

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.



WHAT'S INSIDE?

MISSION	1
MEET THE DESIGNER	2
MY SERVICES	4
RAVYN PACKAGES	5
RAVYN EXPERIENCE	14
RAVYN KITS	10
RAVYN MARKET	14
RAVYN ELEMENTS	18
DESIGN POLICIES	22
ARE WE A GOOD FIT?	23
FREQUENTLY ASKED QUESTIONS	24

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

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 PACKAGES

Kickstart your branding journey with the branding package that suits your business needs. Choose between three exclusive tiers that offer brand strategy, brand visuals, and collaterals for your business.

STUDIO

450

Studio is thoughtfully created with start-up businesses and young entrepreneurs in mind.

SUITE

800

Suite is specifically designed for established businesses looking to rebrand.

LUXE

1350

Luxe offers the full brand experience from start to finish, from brand visuals to expert brand consultation.

RAVYN STUDIO

INVESTMENT:

USD 450

DELIVERABLES

Initial Consultation

- ✓ Brand Strategizing
- ✓ Target Audience Refinement

Visual Identity

- ✓ 2 Moodboard Concepts
- ✓ Primary Logo + Logo Mark
- ✓ Premium Color Suite + Typeface

Files

- ✓ Brand Presentation
- ✓ Brand Style Guide Booklet
- ✓ PDF, PNG, SVG Files

2x Rounds of Revisions

Est. Time: 5 to 7 Weeks

THE DESIGN PROCESS

01. DISCOVERY

During this phase, we sit together and unravel your brand. Here, I look at what your brand is now, what are the problems, and how we can address them.

02. RESEARCH

At this phase, I will take all the information I have received from you and research competitors and trends and ways to make your brand stand out.

03. COLLABORATION

After researching, I will put together moodboards and concept boards that you can choose from and then we will work together to make your brand unique.

04. DELIVERY

Once you have approved everything, I will package up your brand assets and your style guide for you to use. Now you can show off your new brand!

RAVYN SUITE

INVESTMENT:

USD 800

DELIVERABLES

Initial Consultation

- ✓ Brand Strategizing
- ✓ Target Audience Refinement

Visual Identity

- ✓ 3 Moodboard Concepts
- ✓ Primary Logo + Logo Mark
- ✓ Brand Emblem
- ✓ Premium Color Suite + Typeface

Files

- ✓ Brand Presentation
- ✓ Brand Style Guide Booklet
- ✓ PDF, PNG, SVG Files

2x Rounds of Revisions

Est. Time: 5 to 12 Weeks

THE DESIGN PROCESS

01. DISCOVERY

During this phase, we sit together and unravel your brand. Here, I look at what your brand is now, what are the problems, and how we can address them.

02. RESEARCH

At this phase, I will take all the information I have received from you and research competitors and trends and ways to make your brand stand out.

03. COLLABORATION

After researching, I will put together moodboards and concept boards that you can choose from and then we will work together to make your brand unique.

04. DELIVERY

Once you have approved everything, I will package up your brand assets and your style guide for you to use. Now you can show off your new brand!

RAVYN LUXE

INVESTMENT:

USD 1350

DELIVERABLES

Initial Consultation

- ✓ Brand Strategizing
- ✓ Target Audience Refinement

Visual Identity

- ✓ 3 Moodboard Concepts
- ✓ Primary Logo + Secondary Logo
- ✓ Logo Mark + Brand Emblem
- ✓ Premium Color Suite + Typeface

Brand Collaterals

- ✓ Business Card (MOO)
- ✓ Hang Tags + Stickers
- ✓ Print Materials

Files

- ✓ Brand Presentation
- ✓ Brand Style Guide Booklet
- ✓ PDF, PNG, SVG Files

6 Months Consultation Support

3x Rounds of Revisions

Est. Time: 12 to 16 Weeks

THE DESIGN PROCESS

01. DISCOVERY

During this phase, we sit together and unravel your brand. Here, I look at what your brand is now, what are the problems, and how we can address them.

02. RESEARCH

At this phase, I will take all the information I have received from you and research competitors and trends and ways to make your brand stand out.

03. COLLABORATION

After researching, I will put together moodboards and concept boards that you can choose from and then we will work together to make your brand unique.

04. DELIVERY

Once you have approved everything, I will package up your brand assets and your style guide for you to use. Now you can show off your new brand!

RAVYN EXPERIENCE

Experience design at your fingertips with this convenient all-in-one package that provides you with everything you need to get your business off the ground.

INVESTMENT:

USD 3500

DELIVERABLES

Initial Consultation

- ✓ Brand Strategizing
- ✓ Target Audience Refinement
- ✓ Market Research
- ✓ Product Development

Brand Collaterals

- ✓ Business Card (MOO)
- ✓ Hang Tags + Stickers
- ✓ Print Materials
- ✓ Wix Start-up Website

6 Months of Consultation Support
3x Rounds of Revisions

Visual Identity

- ✓ 3 Moodboard Concepts
- ✓ Primary Logo + Secondary Logo
- ✓ Logo Mark + Brand Emblem
- ✓ Premium Color Suite + Typeface

Files

- ✓ Brand Presentation
- ✓ Brand Style Guide Booklet
- ✓ PDF, PNG, SVG Files
- ✓ Illustrator Files

Est. Time: 8 – 12 months



RAVYN KITS

My Kits are tailored for those who need brand coaching and strategy on a budget. Each kit is tailored for your business needs, from inception of your brand to social media design to help elevate your brand presence.

