

# **IDENTITY & FLOW.**

Work with us guide

**We're Identity & Flow.**

**A design studio helping *transform* modern  
brands and forward thinking founders through  
*engaging design* and thoughtful strategy.**



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INTRODUCING

# Identity & Flow Services Guide

Welcome to our Services Guide!

We are a design studio passionate about crafting and transforming brands by fusing design with thoughtful strategy to create unforgettable brand experiences.

This guide is your gateway to discovering the range of design services we offer and how you can work with us.

Whether you're seeking captivating brand identities, stunning web design, or innovative marketing materials, we are dedicated to bringing your vision to life.



*Camara Harris*

**CAMARA HARRIS**  
FOUNDER & DESIGNER





OUR TRANSFORMATIONAL

# Brand Process



## DISCOVER

We immerse ourselves in your brand's essence, values, and objectives by conducting in-depth research, target audience analysis, and more to gain understanding of your brand's context & challenges.

- In-depth Research
- Audience Analysis
- Contextual Understanding

## STRATEGISE

Collaborating closely with you, we establish a clear and compelling brand vision that aligns with your objectives and resonates with your target audience.

- Clear Brand Vision
- Audience Alignment
- Visual Direction

## CREATE

We take the strategic foundation and develop visually and emotionally engaging design concepts. We prioritise originality, authenticity, and relevance, ensuring your brand makes a lasting impression.

- Engaging Designs
- Design Exploration
- Concepts

## LAUNCH

As a final step, we provide you with the tools and guidelines to maintain and evolve your brand identity as you launch and your business grows.

- Launch Plan
- File Hand Over

## OUR APPROACH

# Why Work With Us

### COLLABORATIVE APPROACH

We work closely with you to understand your vision, objectives, and goals, providing tailored solutions that elevate your brand.

### STRATEGIC AND CAPTIVATING DESIGN

Our designs are not only visually aesthetic but also strategically crafted to engage and connect with your audience.

### LASTING IMPACT

By partnering with us, you're investing in a future-proof brand that will make a lasting impact in the competitive beauty and wellness market.



# OUR SERVICES

We understand that every brand is unique and firmly believe that one size does not fit all. This guide will help you understand our services and how we can help you. After our discovery call, we'll put together a custom proposal.





