



# thanks for *inquiring*

Thanks for inquiring about my branding investment packages. This packet contains my rates for all standard brand packages and brand kits. Each package and kit are designed to meet your needs within your specific budget.



## ABOUT RAVYN

RAVYN is a design company specializing in brand design, digital design, content creation, and digital organization for boutiques, cafés, bookshops, blogs, fashion labels, and small businesses.

We take a fresh approach to minimalist and luxury designs. Our design aesthetic focuses on minimalism, luxury, clean-cut, Afrocentric, modern, and alternative styles.



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# MISSION

My mission is to help  
elevate your brand  
so that you see  
success in a global  
market by creating  
an aesthetic and  
identity that is  
authentic to your  
vision.

RAVYN  
BRAND DESIGN • MARKETING

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LOVE ✕ STYLE LIFE



# MEET THE DESIGNER



## **R. NICKAY HEADLAM**

*Founder & Brand Strategist, RAVYN*

✉ [thepinkravyn@gmail.com](mailto:thepinkravyn@gmail.com)

I am a Jamaican-born, BVI-raised designer and illustrator. As a story-teller and artist, I wanted to venture off into a career that combined my love for storytelling, art, fashion, and design. I have studied at the H. Lavity Stoutt Community College (BVI), where I earned my Associates in architecture and engineering. Later, I earned my Bachelors in Fashion Design at the New York Fashion Institute of Technology.

DESIGN CREATES  
CULTURE. CULTURE  
SHAPES VALUES.  
VALUES DETERMINE  
THE FUTURE.

-ROBERT L. PETERS





# MY SERVICES

## Brand & Marketing Design

I offer my expertise in the area of branding and marketing through specially-curated packages designed to suit your business needs.

## Brand Strategy & Consultation

I can help walk you through the initial setup of your business, from concept to creation and give you a solid foundation for business.

## Rebranding Services

I can help to refresh your brand to make it more modern and appealing to your target audience without losing what you've already built.

## Exclusive Design Offers

I have add-ons and stand-alone packages tailored to you: business cards, logos, website design, print/digital design, social media, and more.

# RAVYN LOGO MENU

Pay for what you need with our custom logo menu selection. We can create and update the logos you need. If you want the entire logo package, view our Logo Design Package prices.

<b>PRIMARY</b>	<i>USD 65</i>	Create a custom and dynamic logo for your brand that's recognizable to your customers.
<b>ALTERNATIVE</b>	<i>USD 50</i>	Create an alternative version of your primary logo for working purposes.
<b>SECONDARY</b>	<i>USD 50</i>	Create a secondary version of your logo in a horizontal or vertical layout.
<b>LOGO MARK</b>	<i>USD 45</i>	Create a monogram or letter mark of your logo. Ideal for small spaces.
<b>SUBMARK (ICON)</b>	<i>USD 45</i>	Create an icon to go along with your logo. Ideal for profile pics and small spaces.
<b>EMBLEM</b>	<i>USD 50</i>	Create a stamp emblem of your logo. Ideal for stickers, stamps, and circular spaces.

<b>PNG (BLACK/WHITE)</b>	<i>USD --</i>	Have your logo in standard black and/or white. Comes with any chosen logo above.
<b>PNG (COLOR)</b>	<i>USD 5</i>	Add color to your PNG logo. Prices per color per logo.
<b>SVG</b>	<i>USD 25</i>	Have your logo exported as an SVG file to be used as a graphic element.



# RAVYN CONTENT MENU

Get individual post pieces with our content menu. If you want the entire content package with Canva templates, view our Content Creation Package prices.

