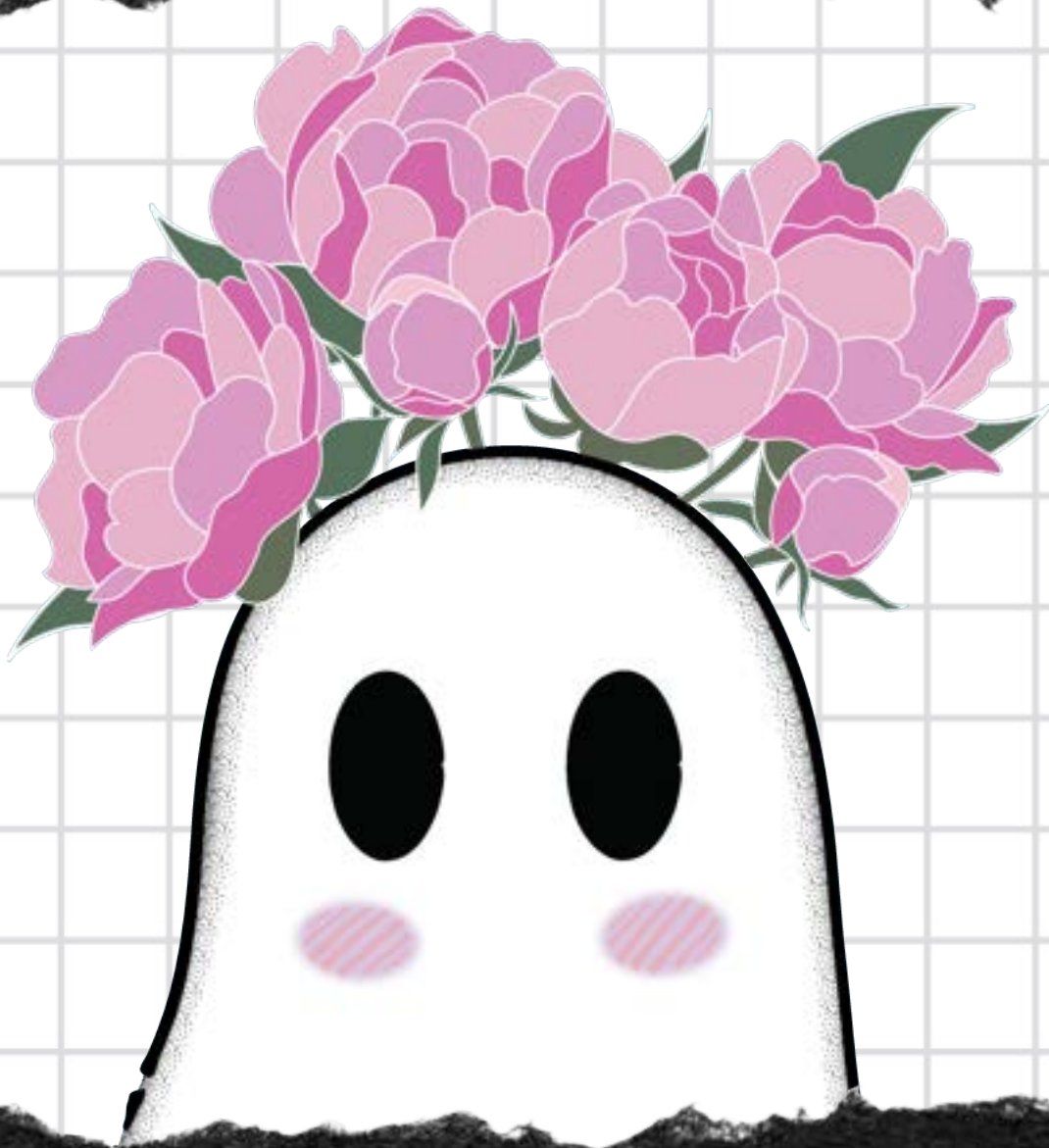


Price Guide

BOLD BRANDING FOR BIGGER PERSONALITIES



BRAND STRATEGY

GRAPHIC DESIGN

@just_ordinarily_odd_designs
joodghost@justordinarilyodd.com



Creating Magic:

Our Commitment to Bold Design

I believe that every brand has its own unique story - one that deserves to be told authentically, creatively and strategically to best honour your business. That's why I've created three tailored packages designed to meet you where you are in your branding journey, no matter the size or scope of your business.

In today's world of social media and overwhelming choice, people talk with their money - and so, creating genuine connections is the heartbeat of brand trust. People crave authenticity; embracing vulnerability and personality IS how you resonate! By embracing your authentic self, you invite your audience to connect with you. This genuine bond builds trust and loyalty, making your brand unmistakably distinct.

