



verte studio

Service Guide

WWW.VERTESTUDIO.CO.ZA

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Welcome

HELLO, I'M KELLY!

I am the founder and creative designer behind Verte Studio. Originally from South Africa, I currently work remotely & take my business with me wherever I go - a truly special privilege which I appreciate every day I get to open up my laptop in a beautiful location!

I love everything about art and design, and have a strong background in the creative arts industries that began with my studies at Boston University in the USA.

In addition to my passion for design, I simply adore working with entrepreneurs to create brands that are beautiful. I aim to work collaboratively with my clients to create an experience which is organic to your brand and brings forth your own unique goals. I aim to maintain a friendly & thoughtful dynamic with my clients, that works on the basis of mutual respect.

When I'm not working, you'll probably find me at a local coffee shop taking in my surroundings, practising my Spanish, or soaking in the sunshine on the nearest beach!

I can't wait to work with you!

KELLY JADE ROTHER



Brand Design

WHY IT MATTERS

Brand design plays a pivotal role in shaping the identity and perception of a business in the competitive landscape of today's market. It goes beyond just creating a visually appealing logo; it encompasses the strategic development of a brand's visual elements, messaging, and overall aesthetic. In a world inundated with choices, a well-crafted brand design serves as a powerful tool to distinguish a company, fostering immediate recognition and building a lasting connection with consumers.

DEMONSTRATE PROFESSIONALISM

Communicate to your dream clients that you are invested in your business, by showcasing an intentionally designed brand that has clarity & purpose. Show potential customers that you are a business to be aligned with, with visuals and design language that demonstrate your commitment and enthusiasm for business growth.

ESTABLISH CONSISTENCY

No more making a font selection on the fly or trying to tweak your logo at the last second. All those decisions will have been made, the files will have been created, and your library of visual branding elements will be there with the tools you need to represent yourself consistently and cohesively. With all of this, your brand is consistent in look & feel, and will establish memorability, trust and connection.

Brand Design Packages

The following are some service packages that are available to help you establish the essentials of your brand - from logo design, to colour palettes & font selections. I have grouped these services in some of the more popular service selections for a well-rounded experience.



StartUp Package

WHO IT'S FOR

You're starting a business and are committed to investing in your branding. You'd like to get the essentials, with the option to add more later.

TIMELINE: 4 - 6 WEEKS



BRAND EXPLORATION MOODBOARDS

Research & inspiration for brand development



LOGO CONCEPTS + LOGO SUITE

Two Initial Logo Concepts (with Revisions) & Finalised Primary Logo, Secondary Logo, Submark Logo



BRAND STYLE GUIDE

Colour Palette, Typography Guidelines & Logo Usage Guidelines

FILES DELIVERED:

Primary & Secondary Logos
Submark Logo
Logo Vector Files
Brand Style Guide PDF





Pro Package

WHO IT'S FOR

You're dedicated to establishing a brand that has the full suite of elements, to create a brand personality that speaks for itself across all mediums.

TIMELINE: 6 - 8 WEEKS



BRAND EXPLORATION MOODBOARDS

Research & inspiration for brand development



LOGO CONCEPTS + LOGO SUITE

Two Initial Logo Concepts (with Revisions) & Finalised Primary Logo, Secondary Logo, Two Submark Logos & One Brand Icon/Favicon



BRAND STYLE GUIDE

Colour Palette, Typography Guidelines & Logo Usage Guidelines



PERSONALISED BRAND ELEMENTS

2 Brand Patterns; Brand Photography Reference Imagery; 6 Branded Icon Designs; 6 Branded Mini-illustrations/Graphics

FILES DELIVERED: Primary & Secondary Logos Brand Style Guide PDF
 Submark Logos & Brand Icons Personalised Brand Elements
 Logo Vector Files

Additional Perks & Dedicated Support for Your Branding Journey

When you choose to work with me, you're not just getting brand design—you're gaining a partner committed to your success.

Beyond the core services, I offer dedicated support designed to make your experience seamless and rewarding. It's my goal is to support your brand's growth at every step, ensuring you feel confident and empowered throughout the entire process.

- ✔ Priority Customer Service: Quick responses to your questions and needs, ensuring you're not left waiting too long.
- ✔ Personalised Guidance: Advice and guidance tailored to your brand to help you effectively understand the process & deliverables.
- ✔ Flexible Revisions: Support with edits to make sure every detail is perfect for your vision.
- ✔ Extended Support Period: Availability via email for advice and support even after the project is completed.
- ✔ File Organisation: Structured file delivery with clearly labeled folders, making it easy to locate what you need when you need it.
- ✔ Free Offboarding Guide: A helpful guide provided at the end to help you transition smoothly after our collaboration, ensuring you have the resources and knowledge of some of the basics.

The Brand Design Process *Timeline*

Here's what you can expect during the brand design process.