<b>IG POST (PORTRAIT)</b>	<i>USD 7</i>	Create a dynamic post for your Instagram page. Prices per post.
<b>IG POST (STANDARD)</b>	<i>USD 7</i>	Create a dynamic post for your Instagram page. Prices are per post.
<b>IG STORY</b>	<i>USD 10</i>	Create a static story image for your IG or Facebook story. Prices are per story.
<b>IG STORY (VID)</b>	<i>USD 12</i>	Create a dynamic story for your IG or Facebook story. Prices are per story.
<b>IG REEL</b>	<i>USD 15</i>	Create a video Reel for your IG, Facebook, or TikTok. Prices are per reel.
<b>BANNER</b>	<i>USD 10</i>	Create a banner for Facebook, X, or YouTube. Prices are per banner. Size depends on the social platform.
<b>IG HIGHLIGHT COVER</b>	<i>USD 5</i>	Create a stunning cover for your IG highlights. Prices are per highlight.
<b>PINTEREST PIN</b>	<i>USD 10</i>	Create a pin for your Pinterest board. Prices are per pin.
<b>PROFILE</b>	<i>USD 10</i>	Create a profile pic that can be used across all your social platforms. Prices are per profile.

# RAVYN DOCS MENU

We can create stunning document templates or custom document files. Our templates are given in Word Doc, and our finished customs are given in PDF format.

<b>BUSINESS PLAN</b>	<i>USD 7</i>	A custom business plan Word doc template that matches your brand aesthetic. Prices are per 5 pages.
<b>LETTERHEAD</b>	<i>USD 5</i>	A custom letterhead template for your business that reflects your brand. Prices are per letterhead.
<b>CHECKLIST</b>	<i>USD 10</i>	An editable checklist template designed for you to customize to your needs. Prices are per page.

<b>CUSTOM BUSINESS PLAN</b>	<i>USD 75</i>	Send us the information, and we'll create a custom business plan for you.
<b>CUSTOM RESUMÉ</b>	<i>USD 50</i>	Send us the information, and we'll create a custom resumé for you.
<b>CUSTOM CHECKLIST</b>	<i>USD 25</i>	Send us the list, and we'll create a custom checklist for you.
<b>CUSTOM WORKSHEET</b>	<i>USD 25</i>	Send us the questions and question styles, and we'll create a custom worksheet for you.
<b>CUSTOM APPLICATION FORM</b>	<i>USD 45</i>	Send us the questions and question styles, and we'll create a custom application form for you.

# RAVYN DYNAMIC FILES

We can create dynamic files for your personal or career use. Give us the necessary information, and we'll create dynamic trackers, checklists, and logs. Choose between an Excel File or a Google Sheets file.

<b>BOOK TRACKER</b>	<i>USD 7</i>	Create a dynamic post for your Instagram page. Prices per post.
<b>WORD COUNT TRACKER</b>	<i>USD 7</i>	Create a dynamic post for your Instagram page. Prices are per post.
<b>DIGITAL GRADEBOOK</b>	<i>USD 10</i>	Tell us your category weightings, assignments per category, and student list, and we'll create the grade book. (Google Sheets or Excel).
<b>DIGITAL CALENDAR</b>	<i>USD 12</i>	We'll create a digital calendar that matches your aesthetic. (Google Sheets or Excel).
<b>DYNAMIC CHECKLISTS</b>	<i>USD 15</i>	We can create a dynamic checklist for you using Excel or Google Sheets.
<b>DYNAMIC CUSTOM TRACKERS</b>	<i>USD 10</i>	We can create dynamic trackers for you using Excel or Google Sheets.
<b>DYNAMIC LESSON PLANNER</b>	<i>USD 5</i>	Get custom lesson planners, curriculum mappers, or trackers based on the templates we have available.
<b>STUDENT LOGS/TRACKERS</b>	<i>USD 75</i>	Get custom student logs or trackers based on the templates we have available.





# RAVYN PRESENTATION

Showcase unique presentations tailored to your needs. Get full presentations built or start off with customizable templates.

## BUSINESS PRESENTATION

650

Custom presentations you can use to showcase your business's success and branding.

## LESSON PRESENTATION

975

Custom lessons and editable lesson templates for your classroom and teaching needs.

## PRESENTATION TEMPLATES

250 - 275

Get base templates that you can build on for your business or classroom.