IF YOU'RE READY TO STEP-UP AND STAND OUT,
IT'S MY MISSION IS TO CRAFT A BRAND THAT
RESONATE WITH AUTHENTICITY AND FLAIR!



Transmuting Trends, Defying The Ordinary



It's time to feel confident in a brand that's all *you.*

I believe in pushing the boundaries of design to create visuals that are not just seen, but experienced. Great design is about **more than just aesthetics.** It's about creating connections, evoking emotions, and making a lasting impression.



I want you to walk away with a brand that makes you **feel proud, powerful and full of excitement!** My approach is rooted in authenticity, ensuring that every design I create is a true reflection of your brand's unique **personality, values and vision.**



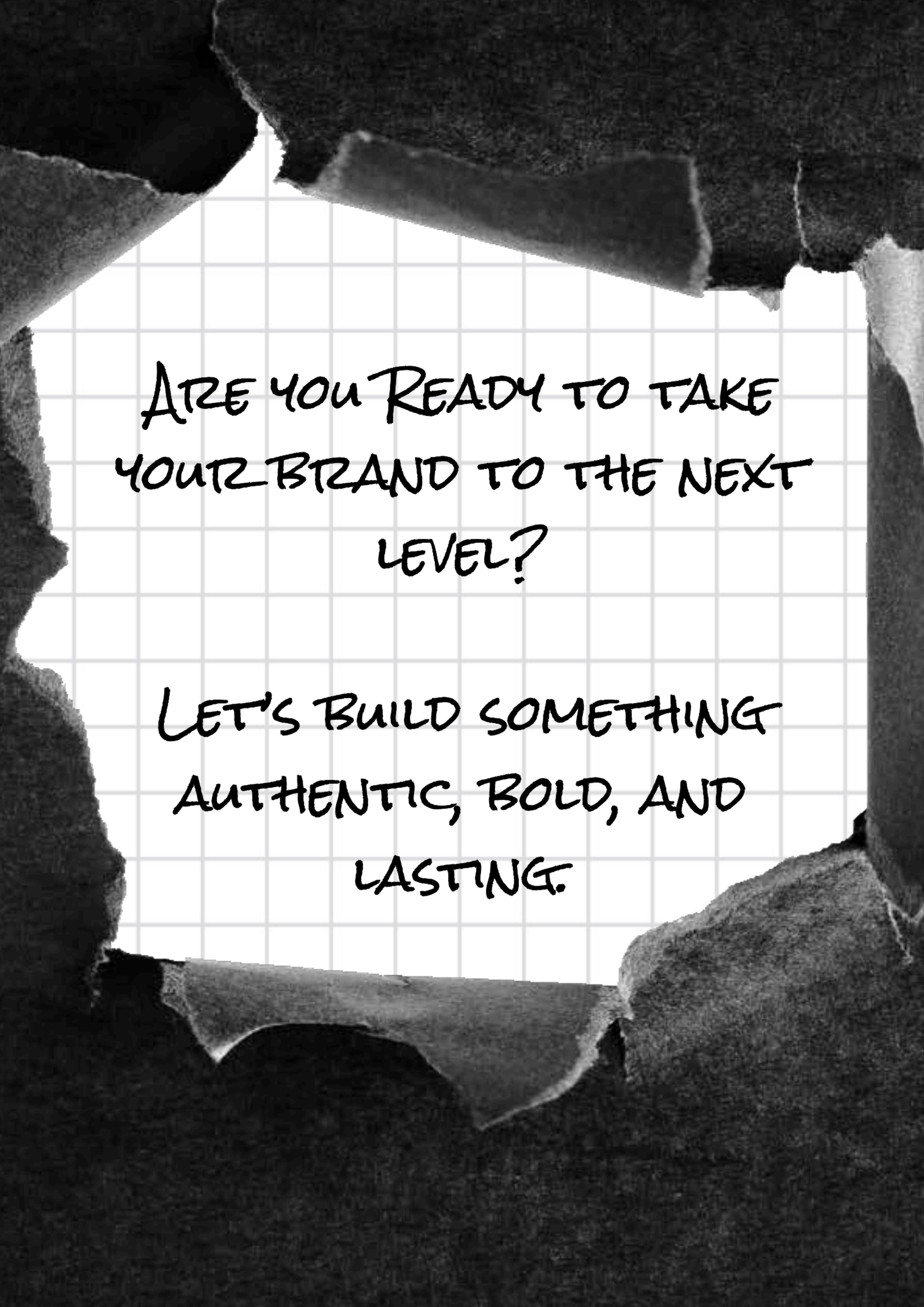


Crafting Bold Brands: **The Why Behind My Packages.**

I don't just offer design, I offer a comprehensive process. Branding is about more than just designing something that looks good; it's about building a strong, strategic foundation that drives lasting impact. The purpose of each package is to ensure that we have the time and space to research, strategise, and craft an identity that speaks to your audience and tells your unique story.

