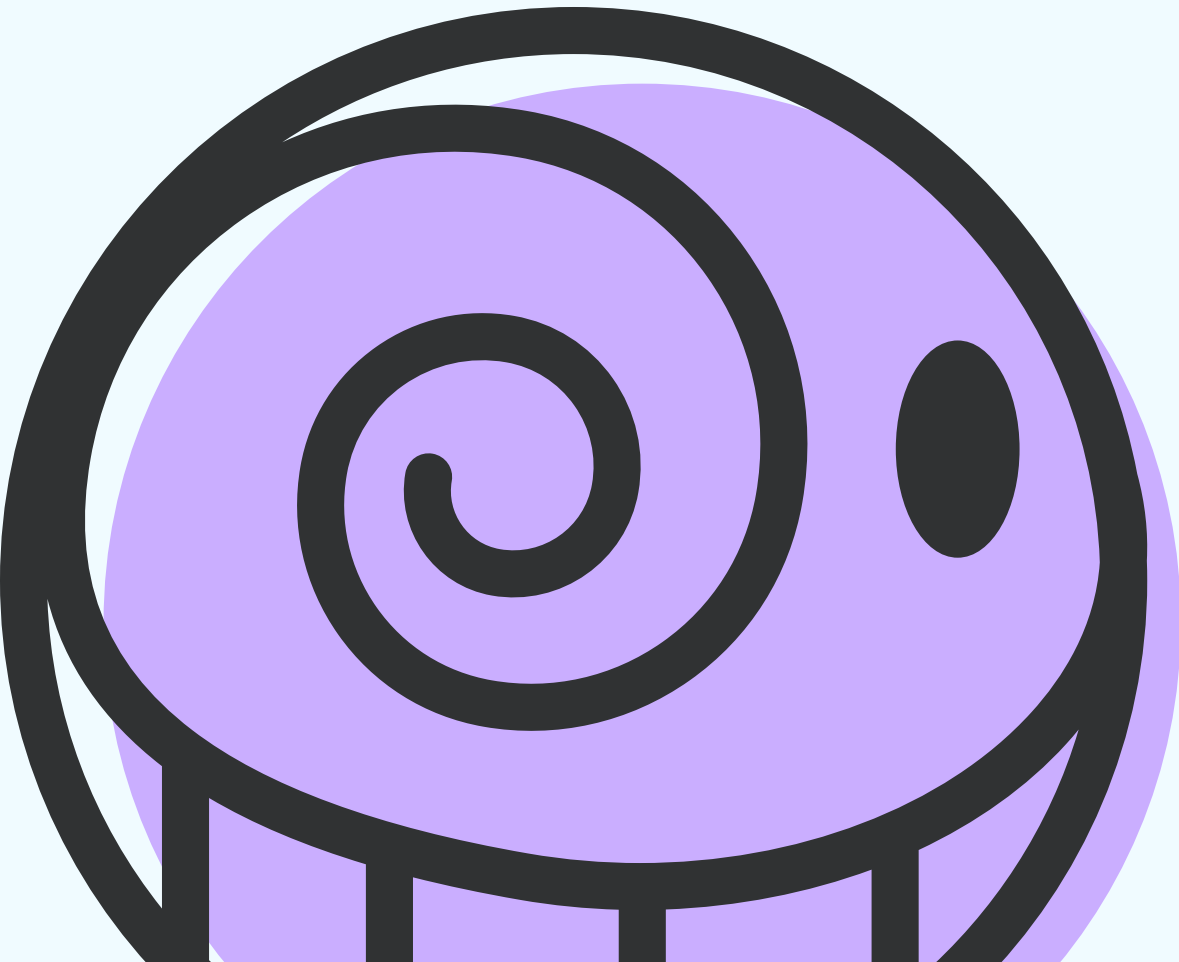
STEP ONE	You have a cheeky lurk of my prices, which also gives you a breakdown of services and insight into my process.
PRICE LIST	
STEP TWO	An introduction call to get to know you and the project and outline the next stages. It's a great way to find out if we are a match and how to approach the project.
FREE CALL	
STEP THREE	Woo we are working together! At this stage I send you a welcome pack full of information regarding the project as well as your contract, link to payment method and access to your Notion client portal.
ONBOARDING	
STEP FOUR	This is the fun bit, where I ask you specific questions about your business and start creating some amazing concepts for you. Then I pull them together to present you and you can get a sense of direction for your project.
CONCEPTS	
STEP FIVE	At this stage, it's all about you! I need to know what you think of the designs presented. Now this is not an opportunity to just say "I like it" or "Nah, not for me", it's an opportunity for you to tell me in detail , what is working for you and what isn't and why.
REVISIONS	
STEP SIX	We have come to the end of the project and you are so excited with your new visuals that you are bursting at the seams! This is the part where I show you how to use what I created for you as well as having everything packaged up with a bow! And of course a farewell email and asking for feedback on working with me and a cheeky review.
FINAL FILES & OFFBOARDING	



