

Service & Pricing Guide



We formulate **obsession** **worThy** brands.

With over 10 years of combined experience in brand development, design, photography, and content creation, we understand what it takes to build a brand that captivates your audience and has them lining up to work with you.

Our Services Overview

Whether you are starting from scratch, have been building your business for a couple of years, or are seeking guidance during your growth phase, we can support you at every level.

01. Brand Establishment

Got a big idea and want to make it a reality? We help create brands from the ground up. From brand strategy development to website design and launch campaigns, we've got you!

02. Brand Development

Already have an existing brand but looking to take it to the next level? We work 1:1 with business to help them evolve and shift their brand into one their audience can't live without.

03. Brand Management

So you've already got a pretty fabulous brand, but now need help managing it while you continue to grow? Our management services help with overseeing and guiding the ongoing evolution of a brand's growth & reputation.

04. Brand Shoots & Creative Campaigns

Whether you're refreshing your brand image, launching a new product/service, or looking to create more consistency across your brand, our brand shoots and creative campaigns are designed to capture content that amplifies your individuality, creates an impact, increases brand engagement.

A woman with long blonde hair, wearing a black long-sleeved top and white sneakers, is sitting on a black director's chair. She is smiling and waving her right hand. In the background, there is a professional video camera on a tripod, a monitor displaying a similar scene, and a desk with some papers. The scene is dimly lit, with the woman and the chair being the primary light sources.

**We're dedicated
to creating,
developing &
maintaining
powerful brands.**

Brand Establishment (Tier 1)

If you're just starting to build your brand or if you have an idea that you're excited to bring to life, then our Brand Establishment service is designed for you. We'll work closely with you to help you create a brand that attracts your ideal clients and positions your business as one they can't help but become obsessed with.

What's Included?

- Market/Competitor Research
- Brand Strategy Development
- Visual Brand Identity Creation

"You've managed to capture the fun & warmth i truly felt the brand should have been all along!"

@beesociallysorted

From £799

What does The process look like?

01. Research & Development Phase

Every project begins with understanding your brand's core and determining how to present it to the world. We'll take time to research the market, analyse your competitors, and develop a strategy to establish you as a leading brand in your industry.

02. Conceptualisation Phase

From the development phase, we will begin creating a visual identity that reflects your brand's uniqueness and attracts your target audience. Crafting a cohesive visual experience across all of your brands' touch points.

03. Delivery Phase

Once the conceptualisation phase has been completed, you will then receive access to all of your brand files (strategy document, logos, icons, patterns, imagery, and video content) to proceed with the brand's launch.

04. Launch Phase

We'll support you through this phase, and will be on hand to answer any questions or offer any advice you might need during this exciting time!

Brand Establishment (Tier 2)

If you're just starting to build your brand or if you have an idea that you're excited to bring to life, then our Brand Establishment service is designed for you. We'll work closely with you to help you create a brand that attracts your ideal clients and positions your business as one they can't help but become obsessed with.

Whats Included?

- Market/Competitor Research
- Brand Strategy Development
- Visual Brand Identity Creation
- Brand positioning & Communication strategy
- Socials & Web Development
- Brand Imagery & Content Creation
- Marketing & Launch Plan

"You've picked out the ideas that were in the depth of my brain that I couldn't bring to life and you've done it for me!"

@elevatedsocials

From £1800

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04. Launch Phase

We'll support you through this phase, guiding you with a structured launch strategy. We'll be on hand to answer any questions or offer any advice you might need during this exciting time!

Brand Development (Tier 1)

If you're feeling unaligned with where you're at in your business right now, you don't feel like it reflects who you are as a brand or you're looking to reposition to a different target market and improve your overall brand perception, then our brand development service is for you. We'll help you to refine your messaging, re-position your brand and elevate your client experience.

What's Included?

- Brand Audit
- Brand Strategy Refinement
- Complete Rebrand

"I can't describe the clarity you have given me today, I'm so excited for my brand to really come together, I feel so aligned!"

@hollywithlove

From £799

What does The process look like?

01. Research & Development Phase

We will evaluate your brand's current market position, analysing what's working and what is not. Once we have a clear understanding of your goals and the direction you want to take your brand, we will re-develop your brand's strategy to appeal to the right audience and differentiate you from your competitors.

02. Conceptualisation Phase

From the development phase, we will begin re-positioning your visual identity to reflect your updated brand strategy. Crafting a cohesive visual experience across all of your brands' touch points. Ensuring your brands identity aligns with its goals.

03. Delivery Phase

Once the conceptualisation phase has been completed, you will then receive access to all of your brand files (strategy document, logos, icons, patterns ect) to proceed with the brand's launch.

04. Launch Phase

We'll support you through this phase, and Will be on hand to answer any questions or offer any advice you might need during this exciting time!

Brand Development (Tier 2)

If you're feeling unaligned with where you're at in your business right now, you don't feel like it reflects who you are as a brand or you're looking to reposition to a different target market and improve your overall brand perception, then our brand development service is for you. We'll help you to refine your messaging, re-position your brand and elevate your client experience.

Whats Included?