I'm not interested in churning out generic designs or following fleeting trends. What matters most to me is understanding who you are, what you stand for, and how we can communicate that in a way that's authentic and meaningful to you and your desired audience. That's why I prioritise strategy and research as the backbone of each and every project.

By offering only three packages, I can dedicate my full attention to each one, ensuring that we dig deep into your brand's core values and vision, rather than just focusing on surface-level design. Each package is designed to guide you through a thoughtful process that aligns your visuals with your bigger business goals. This ensures your brand isn't just eye-catching - it's effective, memorable, and built for long-term success.



ARE YOU READY TO TAKE
YOUR BRAND TO THE NEXT
LEVEL?

LET'S BUILD SOMETHING
AUTHENTIC, BOLD, AND
LASTING.

MY PROCESS

1 Price List

You've already found it!

Once you've decided on which package you'd like (or you have any more questions) reach out at joodghost@justordinarilyodd.com

2 Free Consult

We'll set up a date to do a consult call via Microsoft Teams where we'll get to know one another and discuss the project. Following our conversation, you'll receive a detailed project proposal outlining the scope, timeline, and investment needed to bring your vision to life.

3 Onboarding & Welcome Kit

Once the proposal is accepted, we move into the onboarding phase. You'll gain access to our client portal, where you'll find your contract and a comprehensive questionnaire. This helps us gather all the essential information to tailor our design process to your needs.

MY PROCESS

4

Creative Direction

This is where the magic happens
-The project begins! We'll start with research, sketches and a moodboard. Once you're happy with the direction, I'll proceed to design your new assets and create a presentation of the final design for your approval.

5

Feedback & Revisions

Once you receive the presentation I allow feedback and two rounds of revisions. This means you can ask questions, provide clarity and direction to ensure you're satisfied with the end product.

6

Offboarding & Goodbye Kit

Once the final design is accepted, we move into the offboarding phase. You'll gain access to all your files in the client portal - as well as a guide on how to use all your new assets. You'll also receive a goodbye pack with a few surprises to celebrate your new brand identity!

BECAUSE
BLENDING IN
WAS NEVER
THE GOAL. ♡



Where Creativity is BOLD.

The Mark Maker

from **\$1,500**

The Mark Maker is our base package that provides you with a tailored logo suite to give a fresh face to your business.

Logo suites are an invaluable investment in your brand - think of them like your brands wardrobe – it's full of different outfits for different occasions. Each outfit in your wardrobe is tailored to suite the needs and contexts of different events. This ensures a consistent look, feel and story across all platforms and deliveries.

A full logo suite includes your primary logo, secondary logo, submarks, and variations tailored for different uses. So that your website to your social media and product packaging, every piece is crafted to adapt seamlessly while staying true to your brand's essence.

Where Creativity is BOLD.

The Character Crafter

from **\$3,250**

The Character Crafter is our visual identity package, a step up from a logo suite, this package goes beyond your logo and into the personality of your brand.

Your visual identity is your brand's signature look and feel - it's what makes your business instantly recognisable beyond just the logo. This includes your colour palette, typography, patterns, icons, and imagery styles. Together, these elements create a cohesive, consistent presence across all platforms, leaving a lasting impression on your audience.

Using a combination of industry research, current trends, personalised questionnaires & consultation - we'll craft a visual identity that's distinct, consistent, and speaks to who your brand is.

Where Creativity is BOLD.

The Strategic Sorcerer

from **\$5,750**

The Strategic Sorcerer is our brand strategy package that dives into the heart of your business - your mission, vision, values, your industry, competitors, and most importantly - your target audience.

Brand strategy is the roadmap that guides how your brand looks, sounds, and connects with people. By aligning every decision with a clear strategy, your brand becomes more than just design - it becomes a powerful tool for communication and growth.

A logo and a pretty design aren't enough without a clear strategy to back them up. Together, we'll build a brand framework that sets you up for success, ensuring everything from your tone of voice, your brand language to your visuals works toward your goals and aligns with your brands mission.

DON'T TAKE MY WORD FOR IT, CHECK OUT THESE BRAND BELIEVERS!

- Kasie's Hair & Beauty

Sam has been amazing throughout the whole design process. Times I didn't know exactly what I wanted and she took her time explaining what would work best and give my business the best look. She is amazing at what she does and I have already got more work being done by her!

- Alowishus Delicious

Just Ordinarily Odd Designs was awesome to work with! I spoke with Sam for 10 mins on the phone and she instantly understood what I needed. Within a few hours she has sent through an amazing presentation with multiple logo options! I was SUPER impressed at how professional she was and also speedy! I will absolutely use JOOD's services again!