LET YOUR PERSONALITY
SHINE



PACKAGES MADE
FOR YOU



MOTION GRAPHICS



EXPLAINER VIDEOS

Want to make a point with something other than a stagnant post or a carousel?

Why not consider a video animation. We tailor the entire design to you and your needs. With the Inspec marketing team to write the video script and optimising your video's messaging.

From location to localised accents, **we do it all.**

What's included in this package:

- STORYBOARD
- CUSTOMISED SCRIPT
- VIDEO RANGING FROM 30 SECS TO 2 MINS
- CAN USE PREMADE ASSETS
- CAN CREATE ENTIRE VIDEO AND CHARACTERS FROM SCRATCH

Don't fall behind using static media, jump in with an animation that grabs your audiences!

Pricing starts at: **£2,000**



MERCHANDISE

BEYOND THE DIGITAL

So you have the logo, you got the branding and you are established online.

Have you built up your community to the point that they want to be part of **MORE** than online? Are you chasing away the cult like followers who are dying to represent your brand further than just word of mouth?

Then you are ready to take your brand **BEYOND THE DIGITAL**! Away from online forums and virtual chats, you want something your community can feel that they are **part of something big**.

From hoodies, to books, to t-shirts, there is no limit to the free marketing that merchandise can do for you.

This is where your imagination and reality collide to make products that your community would go nuts over!

What's included in this package:

- X3 PERSONALISED DESIGNS ON VARIOUS MERCHANDISE (YOUR CHOICE)
- X4 CREATIVE CALLS TO BRAINSTORM MERCHANDISE DESIGNS
- X3 SOCIAL MEDIA POSTS FOR PROMOTION
- COLOUR OPTIONS FOR THE DESIGNS
- GUIDELINES TO PRODUCTION AND TESTING PRODUCTION
- MERCHANDISE PRESENTATION
- GUIDELINES ON HOW TO USE EVERYTHING

Can you see your brand IRL? If you can't I can. So let's make something that you and your community will become **obsessed** with!

£1,500



VISUAL IDENTITY

EVERYTHING YOU NEED!

Yes, you heard me right!

When it comes to visual identities, it's so easy to get caught up in the latest trends and then constantly changing your looks to keep looking 'trendy' which just confuses your target market and can make people dissociate with your business.

Let's dodge that like a toxic ex and start on the right foot.

This is the **complete package**, where we analyze your competition, your inspirations and your aspirations to pull together a visual identity that makes you proud.

What comes with this package:

- LOGO DESIGN WITH VARIATIONS
- COLOUR PALETTE
- TYPEFACE CHOICES
- ILLUSTRATED PATTERN / PERSONALISED GRAPHICS
- LOGO ANIMATION
- SOCIAL MEDIA BANNER (YOUR CHOICE)
- EMAIL SIGNATURE
- EDITABLE SOCIAL MEDIA SLIDES (10 SLIDES MAX)
- EDITABLE BUSINESS CARD TEMPLATE
- BRAND PRESENTATION
- BRAND GUIDELINES PRESENTATION
- BRAND CHEAT SHEET
- VIDEO WALKTHROUGH OF 'HOW TO USE YOUR BRANDING'

Now doesn't that sound like the bundle from heaven!?