Creative  
direction

Brand  
strategy

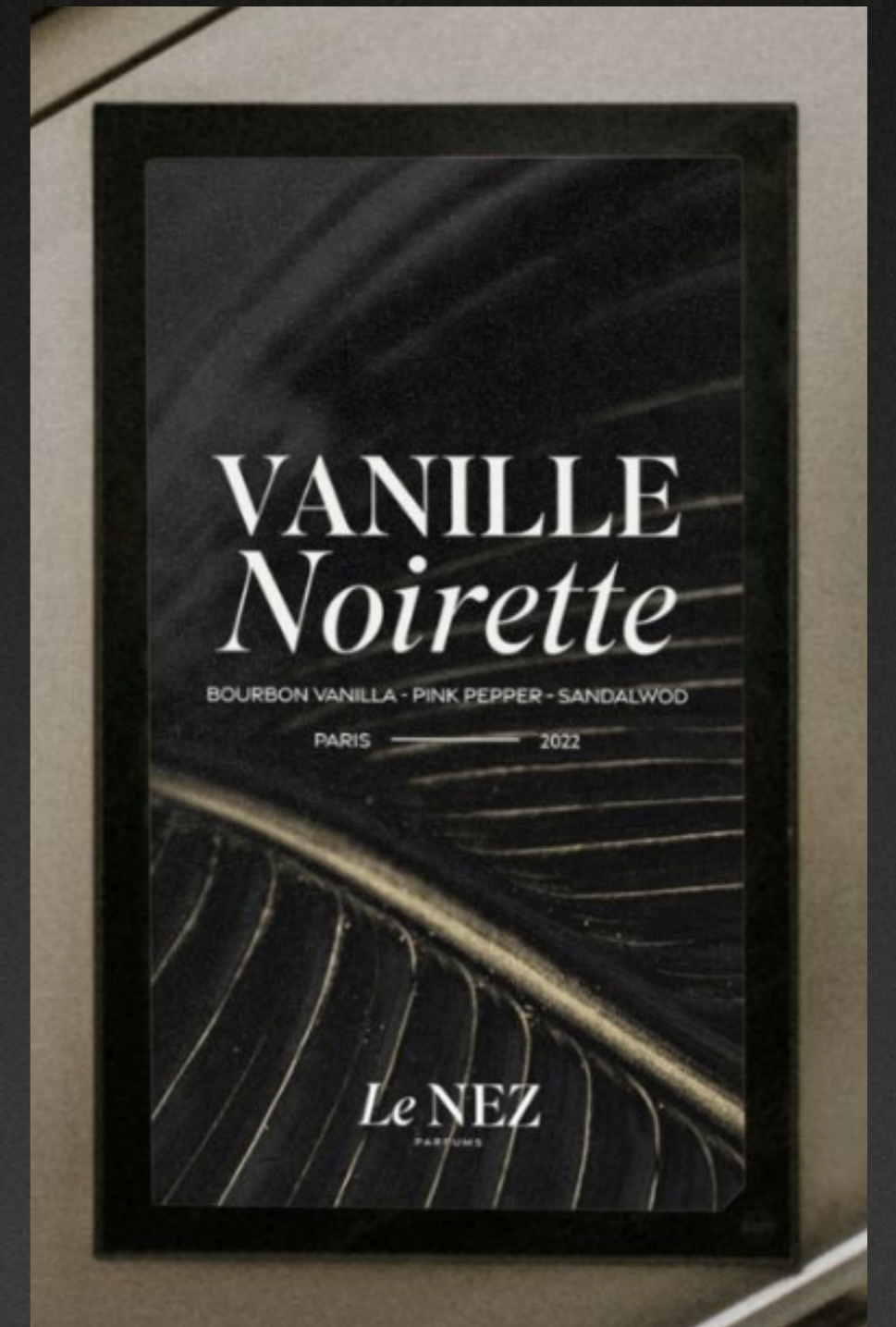
Web  
design

Brand  
Identity

Packaging  
Design

Editorial  
Design

Design





## PERSONALISED BRILLIANCE

# Customisable Brand Packages Tailored To Your Unique Vision

We understand that every brand is unique and firmly believe that one size does not fit all, which is why our brand packages are fully customisable to suit your individual needs and goals. We provide a custom quote for every project and every visual touchpoint you require, here's an example of a full service package and what it could include.

### BRAND STRATEGY

- Brand strategy workshop
- Brand foundation
- Competitor analysis
- Customer persona
- Brand positioning
- Target audience
- Brand strategy roadmap

### VISUAL IDENTITY

- Creative direction
- Custom logo suite
- Colour palette
- Font curation
- Brand collateral/ assets
- Brand guidelines
- Launch graphics

### WEB DESIGN

- Website strategy
- Wire-frames
- Website development
- Custom website
- Optional copywriting

Additional items such as brand collateral can be added at an additional cost. Please enquire during our consultation call for a quote.



### PERFECT FOR:

New/Established Businesses and Visionary Entrepreneurs seeking a distinctive brand identity or rebranding journey.

### INVESTMENT STARTS FROM:

**£1,500/ \$1,250**  
please enquire for custom quote

[ENQUIRE NOW](#)



ACCELERATE YOUR BRAND:

## Brand Transformation In A Week

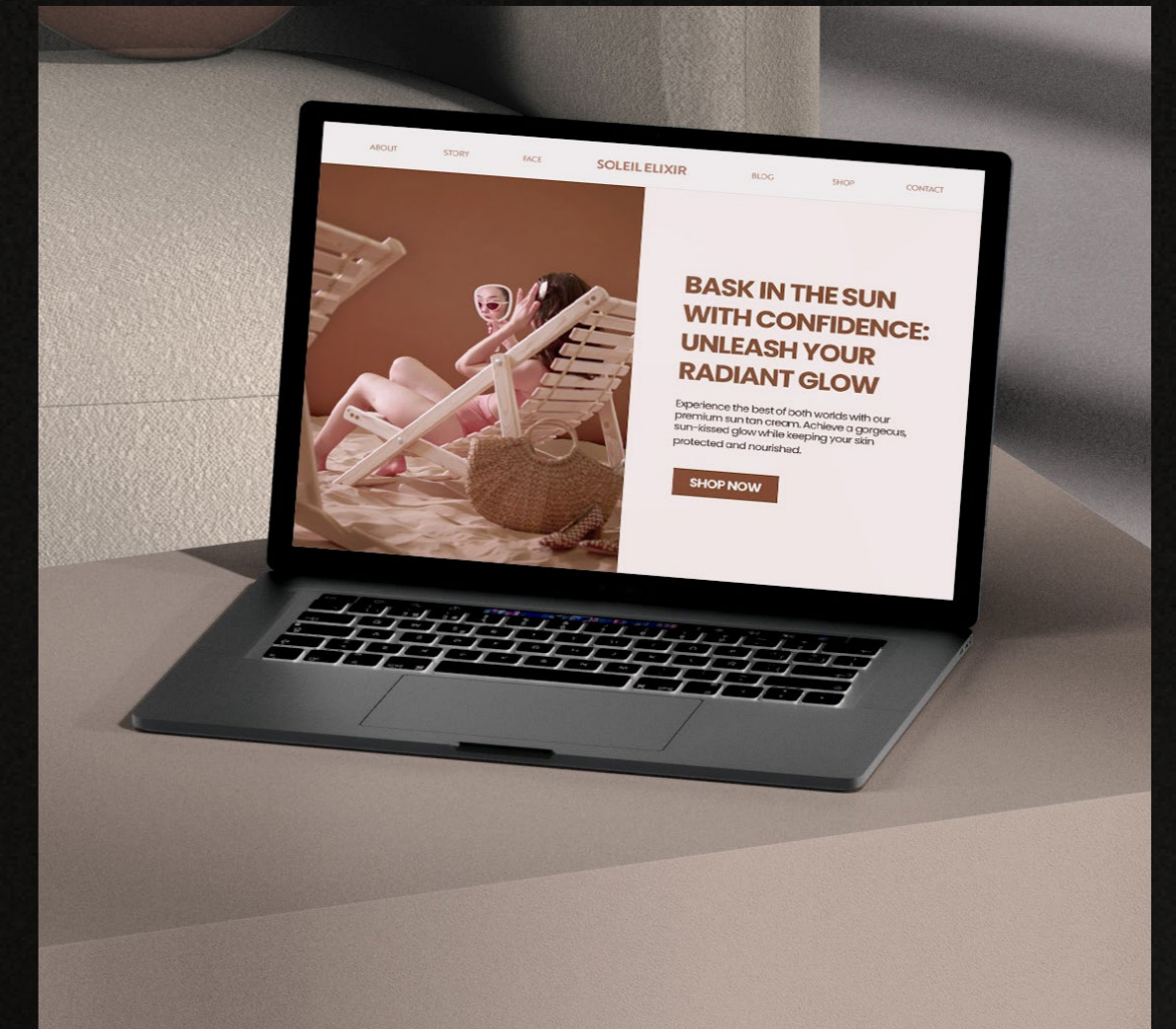
Time is of the essence, especially for businesses eager to launch their brand or revamp their identity quickly. We offer an intensive one-week package, specifically crafted to help beauty, lifestyle, and wellness brands bring their vision to life without compromising on quality or creativity.

We provide a custom quote for every visual touchpoint you require, but here's an idea of what our foundation package includes.

### BRAND TRANSFORMATION IN A WEEK INCLUDES

- 1:1 Visual brand strategy call
- Visual direction concepts
- Custom Logo suite
- Colour Palette
- Font Curation
- Brand collateral\*
- Squarespace Website

\*Additional items such as brand collateral can be added at an additional cost. Please enquire during our consultation call for a quote.



### PERFECT FOR:

Perfect for businesses and brands looking to swiftly launch or revamp their brand without compromising on quality or creativity.

### INVESTMENT STARTS FROM:

**£1,000/ \$1,250**  
please enquire for custom quote

[ENQUIRE NOW](#)



BESPOKE ON DEMAND

# Design Services For Your Specific Requirements

Every business has distinct needs and time-sensitive requirements. That's why, In addition to our customisable brand packages, we also offer individualised services to accommodate your specific design demands. Whether you're looking for a business card design or a quick brand refresh, we're ready to provide a wide range of design solutions that can enhance your brand presence and effectively communicate your message.

## PRINT

- Packaging design
- Label design
- Business card design
- Stationary
- Marketing material
- More upon request

## DIGITAL

- Landing page design
- Sales page design
- Email Templates
- Social Media templates
- Web design

## STRATEGY

- Brand Audit
- Brand Strategy Workshop
- Brand Strategy Roadmap



## PERFECT FOR:

Businesses and brands seeking design solutions that align perfectly with their unique brand identity and vision.

**INVESTMENT STARTS FROM:**  
Please enquire for custom quote

[ENQUIRE NOW](#)



# How to work with us

We're thrilled that you're considering partnering with us to elevate your brand and achieve your business goals. Our process is designed to ensure a seamless and collaborative experience from start to finish.

[ENQUIRE NOW](#)



**01**

**CLIENT APPLICATION**

After submitting your application, we'll schedule a call to get to know your business goals and needs.

**02**

**CUSTOM PROPOSAL**

We'll create a custom proposal for you based on your business needs and goals.

**03**

**CONTRACT & PAYMENT**

Sign the contract and decide on how to pay (payment plans are available). Deposit required.



# Recent projects





# IDENTITY & FLOW.

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