Just Ordinarily Odd Designs, thank you for undertaking the task of re-branding my business, I'm very happy with the result and I can't wait to start using my assets!

- Blue Ribbon Bookkeeping



WHAT'S NEXT?

**BOOK YOUR
FREE
CONSULTATION**

Let's bring your vision to life!

Whether you've got questions, ideas, or just need to chat about your project, I'm here to help.

In our free consultation, we'll dive into what makes your brand unique, discuss your goals, and map out the creative magic we can make together. Send me an email or follow the contact form on the website to book your consult call.

Let's chat, create, and craft something extraordinary!

PEOPLE DO NOT BUY
GOODS & SERVICES.



THEY BUY RELATIONS,
STORIES & MAGIC!



Where Creativity is BOLD.



FAQ

So what exactly is Brand Strategy?

Think of brand strategy like a blueprint for how your brand exists in the world. It's not just about looking good - it's about making sure everything your brand says, does, and represents *feels intentional, recognisable, and meaningful*. A strong brand strategy helps people understand who you are, what you stand for, and why they should care.

What is a Brand Strategy made up of?

There's 5 key elements to a solid brand strategy:

Your Brand's Core: This is the heart of your brand - your mission, values, and the personality that makes you unique.

Your Messaging: The way your brand sounds, from taglines to how you write captions and emails.

Your Audience: Who you're speaking to and what they care about.

Your Positioning: How your brand stands out from competitors and why people should choose you.

Your Visual Identity: The logo, colours, fonts, and design choices that make your brand instantly recognisable.

IMAGINE THAT...

your brand is a thriving ecosystem - every element plays a role in keeping it balanced and alive. If one part is weak or disconnected, the whole system feels off. That's why brand strategy isn't just about picking a cool logo or writing a catchy tagline - it's about making sure every piece works together to create a brand that *feels whole* and keeps it *thriving*.

Where Creativity is BOLD.



FAQ

I know I need branding, but I don't know HOW to implement any of this..?

There's no need to worry! When you work with me you'll get access to my client portal where we will work together to create your brand. There you'll find our timeline, updates, all your assets and documentation - within the final documentation will be a style guide and a brand guideline document. **A Brand Guideline Document Is a document that outlines how to implement your new brand.** This document will go over everything from messaging to what your fonts are called (and where to find licensing if needed). We breakdown what your colours are in each colour profile (CMYK, RGB, Hex), what colours are to paired together and which are not to be used together - as well as what each of your logo variations are for, sizing, brand illustrations, photography and social media direction - **absolutely everything** in your package broken down for you to understand how to implement your new branding!

I don't know what half those words are - what's a hex?

Well it's not the malicious spell kind of hex, thats for sure!

I know there are a bunch of terms that you probably don't understand, why would you?! So in your goodby packet you'll recieve a **File Guide Cheat Sheet** which is a document that outlines file types and colour terms! (Hex is a way to categorise colours btw)

This cheat sheet explains each term and then tells you when to use each one - that way if you ever get confused between a jpg and a png you can check our handy cheat sheet for the answer!

★ EVERY DETAIL GETS MY FULL ATTENTION ★

Where Creativity is BOLD.



FAQ

I'm looking for just a logo - Can you help me?

Your brand is so much more than just a logo - it's the story, strategy, and soul behind everything you do. At JOOD, I believe a logo should be part of a cohesive, intentional identity that connects with your audience on every level. That's why I focus on fuller brand packages, ensuring every element works together to tell your story and make an unforgettable impact. Ultimately - I believe single logo services are a disservice to your brand - and so, I will not facilitate a single logo request - sorry!

I'm not sure which package best suites my needs?

I completely understand if this is all overwhelming! If you'd like more information on my services, general design terms or you'd like to see my work in action - please head over to my website at justordinarilyodd.com - there you will find my service page, a blog where I discuss what a logo suite is and of course, my design portfolio! In my portfolio I have a breakdown of my clients, their needs, the solutions I provided and an explanation showing the design decisions for their logo's.

I don't have Microsoft Teams - Can we meet in person?

We can certainly work around that - If you're unsure about how to use Microsoft Teams I can send you instructions via email to help your download and set it up. If you would still like to meet in person and live locally on the Fraser Coast - we can organise a day and time that suites to meet in person. If you don't live local, we can use another web-cam communication software if you'd prefer.

LOOKING FORWARD TO
SEEING YOU THERE!



BE BOLD, BE BRAVE,
BE AUTHENTIC.
IN YOUR BRANDING. ✨



BRAND STRATEGY

GRAPHIC DESIGN

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