

BELLA CREATIVE CONSULTING

Signature BRANDING PROGRAM



BELLA CREATIVE
— CONSULTING —



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Welcome

Thank you for your interest in collaborating with me to create a clear and concise strategy for your brand. This guide will provide you with an overview of every step of my process, from start to finish. You can expect an enjoyable and informative branding experience with Bella Creative Consulting. As the Chief Creative Visionary Strategist, my mission is to ensure that your brand is delivering on all fronts. I will personally oversee my team to guarantee that each aspect of your brand's strategy aligns with your mission and objectives, so that you can achieve your goals with confidence. I will work closely with you to understand your brand's unique personality, values, and goals. With this understanding, I will create a brand identity that not only resonates with your target audience but also sets you apart from your competitors.

We will develop a comprehensive brand strategy that includes everything from your brand's visual identity to your messaging and tone of voice. Our team will ensure that every element of your brand is consistent and cohesive, so that your audience can easily recognize and connect with your brand.

Whether you're just starting out or looking to revamp your existing brand, our team has the expertise and knowledge to guide you through the process. We're committed to helping you achieve your goals and build a brand that stands the test of time. Let's work together to create a brand identity that truly represents your business and resonates with your ideal clients.



Process Overview

CLARITY CONSULT
RESEARCH
CREATIVE BRIEF
DESIGN & CREATE
REFINING
SOLIDIFY
DELIVER

What's Provided

MAIN LOGO DESIGN
LOGO VARIATIONS
COLOR THEME
FONTS SUGGESTION
BRAND STYLE GUIDE
MOOD BOARD
MARKETING COLLATERAL





STEP ONE: ONLINE BRANDING CLARITY CONSULT QUESTIONNAIRE

Let's get into it! First, you'll complete the Online Branding Consultation Questionnaire so that I can get to know more about your brand and pinpoint where you are in strategy, marketing, and alignment. This will be the opportunity for me to determine if you're a good fit for my Signature Branding Program or another service.

STEP TWO: RESEARCH

Conducting an analysis of your brand and marketing materials to identify areas that can be improved to simplify your branding.

STEP THREE: CREATIVE BRIEF

After analyzing your brand, we will present you with a Creative Brief and discuss our findings, ideas, and suggestions. We value and encourage your input during this phase.

STEP FOUR: DESIGN & CREATE

The fun part is finally here – designing! I'll begin by creating two custom logo concepts along with brand style ideas. Once I've presented them to you, you'll have the opportunity to choose which concept you prefer.

STEP FIVE: REFINING

If any modifications are needed, we will work together to refine your choice until the visual branding is perfect. Finally, your stunning new brand will be ready to launch!

STEP SIX: SOLIDIFY

Once you have solidified your concepts and mockup ideas, you will then choose marketing collateral items that are cohesive with your new brand style.

STEP SEVEN: DELIVER

After solidifying your concepts and have your marketing collateral finalized, you will be ready to launch your new brand!



What's Next?

Managing Expectations: Bella Creative Consulting's Approach

At Bella Creative Consulting, we are committed to meeting your branding needs to the fullest. We understand that some projects can be finished quickly, while others may take several months to finalize. Therefore, we prioritize understanding your specific requirements before starting the work. Additionally, we aim to provide you with a clear timeline of what to expect. If you're ready to take the next step, complete the [Online Brand Clarity Consultation Questionnaire](#) today!

Once we receive your consultation answers, we will notify you of the pricing, timeline, and next steps. If we are a good fit, we will proceed with the collaboration.

**Work With Me
Branding Consultation**

We know that every brand is unique, and that's why we tailor our approach to fit your specific needs. By taking our brief online consultation, we can gain a better understanding of your brand and provide a comprehensive branding strategy that takes your goals into account. Your answers will help my team get to know more about your brand and see if we're a good fit. Learn more about our approach and how we can help your brand grow today. Your answers will help my team get to know more about your brand and see if we're a good fit.

Please download more information about my Signature Branding Program for a brief overview of our processes.

First name	Last name
<input type="text"/>	<input type="text"/>
Industry	Website URL
<input type="text"/>	<input type="text"/>
What do you like about your current brand identity? What don't you like about your current brand identity?	
<input type="text"/>	

Get Brand Clarity

Visit our website and take our free quiz to uncover the essence of your brand. It's an excellent tool to determine if your current branding aligns with who you are and your interests, even if your branding is not yet complete or cohesive. Additionally, it can help you determine the direction you should take with your branding.

Download the Brilliant Brand Clarity Workbook now and get started!





SIGNATURE BRANDING KIT

WHAT'S INCLUDED

SIGNATURE BRANDING KIT

1-on-1 consult, Brilliant Brand Clarity Workbook e-book download, Brand Research and a Creative Brief with a Brilliant Brand Inspiration Board, two custom branding logo suite concepts to choose from (primary logo, watermarks, variations and submarks), brand mood plus a style guide!

+ MARKETING COLLATERAL ADD-ONS

Included in the Signature Branding Kit, 3 marketing collateral items to choose for your brand; Choose 3 only:

- 1 Website*, (4) Instagram Highlights, (1) Digital Flyer/Postcard, (1) Business Card Design + 500 Prints.
- (3) Custom IG/Social media post templates.

+ BRAND CHECK--UP

Brand Check-Up after your first 6-weeks
I will setup a call to check in with you and your new bundle of joy after the first 6 weeks. We'll discuss your brand and I'll answer any questions. I will also gauge if you're in need of more marketing collateral at that time.

\$1497**

1 Page Website Design with 1 -yr hosting + domain
**Payment plan available. Price subject to change.

www.shanicabell.com

Ala-Carte

Our Ala-Carte Services

01



Identity & Strategic Branding

We will work with you to create a brand identity that truly embodies your vision and resonates with your target audience. Additionally, we will provide you with a brand style guide that outlines all of the key elements of your brand for long-term consistency. *Starting at \$1497*

02



Marketing Collateral

Whether it's business cards, flyers, postcards, brochures, banners, or any other marketing material, we have got you covered. Expect top-notch design with our premium-quality design services for all your marketing collateral. *Starting at \$65*

03



Web Design

Our team is now offering both informational and e-commerce website designs to help you establish your online presence and reach your target audience. We can even take care of your domain name and hosting for a full year, making the process even more seamless for you. *Starting at \$493*

04



PR/Media Services

Gain a competitive edge with our public relations services, including press kit creation, promotional advertorial, and podcast interviews. Elevate your brand and portfolio today. *Starting at \$95*