

The background features a close-up of succulent plants with thick, rounded, blue-green leaves. A white, rounded rectangular frame is centered over the image. Inside the frame, there are several decorative elements: small white dots and plus signs scattered around the text. The main title is written in a dark green, elegant cursive font.

Alexis Autumn

Services Guide

ALEXISAUTUMNDESIGNS

hello *and* welcome!

I am so glad that you're here! I look forward to possibly be working together.

Hi there! I'm Alexis, the designer behind Alexis Autumn Designs. I collaborate one-on-one with lovely businesses (like you!) to bring their brand identity dreams to life!

Each logo and brand suite I create is one-of-a-kind and completely unique to you and your business. This means that you never have to worry about having the exact same logo as another business.

I am dedicated to providing consistent and cohesive design, which I believe is what takes your brand to the next level. I want to help you get there!

Professionally designed branding is an investment in the future of your business. Together we can create a brand suite that will help you attract more people to your business and turn them into paying clients.

This also helps your business stand out from others in your industry and become even more memorable to your audience.

If you have any questions, feel free to reach out!

branding process

Here's a sneak peak at the process behind building each branding suite!

CONTACT + QUESTIONNAIRE:

- ❓ After you take a look through the following brand packages and decide on one, go to my brand inquiry form (the link is on each page). If I decide that we make a great fit, I will email over a brand questionnaire which helps me understand your brand even more.

CONTRACT + INVOICE:

- ❓ After finalizing all of the information needed to begin, I will send over a simple contract and invoice. You will have the option of either paying in full or splitting the payment in half.

DESIGN + EDITING:

- ❓ Within two weeks of receiving both the contract and paid invoice, I will come back to you with your beginning designs (the number of designs depend on the package you choose). We will then go back and forth, editing and finalizing your dream logo. If you opted for the Peony or Wildflower Package, we continue on to the branding board & decide on the alternate logo versions and other collateral pieces that come with it.

FINAL FILES:

- ❓ At the very end of the project, when you are completely and utterly obsessed with your new branding, I will put together a Google Drive folder with all of the final files. You will receive a variety of file types, including PNG, JPG, SVG, EPS, and PDF.

sage

branding package

This package is best for those who are only wanting a single logo design without needing all the extras. It's sweet, simple, and straight to the point.

WHAT'S INCLUDED:

- + Three Initial Logo Concept Sketches
- + Five Rounds of Edits*
- + Business Card Design – Front + Back

**Each additional round of edits will be an add on of \$5 to the total.*

investment: \$200

READY TO WORK TOGETHER?

Fill out my brand inquiry form and we can get started!

<https://forms.gle/9UxvmmdKvPJEKrkZ8>

peony

branding package

This package is best for those who are wanting a more cohesive brand look, and wanting to go beyond just a single logo.

WHAT'S INCLUDED:

- + Five Initial Logo Concept Sketches
- + Five Rounds of Edits*
- + Business Card Design – Front + Back
- + Full Branding Board
 - Color Palette
 - Font Selection
 - Alternate Logo
 - Submark Logo

**Each additional round of edits will be an add on of \$5 to the total.*

investment: \$350

READY TO WORK TOGETHER?

Fill out my brand inquiry form and we can get started!

<https://forms.gle/9UxvmmdKvPJEKrkZ8>

wildflower

branding package

This package is best for those who are wanting the Peony Branding Package with a few extra branded add-ons.

WHAT'S INCLUDED:

- + Five Initial Logo Concept Sketches
- + Five Rounds of Edits*
- + Business Card Design – Front + Back
- + Full Branding Board (*Same as Peony Package*)
- + Choice of Three Custom Designed Collateral Pieces:
 - Thank You Card
 - Price List
 - Menu
 - Other Printed Assets (*You Decide*)
 - IG Templates (Feed + Story)
 - IG Highlight Icons
 - Facebook Banner
 - Five Custom Branded GIFs
 - Other Social Assets (*You Decide*)

**Each additional round of edits will be an add on of \$5 to the total.*

investment: \$500

READY TO WORK TOGETHER?

Fill out my brand inquiry form and we can get started!

<https://forms.gle/9UxvmmdKvPJEKrkZ8>

a few details

+ frequently asked questions

BOOKING PROCESS

Interested in collaborating? How exciting! The first step is to get in touch with me through my brand inquiry form. There you can let me know all about your business, and I can decide if we would be a good fit.

If all turns out well, I will then reach out to you (via email) where we can discuss the next steps!

HOW LONG DOES THIS PROCESS TAKE?

Depending on the package and amount of revisions needed, this process can take from 3 – 6 weeks, from start until finish. Let me know if you are needing the design project rushed, although a rush fee may be applied.

DO I OWN MY LOGO + BRANDING?

Yes! After the final payment is confirmed and all files are sent over to you, the copyright and ownership of your final files is transferred to you. However, I do put a clause in the contract that allows me to post about the branding on my website/social handles.

CAN I ADD EXTRA COLLATERAL PIECES?

Yes! Although an extra fee may be applied for each extra collateral piece, please reach out for any changes or additions you would like made.

ARE YOU AVAILABLE FOR ON-GOING DESIGN WORK?

Yes! After our branding collab, you can count on me for any other design work that you may need. Just reach out! I can also be available for larger projects with longer timelines.

READY TO COLLABORATE?

Fill out my brand inquiry form and we can get started!

<https://forms.gle/9UxvmmdKvPJEKrkZ8>