SAMPLER

50

The sampler kit helps you get started, whether you're just starting out in business or a young entrepreneur who needs guidance.

SOCIAL

80

If you need help with social media branding, creating social media posts, or you want to elevate your Instagram presence, this is the kit for you.

COMBO

150

Combine both the sampler kit and the social kit into one kit that launches your business with your social media presence.

RAVYN SAMPLER

INVESTMENT:

USD 50

DELIVERABLES

Consultation

- ✓ Coaching + Consultation
- ✓ Brand Strategizing

Templates & Files

- ✓ Branding Questionnaire
- ✓ Branding Checklist
- ✓ Business Plan Template

2x Rounds of Revisions

Est. Time: 5 to 7 Weeks

THE DESIGN PROCESS

01. DISCOVERY

During this phase, we sit together and unravel your brand. Here, I look at what your brand is now, what are the problems, and how we can address them.

02. RESEARCH

At this phase, I will take all the information I have received from you and research competitors and trends and ways to make your brand stand out.

03. COLLABORATION

After researching, I will put together moodboards and concept boards that you can choose from and then we will work together to make your brand unique.

04. DELIVERY

Once you have approved everything, I will package up your brand assets and your style guide for you to use. Now you can show off your new brand!

RAVYN SOCIAL

INVESTMENT:

USD 80

DELIVERABLES

Consultation

- ✓ Coaching + Consultation
- ✓ Brand Strategizing

Templates & Files

- ✓ 3 Instagram Posts
- ✓ 3 Highlight Covers
- ✓ Facebook Banner
- ✓ Profile Image

2x Rounds of Revisions

Est. Time: 5 to 7 Weeks

THE DESIGN PROCESS

01. DISCOVERY

During this phase, we sit together and unravel your brand. Here, I look at what your brand is now, what are the problems, and how we can address them.

02. RESEARCH

At this phase, I will take all the information I have received from you and research competitors and trends and ways to make your brand stand out.

03. COLLABORATION

After researching, I will put together moodboards and concept boards that you can choose from and then we will work together to make your brand unique.

04. DELIVERY

Once you have approved everything, I will package up your brand assets and your style guide for you to use. Now you can show off your new brand!

RAVYN COMBO

INVESTMENT:

USD 150

DELIVERABLES

Consultation

- ✓ Coaching + Consultation
- ✓ Brand Strategizing

Templates & Files

- ✓ Branding Questionnaire
- ✓ Branding Checklist
- ✓ Business Plan Template

Social Templates

- ✓ 3 Instagram Templates
- ✓ 2 Highlight Covers
- ✓ Facebook Banner
- ✓ Profile Image

Brand Starter Pack

- ✓ Draft Logo (Black)
- ✓ Concept Board

2x Rounds of Revisions

Est. Time: 5 to 7 Weeks

THE DESIGN PROCESS

01. DISCOVERY

During this phase, we sit together and unravel your brand. Here, I look at what your brand is now, what are the problems, and how we can address them.

02. RESEARCH

At this phase, I will take all the information I have received from you and research competitors and trends and ways to make your brand stand out.

03. COLLABORATION

After researching, I will put together moodboards and concept boards that you can choose from and then we will work together to make your brand unique.

04. DELIVERY

Once you have approved everything, I will package up your brand assets and your style guide for you to use. Now you can show off your new brand!



RAVYN MARKET

Market your business with our exclusive marketing offers tailored to what you need. Select from our logo package, business card package, or content creation package.

LOGO DESIGN

325

Get a logo that represents your business. Our logo package provides a suite of logos for all your marketing needs.

BUSINESS CARD

75

Get luxury business cards that you feel proud of. Select MOO Print to get access to special finishes.

CONTENT CREATION

250

Get more from social media with the content creation package suited for Instagram and Facebook.

LOGO DESIGN

INVESTMENT:

USD 325

DELIVERABLES

Initial Consultation

- ✓ Product Ideation
- ✓ Market Research

Package

- ✓ 3 Moodboard Concepts
- ✓ Primary Logo
- ✓ Secondary Logo +
- ✓ Logo Submark
- ✓ Brand Emblem*
- ✓ Premium Color Suite

Files

- ✓ Color Mapping Guide
- ✓ Logo Style Guide Booklet
- ✓ PDF, PNG, SVG Files

2x Rounds of Revisions

Est. Time: 5 to 12 Weeks

WHAT TO EXPECT

Professionalism and timeliness are at their best once you request a custom logo design for your business.

I specialize in minimalist, modern, stylish, and elegant logos that work well for non-profit organizations, small businesses, cafés, boutiques, fashion labels, food products, personal blogs, and art labels.