I want to work with you to create something you will absolutely **LOVE** and that gives you a flying start with everything you could need to show that you mean business.

£1,250



LOGO PACKAGES

BASIC

Like the H&M line, basics are everything, and **your business deserves better than a generic logo.**

I. GOT. YOU.

This package helps you get started, and can help you get your footing when it comes to your visual identity.

In this package you get:

- LOGO DESIGN WITH VARIATIONS
- COLOUR PALETTE
- TYPOGRAPHY CHOICES
- LOGO GUIDELINES
- LOGO CHEAT SHEET
- X3 SOCIAL MEDIA POST TEMPLATES

£550



ADVANCED

This is the creme de la creme of logo packages, one step away from having your full visual identity.

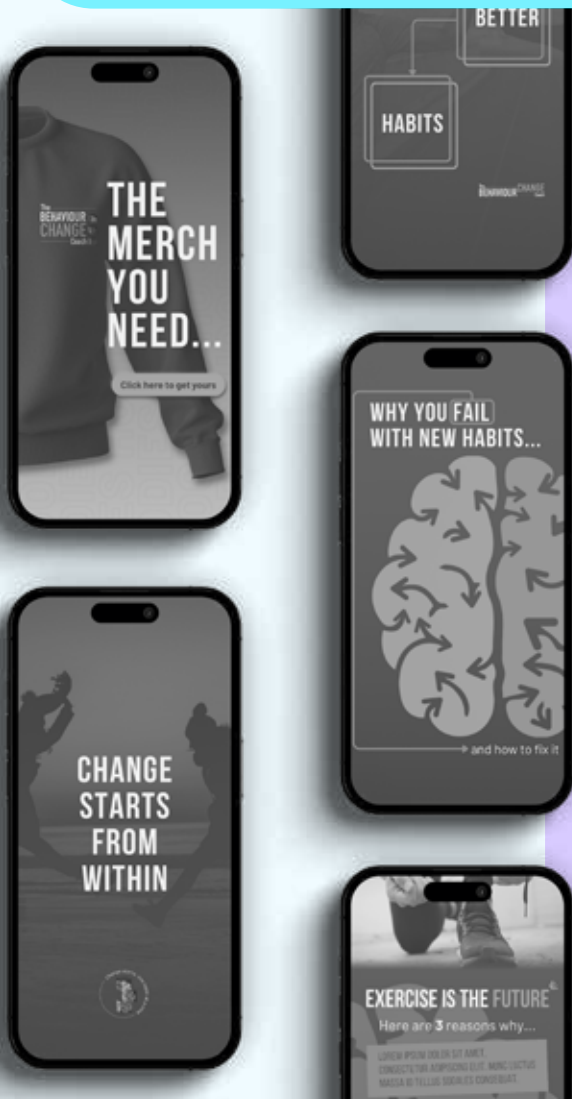
If you want to get started with the ultimate logo package getting you ready to go as soon as the logo is ready.

It gives you the most diversity in logo's and starts your business on the right foot.

In this package you get:

- LOGO DESIGN WITH VARIATIONS
- COLOUR PALETTE
- TYPOGRAPHY CHOICES
- ILLUSTRATED PATTERNS
- LOGO GUIDELINES
- LOGO CHEAT SHEET
- X4 MOCK-UPS (DESIGNS FOR MERCHANDISE)

£850





ILLUSTRATIONS

HAND CRAFTED DESIGNS

Look no further than a one of a kind illustration!

It can be as simple as a series of illustrations that highlight a point you are making in a presentation, to a book cover design. Whatever it is, I am all ears and keen to find out what you have in mind.