- Brand Audit
- Brand Strategy Refinement
- Complete Rebrand
- Brand Re-positioning & Communication strategy
- Product/Service Expansion
- Brand Imagery & Content Creation
- Marketing & Launch Plan

"Can't even begin to tell you how important you have been to the growth of my business"

@socialmoody

From £1800

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We'll support you through this phase, guiding you with a structured launch strategy. We'll be on hand to answer any questions or offer any advice you might need during this exciting time!

Brand Management

If you have a clear vision for your brand and know where you want to take it, but would like some support along the way, our brand management services are designed to help you. We will work together on a monthly basis to provide consistent support and maintain your reputation as your business grows. Our goal is to help you maintain consistency and stay on the path to success.

Whats Included?

- Monthly Audits & Check Ins
- Quarterly Content Shoots
- Marketing Campaign Planning
- Monthly Design Package
- On-going Support & Consultancy

"You are just amazing, I can't even begin to explain the clarity you have given me today!"

@hollywithlove

From £450PM

What does The process look like?

01. Onboarding

We'll begin by getting a clear understanding of your brand and the goals you have moving forward (if we have worked together previously, we'll have a pretty good idea on the direction your brand is going.)

02. Monthly audits

Each month, we'll audit your brand across all its touch points to ensure it stays aligned with its messaging, takes the right steps towards your goals, and maintains a consistent and cohesive brand identity.

03. Quartley content shoots

To ensure your brand stays fresh & relevant in the industry, we'll work with you every quarter to capture new content and updated imagery for use to use across web and social. Content shoots will be tailored towards quarterly goals.

05. Monthly Designs

Each month you'll have access to our design team for any updated brand visuals.

04. On-going support

We'll be on hand to offer advice or answer any questions you might have about the positioning & marketing of your brand.

Brand Shoots & Creative Campaigns

Whether you're refreshing your brand image, launching a new product/service, or looking to create more consistency across your brand, our brand shoots and creative campaigns are designed to capture content that amplifies your individuality, creates an impact, increases brand engagement.

Whats Included?

- Shoot Prep & Planning
- Creative Direction
- On site-team & Support (campaigns)
- Post Shoot Editing

"I feel like you have absolutley nailed my vision and I couldn't be happier"

@thedigitalnative

From £599

What does The process look like?

01. Prep & Planning

Every brand shoot or creative campaign begins with a 1:1 call to establish an overall vision for the shoot. We'll create a detailed shot list and begin to plan what needs to be done on the day.

02. Creative direction

We'll assist you in the creative direction of the shoot, helping you to choose the shoot location, come up with content ideas, develop a mood board and plan outfits and props.

03. Shooting

The shoot day will be directed by ourselves and our team (if needed). We'll take charge of the running order of the day, ensuring that you feel comfortable and at ease across the whole duration.

04. Post Editing & Delivery

Once the shoot has been completed, we'll focus on editing your imagery & content to ensure that it aligns with the brands aesthetic. You'll have access to everything we captured on the day plus a selection of edited video & photography.

Are we a good fit?



We **should** work Together if..

- You're a **visionary** and have big dreams for your brand.
- You understand that working with an expert is an **investment** to your business, not a expense.
- You're committed to a timeline and **respect** the development process.
- You recognise the **power of branding** and its long-term impact on your business.
- You're seeking a partner to support the growth of your brand **long-term**.
- You understand that **results aren't instant** and that growth takes time.

We **shouldn't** work Together if..

- You don't know where you want to take your brand and **aren't clear on your goals**.
- You're looking for a **fast turnaround** and have tight deadlines.
- You're not at a point in your business where you can invest time into **growing your brand**.
- You're **unable to commit to timelines** or provide timely feedback.

Here's what **other brands** said about us..



"You have managed to capture the **fun and warmth** I truly felt the brand should have been all along"

@beesociallysorted

"You are just amazing, **I can't describe the clarity you have given me today.** I'm so excited for me brand to really come together, I feel so aligned!

@hollywithlove



"You've honestly like encapsulated everything I wanted so perfectly! Like **even better than I could imagine** - thank you so much."

@bonsaisocials

FAQ

I don't really know what I need, can I have a consultation call?

Yes, we are more than happy to offer consultation calls to brands who might be unsure what stage they are at in their business. We've tried to streamline our services to make it as easy as possible to know which category you fall under, but we get that sometimes it's not always that simple!

Do you offer just logo design?

No. We work with brands who understand the importance of branding as a whole and will never offer brand design without building out a strategy first.

How long does a typical project take?

The timeline for each project varies based on its complexity but typically falls between 4 and 10 weeks. You will be provided with an estimated turnaround time once the specific needs of your brand have been discussed, and you have an outline of your project.

What are the payment terms?

We either take payment in full or a split payment (split payments and payment plans can be discussed). A deposit is required to secure your project start date.

Can I pay on a payment plan?

If you would like to discuss a payment plan, please contact us at info@thebrandologylab.co.uk

Do you provide support after the project is completed?

Yes! We believe in building long term relationships with our clients and would never want them to see us as a transaction. Where hear to help with any ongoing advice and support even after you project has been complete.



Ready to develop your unique brand formular?

Fill out the project inquiry form at
www.thebrandologylab.co.uk or email us at
info@thebrandologylab.co.uk