# BUSINESS SLIDES

INVESTMENT:

USD 650

## DELIVERABLES

### Initial Consultation

- ✓ Branding Research
- ✓ Presentation Expectations

### Package

- ✓ 2 Concept Mock-ups
- ✓ Cover + Table of Contents
- ✓ Infographics
- ✓ Dynamic Content
- ✓ Animations + Transitions
- ✓ Branding
- ✓ Premium Color Suite

### Files

- ✓ PPT/Slides Files
- ✓ Presentation Guidelines
- ✓ Finished PDF Files

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2x Rounds of Revisions

**Est. Time:** 5 to 12 Weeks

## WHAT TO EXPECT

We can create a stunning business presentation that you'll be proud to share with clients, prospective partners, and investors.

The presentation comes with everything you need to market your business and financial growth successfully.

We'll walk you through the finished presentation along with presentation notes, animations, and infographics.

*\*Additional Fees Apply*

# LESSON SLIDES

INVESTMENT:

USD 975

## DELIVERABLES

### Initial Consultation

- ✓ Thematic Research
- ✓ Presentation Expectations

### Package

- ✓ 2 Concept Mock-ups
- ✓ Cover + Table of Contents
- ✓ Welcome Pack
- ✓ Dynamic Content
- ✓ Examples + Practice
- ✓ Animations + Transitions
- ✓ Bitmoji + Personalization
- ✓ Premium Color Suite

### Files

- ✓ PPT/Slides Files
- ✓ Presentation Guidelines
- ✓ Finished PDF Files

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2x Rounds of Revisions

**Est. Time:** 5 to 12 Weeks

## WHAT TO EXPECT

We can create a stunning lesson slide presentation that helps with learning in the classroom.

These lesson presentations come with everything you need to create a personal and relatable experience in the classroom.

We'll walk you through the finished presentation along with presentation notes, animations, and personalization.

### Add Ons

- Let's Bloom Together! Pack\*
- Discovery Pack\*
- Art & Design Pack\*
- ELA Pack\*
- Art and Design Pack\*
- Math Pack\*
- STEM Pack\*
- Games & Activity Pack

*\*Additional Fees Apply. See pack prices on Presentation Templates Page*



# PRESENTATION TEMPLATES

## BUSINESS PRESENTATIONS

BASE INVESTMENT: USD 250

### **BUSINESS PRESENTATION TEMPLATE**

Create a presentation template for PowerPoint or Google Slides for your business, branding, and more. Each template includes:

- Cover Page
- Table of Contents
- Infographics Slide
- Content Slides (6)
- Highlight Slide
- Bullet Point Slide

Base templates start at USD 250 for six (6) slides and increases at USD 75 per extra template slide added.

## LESSON/TEACHING PRESENTATIONS

BASE INVESTMENT: USD 375

### **LESSON PRESENTATION TEMPLATE**

Create a dynamic lesson slide template for PowerPoint or Google Slides for teaching aid themed to your classroom! Each template includes:

- Cover Page/Lesson Title
- Table of Contents
- Objectives Slide
- Lesson Content
- Content Sectional
- Example Pages (3)
- Key Idea Slide
- Practice Slide

Add extra template packs to your lesson template:

- Discovery Pack – USD 150
- Welcome Pack – USD 150
- ELA Pack – USD 125
- Art & Design Pack – USD 250
- Math Pack – USD 175
- STEM Pack – USD 250
- Let's Bloom Together Pack – USD 150
- Games & Activities Pack – USD 145

Base templates start at USD 375 for six (6) slides and increases at USD 75 per extra template slide added.

# DESIGN POLICIES

## ONBOARDING

Schedule a 30-minute conference call to begin your onboarding process. Once you've decided I'm the right fit for your brand, reserve your spot with a holding fee of \$75==125 deducted from your initial deposit.

## PAYMENTS & DEPOSIT

To secure your start date outlined in your welcome packet and contract, you must pay the full 50% non-refundable initial deposit. If you reserve your date online, the \$125 holding fee will be deducted from your initial deposit. A 25% Revision Deposit is required before the revision of any concept boards, and the balance is required before the release of the final files.

