



Visual Brand Identity

Service & Pricing Guide

Artfully crafting your brand in a way that connects you confidently to your passion, your people and your purpose.

Learn more >

Hello *and* Welcome

Creating an artful and intentional brand is one of the most rewarding journeys you can embark on. A brand is so much more than just a logo - it's creating a one-of-a-kind language that speaks to the heart of your ideal client in a way that makes them feel heard, celebrated and grateful for your service or product.

You are in the right place

This guide will give you a better sense of who I am, my process and how we can tell a visual story that represents the magic of what you do.



TABLE OF CONTENTS

04.	Mission	10.	Process
05.	Intro	11.	Add-on services
06.	Expectation	12.	Portfolio highlight
07.	Services	16.	Testimonials
08.	Package	18.	Faq's
09.	Process	19.	Next Steps



You are here because...

- You need someone to help you get clarity and build your confidence in what your brand story looks like.
- You want a guided process that educates you at each step, removing the overwhelm and leaving you feeling energised, inspired and motivated to take your next steps.
- You want a brand identity that you understand how to implement immediately alongside your product or service.
- You want to know how to utilise your visual identity to target your ideal client and build the kind of relationship with them that keeps your enquiry inbox full and grows an engaging community around your brand.

I see your big goals and your value for living an the enriched, full life that makes time for the things that are dearest to you while pursuing your passion.

I'll take a moment to acknowledge your courage and say well done for all of the decisions and shifts you've had to get through to be at this point.

I'm on the edge of my seat, beyond excited to share in your journey because bringing people's hearts, visions and goals to life is what I do. Here you'll find:

- Carefully curated colour palettes
- Commitment to bringing your vision to life
- Artful and original patterns and textures
- Inspired concepts and original illustrations that tell a one-of-a-kind brand story.
- A unique design process that ensures that your brand is a true reflection of your vision and intentions for the start of this chapter and beyond.



Tim Jess

ILLUSTRATOR,
DESIGNER
& EDUCATOR

At Watercolour Heart, I'm passionate about cultivating creativity – in business, in everyday life and in people.

I received my BFA at the Michaelis School of Fine Art with a specialisation in printmaking. I use traditional illustration and hand-touched processes in combination with digital design to create the artful feel of an original piece with the quality and diversity that digital illustration affords.

I work closely with clients to interpret ideas and aesthetic aspirations to create a final design product that feels completely authentic and unique to your business.

MY SKILLS INCLUDE:

Proficient in the use of:

- x Adobe Illustrator
- x Adobe Photoshop
- x Procreate
- x Canva

Knowledge & experience in:

- x Screen printing
- x Lithography
- x Textile printing
- x Surface pattern design
- x Packaging design

AVAILABILITY

9am - 5pm Weekdays

RESPONSE TIMES

Respond within 24 - 48 hours

HOW WE COMMUNICATE

Contact via Email or Zoom

PLEASE NOTE

Your time, investment and satisfaction is my highest priority

WHAT YOU
CAN EXPECT
FROM ME



BRAND RELATED SERVICES


VISUAL BRAND IDENTITY

PACKAGING DESIGN

FLODESK TEMPLATES

OTHER BRAND COLLATERAL





Time and experience have allowed me to perfect and simplify a seamless process, to make sure that your project runs energetically, smoothly and on time.

TIMELINE: 4-5 WEEKS

50% DEPOSIT TO SECURE BOOKING

**Payments may be made on a
2-3 payment structure**

SIGNATURE PACKAGE

INVESTMENT: \$750 / R12 580

I never offer a logo in isolation, and instead, I have a signature package that includes everything you need to build a consistent, cohesive and visually impactful brand identity. From there, collateral designs are added depending on your needs and budget.

I take great pride in managing projects and presenting my work, and I look forward to guiding you through the journey, from beginning to end.

FINAL DELIVERABLES:

- x primary logo
- x secondary logos
- x brand marks
- x two brand patterns
- x colour palette
- x typography
- x styling image direction
- x brand guide
- x Canva graphics templates for social media
- x brand strategy & messaging guide

PROCESS DELIVERABLES:

- x brand questionnaire
- x two one-on-one calls
- x Canva template lesson
- x creative direction

what to expect

THE PROCESS

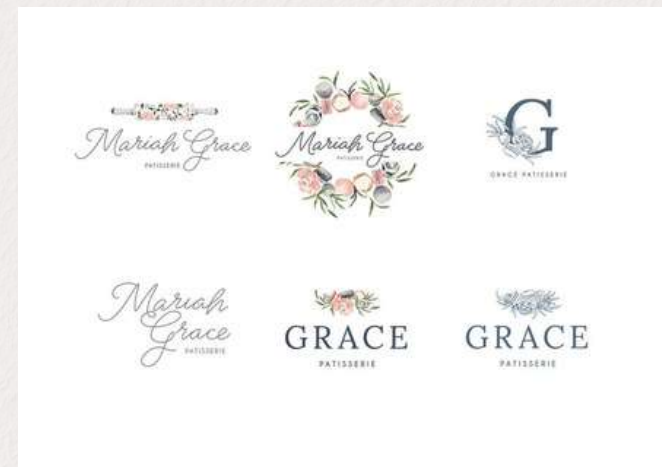
WEEK 1 - CREATIVE DIRECTION

We begin our journey by analysing the goals, messages and value systems your brand targets. A brand questionnaire structures this process, where I respond with a mood board creation for the look & feel that is to follow. This gives our branding strategy creative and visual direction, coupled with a call to energise, connect and kickstart the project



WEEK 2-3 LOGO CONCEPTS & DESIGN

Next, the research and creation phase begins. With insightful and thoughtful care, using the information gathered, I will explore various trajectories for your brand and keep 2-3 concepts of visual identity. With discussion you can choose a trajectory that we will explore deeper and expand on.



what to expect

THE PROCESS

WEEK 3-4 REFINING DESIGN & SUBMARKS

Things really begin to shape up here! We explore your chosen trajectory and enliven it with colours, typography, patterns and illustration. We are almost at the finish line to reaching your unique new brand identity.