The base price for the works is £100 and will be quoted according to the complexity and scale of the project.

STARTING PRICE - £100

SOCIAL MEDIA

LINKEDIN GLOW-UP!

Imagine that for your Linkedin page; going from “meh” to “hell yeah”.

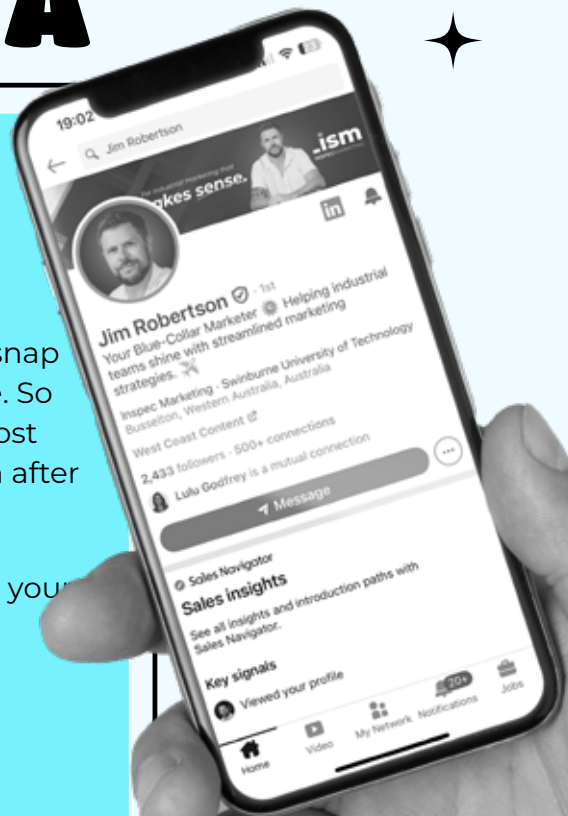
It takes seconds for a potential client to make a snap decision about you based on your Linkedin page. So even if you write the best content or have the most amazing lead magnets, if your page looks like an after thought, you'll be one too.

Don't give them the opportunity to swipe left on your profile, **captivate** them with a sharp profile!

In this glow-up, you will receive:

- A NEW LINKEDIN BANNER
- A CLEAN AND CLEAR PROFILE PHOTO (YOU PROVIDE THE PICTURE)
- X2 THUMBNAILS TO PROMOTE YOUR OFFERS

£170





OTHER SERVICES:



DOCUMENTS

Whether it's a brochure, a booklet or a poster either printed or digital, I create both. So let's work to fill your document needs.

£75 PER PAGE

SLIDEDECKS

From carousels to work presentations, I create it with your content to **wow** your viewers and eyes on the works! Any additional slides are £10 a slide.

£100 FOR 10 SLIDES

LEAD MAGNETS

Keen on creating something to capture some new leads, from a taster journal to a 'How to' guide there's no limit. The base price is £100 and will be adjusted based on complexity, before the project starts.

BASE PRICE - £100

NOTION DESIGN

Needing a portal for clients or just to organise your workspace but don't have the time to tailor it to your needs? I create a portal specific to your wants and needs, complete with personalised banner design to make this perfect for you.

BASE PRICE - £100



SOMETHING DIFFERENT?

So you have read through everything I offer, but can't find what you are looking for? Ok, let's work on something completely new! Hop on a call to discuss the project!





SOME OF WHAT MY CLIENTS HAVE TO SAY:



Clara has been amazing at creating my vision for Notion! Everything I told her I wanted she was able to bring to life. I am already thinking of projects that I can get Clara's help with going forward! If you are after a Graphic Designer - Clara is your girl!