## GRANTING OF RIGHTS & DESIGNER'S RIGHT TO AUTHORSHIP

After all final payments are made, you retain the right to use all items for your business. Licensing contracts and fees for illustrations may be sent separately. Details of rights, credits, and distribution will be outlined in the prepared contract.

## REVISIONS

All packages include a limited number of revisions. Necessary revisions will only begin after the payment of the Revision Deposit. Revision files will be labeled in accordance with the number of revisions allotted within your selected package. A fee of \$75 per revision will be billed to you if you exceed the number of revisions allotted within your package.

## RESPONSE TIMEFRAME

Clear and concise communication is important throughout the design process. You may schedule meetings via Google Meets, WhatsApp, phone call (additional fees apply), or in person. Please note that signed contracts and payments are expected within 36 to 48 hours of release. Failure to pay a deposit or sign the contract in a timely manner will result in the termination of the project.

## CANCELLATION

You may cancel at any time during the onboarding process or two (2) days after signing a contract. 60% of your initial deposit will be returned to you. Cancellation after two (2) days will accrue no penalties, but deposits will not be refunded. The full cancellation policy of your package will be outlined within the prepared contract.

# ARE WE A GOOD FIT?

Before hiring me to design your brand, ensure that we are a good fit for each other. To prepare, you may go through my portfolio to see if my design aesthetic aligns with what you want for your brand. Be prepared along each step of the way, including availability to communicate, preparing a budget, and understanding what exactly you want to see for your brand.

## **We Are A Good Fit If...**

- ✓ You value communication and collaboration during the design process
- ✓ You understand the importance of investing in quality design
- ✓ You're open to feedback and suggestions based on my expertise
- ✓ You're committed to a timeline and respect the design process
- ✓ You recognize the power of branding and its long-term impact
- ✓ You're seeking a partnership, not a transaction

## **We Are Not A Good Fit If...**

- × You expect immediate results without iterative refinement
- × You're seeking the lowest possible price over value and expertise
- × You prefer to dictate every single design detail without flexibility
- × You're unable to commit to timelines or provide timely feedback
- × You see brand strategy as an optional extra rather than a core necessity
- × You view our interaction as a one-time engagement with no follow-up



# FREQUENTLY ASKED *Questions*

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## **ARE THE PRICES LISTED A FLAT PRICE OR A BASELINE PRICE?**

The prices for my brand packages and design offers are baseline prices, meaning that they can increase with various add-ons, timeframes, and other factors. For budget-friendly options, you may build your website from scratch using the Simple Sites Menu.

## **HOW SHOULD I INTERPRET THE INVESTMENT OFFERS LISTED?**

The investment offers listed are guideline prices that can change as I customize your package to suit your needs. Final invoiced prices may be higher or lower depending on what you request. A more tailored budget will be sent to you through a Project Proposal where you can approve the final investments of your package.

## **CAN I REQUEST A LOWER PRICE IF THE FINAL ESTIMATE IS TOO HIGH?**

We can look into readjusting the package or looking at a different package that suits your budget, then consider adding additional elements at a later time.

## **WHY DO I NEED A BRAND DESIGNER/STRATEGIST?**

Brand designers and brand strategists work as coaches that guide you through the foundations of your business. As a brand designer, my goal is to help you identify your audience and voice, and help you put together your brand mission, vision, and identity.

# LET'S BRAND TOGETHER!

Let's work together to make your business stand out! Now that we've made it here, it means you're ready to start branding. Send over the necessary information to get the branding process rolling.

If you have any additional information, don't be afraid to reach out to me. Let's connect and see how I can help make your business shine!

**LET'S CONNECT!**

## CONNECT WITH ME

Connect with me through Instagram, X, WhatsApp, and email to see all my work. Visit my website to view my portfolio or to make an inquiry.



[WWW.THEPINKRAVYN.COM](http://WWW.THEPINKRAVYN.COM)