WEEK 4-5 COLLATERAL & FILE DELIVERY

You've fallen in love and we've tweaked every detail to a brand that plays effortlessly to the beat of your drum. We validate your approval, prep files for delivery and discuss how to use your brand identity in a cohesive and impactful way. Your brand toolbox is full and you're ready to launch into the next exciting phase of your business and brand story. We have a final call to go through your brand guide and celebrate the end of a successful project.



ADD-ON SERVICES

QUOTED PER ITEM SEPARATELY

Along with your complete visual brand identity, you may also need design work for your product, packaging or templates done-for-you so that you can bring your brand vision through impactfully and cohesively in taking your next steps.

Brand collateral in itself can manifest as a powerful marketing tool to enhance your client/customer's experience of your service/product and deepen their trust to investing with you or recommending you to others in the future

COLLATERAL ADD-ON:

- x Product/service guidebook
- x Product Packaging
- x Pricing guidebook
- x Flodesk Email template design
- x Additional custom illustrations



testimonial

Aureum

X VISUAL BRAND IDENTITY
X PACKAGING DESIGN

“We are in absolute awe of what you have achieved so quickly and so beautifully! All of the patterns you have designed work beautifully together for both our brand & packaging. You have really captured Aureum so elegantly - we couldn't be happier”

Launching a new premium CBD skincare range in 2020 Aureum required a visual identity that turned that reflected their brand as credible, purpose-driven, natural and quality-focused.

We took the traditionally kitsch representation of the cannabis plant, refined it and made it elegant, trustworthy and graceful.



Les Petit Royals

X VISUAL BRAND IDENTITY
X PACKAGING DESIGN

“You just got us, what we were about, what we stand for and what we visioned and you delivered above and beyond! We LOVE that you love it as much as we do and we cannot wait to work with you on future projects! You are so professional, talented and patient.”

Launching a luxury curated children’s boutique in Ireland, this brand feel was highly illustrative, whimsical and delicate.

Pastels with touches of gold elevated the luxurious feel and emphasised a promise of quality with wistful nostalgia.



testimonial

Grace Patisserie

X VISUAL BRAND IDENTITY
X PACKAGING DESIGN

“ Jess created such an incredible brand kit for my business. She made the process so easy and I enjoyed working with her. Her work has been incredible and I have been in awe of revisions each time. I am very happy with my final result.”

Mariah required an elegant, feminine and fresh visual brand identity for her new bakery & shop in Wellington, NZ. Working together cross-continently the process flowed easily and organically to produce a professional but accessible final identity. Feminine yet functional we created both full colour and linework versions of artwork to ensure the brand could be used in a variety of applications - keeping it fresh but also consistent in its look and feel



testimonial

Little Stamford Co.

- X VISUAL BRAND IDENTITY
- X PACKAGING DESIGN
- X TEXTILE DESIGN

“ Jess is a dream to work with. She is professional and has well-thought-out processes to make sure everything goes according to plan. And of course, she is an extremely talented artist and branding consultant. Jess brought my brand to life - you won't be disappointed!”

Little Stamford embodies a quintessentially British style and feel for a children's boutique that focuses on unique designs inspired by the UK countryside.

Elegant fonts and etching inspired illustrations were used to bring a warm, luxurious feel to the design.



This is simply beautiful! You are such
an artist and what you manage to
create is phenomenal.

You brought my brand to life! Thank
you from the bottom of my heart.

BIANCA GÖBEL / A THREAD OF ADVENTURE



"Thank you so much for being part of this amazing journey. We absolutely love everything and can't wait for everyone to see it. We can't stop looking at all the details - it's just beautiful. How everything came together exceeded our expectations.

- ELRIZE VILJOEN, TWINKLE & TOE



It has been such a blessing working with you and seeing more of "the all" that is within you come out into the artwork and the writings and from you as a person. Thank you for walking us through this process with such Grace and understanding.....and patience.

- SHIRLEY ROSS, ABIDE

FREQUENTLY ASKED QUESTIONS



01. Why don't you do logo only design?

To benefit from the strength and impact of an artful and dynamic brand identity that tells your story - a logo, on it's own, is not enough.

Branding is deeper than aesthetics only - it's really about speaking directly to your dream client and carving out your unique place in the market with your one-of-a-kind story.

02. What if the set revisions are not enough?

By the time we are working on the revision sets, we would have covered enough ground together, knowing your business heart with a clear vision that this shouldn't be the case. However, there is always room for us to discuss reasons why this may be and additional time added to your quotation.

03. Do you only work in watercolour?

While your project may call for hand-painted elements I do not only work with watercolour and I am proficient in digital illustration to draw artful marks and texture where relevant for your project. Any painted elements are scanned and optimised for print and web purposes.

04. Is it possible to adjust the payment schedule?

I require a 50% deposit on project start and the remaining 50% when we've completed the project, before sending final files. I am happy to discuss custom payment plans if need be to suit your needs.



Are you *ready?*

If your heart is in it,
then so is mine.

If you've gone through this guide and feel that our paths have crossed at just the right time, I'd love you to book a free consultation with me to ensure that I am the perfect fit for the service and design you require.

[CLICK BELOW](#)

To fill in your brand questionnaire & book your free
consultation

[BOOK NOW](#)



Thank
you so
much!

J. P. [Signature]