-CHERRELLE TARRY, CHERRELLE & CO HR SERVICES



From the 1st initial meeting with Clara, I knew that she was the one I wanted to design my banner. I am very new to LinkedIn and didn't really know what I wanted. Clara made me feel very comfortable and assured me the process was easy, and it was VERY easy! There was no pressure for me to make a decision and once I did decide to go ahead the process was completed very quickly. The system that Clara uses is very useful and you can add information which you would like included in your banner, along with colours and also things that you do not want added. Then hey presto! 3 designs land into your inbox for you to choose the one you like the most and then make any changes required. I LOVE my banner and would definitely recommend working with Clara!!

-TRACEY CLEVERDON, VA AT TCWM



"Soooo I came back for more 🥰 (Refer to my previous recommendation below somewhere) This time it was for a logo. I had DIY'd my other logos and this one I wanted to get right. I was so happy with my profile cover that I obviously went back to Clara!! The whole process was super smooth and easy from the start. She sent the first options, I gave her feedback and when I saw the next set I fell in love with one option. As soon as she sent me the final versions (nicely organised with a very slick document), I teared up a little). 5 minutes later I was already ordering Merch on my Printful account!!! Highly recommend working with her!"

-ZINEB LAYACHI, SUPERSNIFFER



Clara was amazing from the first chat we had. She listened to what I wanted, and although I wasn't very clear with a direction, she dived into more and was able to decipher what I meant. She has an amazing creative mind and kept me updated at every step of the way. Having worked with a few graphic designers before, Clara was by far the best. She asked my views at every step and then nailed the designs. The handover process of all files was kept so simple that I understood everything. I'm looking forward to continuing working with Clara on on-going projects!

-GAURAV SHUKLA, HOME ME MORTGAGES DIRECTOR



I genuinely enjoy working with Clara. She is a powerful asset on complex and challenging marketing projects where vibrancy, creativity, and professionalism must blend. Clara's design work is second to none, and she takes pride in the product, ensuring all the details are polished and finalised for a great outcome. I highly recommend her design services to you.

-JIM ROBERTSON, INSPEC MARKETING FOUNDER





READY TO START SOMETHING INCREDIBLE?

BOOK IN A DISCOVERY CALL!

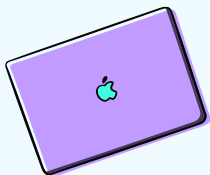
Let's have a call about how we can work together and gather more information about your project. I think it's only right that when it comes to something as exciting as a creative project, I want to hear you scream about it and hear how passionate you are about starting!



hello@claradoesdesign.com



[https://calendly.com/claradoesdesign/
let-s-work-together](https://calendly.com/claradoesdesign/let-s-work-together)



www.claradoesdesign.com

FIND ME ON SOCIALS

[@clara.does.design](https://www.instagram.com/clara.does.design)



[www.linkedin.com/in/c
lara-walton-b54b5414a](https://www.linkedin.com/in/c-lara-walton-b54b5414a)

FAQ



HOW LONG DOES IT TAKE TO CREATE A VISUAL IDENTITY?

Typically it takes between 3 to 4 weeks to complete the project, however that can vary depending on the clients speed to fill out the design brief and feedback. If there are extraneous circumstances that either the designer or client have, both need to be notified to update the timeline.

HOW MANY REVISIONS DO I GET IN A PROJECT?

I offer 2 rounds of revisions for each project, which gives sufficient amount of opportunities for changes to be made as stated by the client.

HOW DO I USE MY NEW LOGO?