The starting investment rates can be prorated if you require less than what the package offers.

**Additional Fees Apply*

BUSINESS CARDS

INVESTMENT:

USD 75

DELIVERABLES

Initial Consultation

- ✓ Product Ideation
- ✓ Market Research

Package

- ✓ 3 Design Concepts
- ✓ Front + Back Design
- ✓ QR Code Design
- ✓ Digital Business Card*
- ✓ MOO Printing**

Files

- ✓ High-Resolution PDF Files
- ✓ Business Card Spec Sheet
- ✓ PNG Images

2x Rounds of Revisions

Est. Time: 5 to 8 Weeks

WHAT TO EXPECT

I design business cards to be printed with MOO for the best print quality and experience.

My business card design pack is suited for non-profit organizations, small businesses, artists and designers, stylists, photographers, boutiques, corporations, bloggers, and fashion labels.

The starting investment rates can be prorated if you require less than what the package offers.

**Additional Fees Apply*

MOO PRINTING

We can print your business cards with MOO. You pay for MOO's prices plus shipping and handling, along with a printing fee.

CONTENT CREATION

INVESTMENT:

USD 250

DELIVERABLES

Initial Consultation

- ✓ Product Ideation
- ✓ Market Research

Package

- ✓ 3 Design Concepts
- ✓ 5 Standard IG Posts
- ✓ 3 Highlight Covers
- ✓ Canva Templates
- ✓ Profile Pic + Banner*

Files

- ✓ High-Resolution PNG Files
- ✓ Canva Templates
- ✓ 2 Months Support

2x Rounds of Revisions

Est. Time: 5 to 8 Weeks

WHAT TO EXPECT

I use Canva to create all my social media templates, which I can then share easily with my clients.

My Instagram/Social media design pack is best suited for small businesses, digital flyers, boutiques, educational Instagram accounts, bloggers & Influencers, designers, and authors.

The starting investment rates can be prorated if you require less than what the package offers.

**Additional Fees Apply*

CANVA TEMPLATES

We can print your business cards with MOO. You pay for MOO's prices plus shipping and handling, along with a printing fee.

ADD-ONS

- Keyword Optimization*
- Content Writing*
- Carousel Layout*
- IG Reels/Stories*



RAVYN ELEMENTS

Get your business plan and strategy together with my coaching packages. Reserve a coaching plan to help you get your business off the ground.

CONCEPT

95

Develop a brand concept for your business that you can launch from for a budget-friendly investment offer.

COACHING

150

Develop your brand from name to launch with my brand-building coaching consultation.

ASSETS

150

Have your brand assets curated to your business to give it that personal touch that stands out from the rest.

CONCEPTS

INVESTMENT:

USD 95

DELIVERABLES

Initial Consultation

- ✓ Consultation
- ✓ Market Research

Package

- ✓ 2 Moodboard Concepts
- ✓ Draft Color Palette (4 Colors)
- ✓ Draft Logo

Files

- ✓ PNG Black and White Logo
- ✓ Concept Research Booklet (PDF)

1x Rounds of Revision

Est. Time: 2 – 3 Weeks

WHAT TO EXPECT

At a budget-friendly price, you can get an ideation created that you can use and develop further.

Brand Concepts are the basic visual ideas of your brand come to life.

COACHING

INVESTMENT:

USD 150

DELIVERABLES

Initial Consultation

- ✓ Consultation
- ✓ Market Research
- ✓ Brand Strategy Coaching

Package

- ✓ Branding Questionnaire
- ✓ Branding Checklist
- ✓ Customized Business Plan
- ✓ Draft Color Palette (4 Colors)
- ✓ Draft Logo

Files

- ✓ PNG Black and White Logo
- ✓ Brand Strategy Booklet (PDF)
- ✓ PDF Files

1x Rounds of Revision

Est. Time: 2 – 3 Weeks

WHAT TO EXPECT

My brand coaching package offers you an exclusive opportunity to see your idea fully fleshed out.

I offer expert advice on developing your business, from choosing a name to defining your target audience.

ASSETS

INVESTMENT:

USD 150

DELIVERABLES

Initial Consultation

- ✓ Consultation
- ✓ Market Research

Package

- ✓ Social Media Icons
- ✓ Contact Icons
- ✓ Digital Business Card
- ✓ QR Code
- ✓ Custom Letterhead*
- ✓ Custom Icons*

Files

- ✓ Brand Asset Guidelines (PDF)
- ✓ PNG and SVG Files

1x Rounds of Revision

Est. Time: 2 – 3 Weeks

WHAT TO EXPECT

Get additional assets for your developed brand.

Each asset is personalized to your brand with custom illustrations, custom colors, and custom icons you can use in print and digital platforms.

**Additional Fees Apply*

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*

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, timeframe, and other factors. Only my brand kits have a flat price. However, for logo, website, or social media designs, costs can be prorated if you do not require everything that is listed in the package.

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. Discounts may be given periodically for special occasions up to my discretion.

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