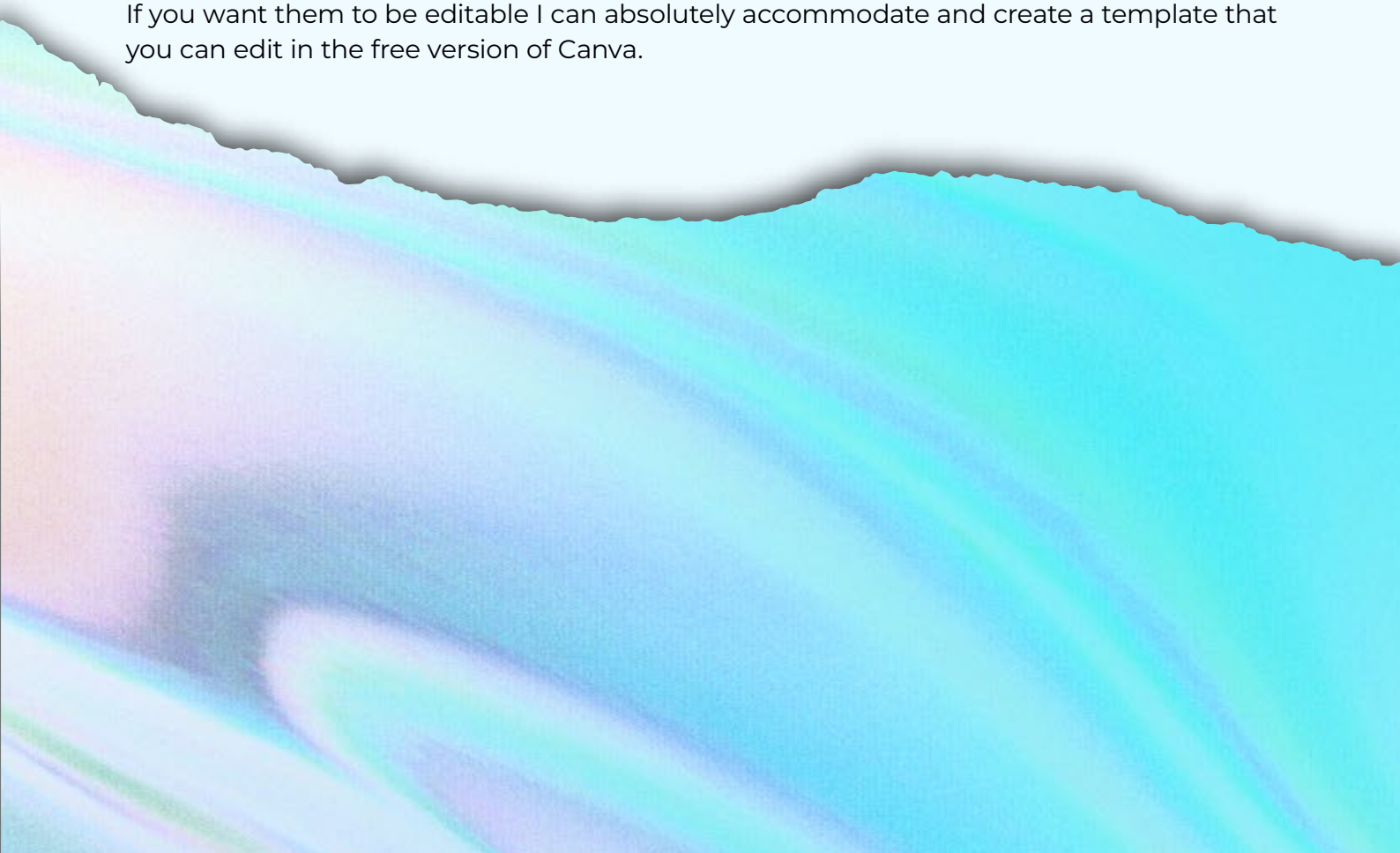
Don't worry I don't send you a logo and don't tell you how to use it. In your package you get a logo guideline about how to use it and examples of your logo in use so you aren't left asking questions or scratching your head.

HOW LONG DOES IT TAKE TO CREATE A LOGO?

Typically it takes between 3 to 4 weeks to complete the project, however that can vary depending on the clients speed to fill out the design brief and feedback. If there are extraneous circumstances that either the designer or client have, both need to be notified to update the timeline.

WILL THE SLIDE DECKS BE EDITABLE?

If you want them to be editable I can absolutely accommodate and create a template that you can edit in the free version of Canva.



HOPE TO WORK WITH YOU SOON!



claradoesdesign.com

hello@claradoesdesign.com