The Branding *Process*

- 1 -

RESEARCH & INSPIRATION

This is the phase where I will explore to understand the key points of your Brand with you. I'll do this by analysing your Brand Questionnaire answers, doing my own research, and putting together a Mood Board that will help us to define the overall feel and tone of the Brand. This is an important step for both of us, as the clearer we are at the end of this stage, the more aligned we will be in terms of the project goals.

APPROX. TIMEFRAME: 1 WEEK*

- 2 -

EXPLORATION & CREATION

This is the phase where I will go into my own creative mode to explore design ideas and put together some concepts for you. This is also the time where you can expect not to hear too much from me - while my communication with you may quieten down during this phase of the process, be assured that I am running full speed in the background and working hard on creating something magical for you.

APPROX. TIMEFRAME: 2-4 WEEKS*

- 3 -

FINALISING & DELIVERY

In this phase, I'll be sharing my ideas with you, listening to your feedback, and implementing any revisions that may be necessary in working toward the final design. Once you are happy with the design and are ready to sign off on it, I will work on finalising all final files and assets as per our agreement, so that you can begin implementing the design and begin your brand's new journey!

APPROX. TIMEFRAME: 1-2 WEEKS*

*Timelines are approximate and are dependent on the selected package & add-ons.

Social Media Packages

Level up your Instagram game and get your social media pages looking the part in today's competitive landscape.





Social Starter Package

WHO IT'S FOR

You'd like to get a head start on creating your Instagram or social media page with some customised templates that show off your branding.

TIMELINE: 1 - 3 WEEKS

✓ INSTAGRAM TILE TEMPLATE DESIGNS*

4 custom templates

✓ INSTAGRAM STORY TEMPLATE DESIGNS*

4 custom templates

*Each design will be replicated in the various colour ways available from your colour palette. All templates can be substituted for Facebook, LinkedIn, etc.

Social Pro Package

WHO IT'S FOR

You plan on marketing your brand on social media, and need a suite of customised templates to fully brand your pages.

TIMELINE: 2 - 3 WEEKS



INSTAGRAM TEMPLATE DESIGNS*

4 custom Instagram Tile Templates
4 custom Instagram Story Templates



REEL COVER DESIGNS*

4 custom Instagram Reel Covers



HIGHLIGHT COVERS*

6 custom Instagram Highlight Covers/Icons

*Each design will be replicated in the various colour ways available from your colour palette. All templates can be substituted for Facebook, LinkedIn, etc.





Additional Services

In this section, I have outlined some of the additional services I have available to supplement your branding and social media assets & create a fully developed brand experience.

BRAND PATTERN DESIGN

1 Seamless Brand Pattern for use on your website, product packaging or advertising media

- Includes PNG transparency, Vector Files

STATIONERY & BRAND COLLATERAL

Thank You Cards, Business Cards, Email Signatures, Flyers, Brochures & more.

BASIC WEB DESIGN SUPPORT

Looking to build your website using a platform like Wix or Shopify? Or have a website on one of these platforms but need someone to jump in and touch it up a little? I am available to get you up and running with a basic shop site or landing page & touch up any existing pages you have. While I don't do any elaborate coding or the like, I can cast my design eye over your website & get it branded and functional for you.

ICON DESIGN

6 Icon Designs for your website, Instagram or product packaging (each design replicated in the colours of your colour palette)

- Includes PNG transparency, SVG and Vector Files

PACKAGING DESIGN & MOCKUPS

2D and 3D packaging design & photo mockups.

IMPLEMENTATION SUPPORT & COACHING

Have everything you need, but just need someone to explain to you how it all works? I'd be most happy to jump on a call and walk you through the process - either explaining some ideas to you or showing you through screen-sharing. This could include simple things like: how to use your assets in Canva, how to arrange your Instagram feed in the most aesthetically pleasing way, or any other design related advice.



Design *Subscription Plans*

The following programmes are available to you to outsource my services, when you need, at a minimal commitment level.

Receive *regular* design support & maintenance on a *monthly* basis

Get access to consistent design support to help transition your new branding assets from concept to practice. My subscription plans can be made to work for what you need, when you need it.

WHAT SERVICES CAN I REQUEST WHEN I SIGN UP?

“One service” could include, but is not limited to, any of the following options:

- Powerpoint Slide Design
- Social Media Post Design
- Instagram Content
- Icons & Small Graphics
- Pattern Design
- Stationery Design
- Poster Design
- Flyer Design
- Advertisement Design
- Web Banners

My design plans go beyond just executing design work — they include ongoing brand consultations that offer real value to your business. By partnering with me, you’re not just getting a designer who creates assets; you’re gaining a partner who is there to ensure your brand remains aligned with your business goals, market trends, and evolving audience needs.

NO LONG TERM COMMITMENT
CANCEL ANYTIME

Monthly plans include:

Founder Plan

- Up to four services per month
(8-10 hours design support per month)

Growth Plan

- Up to eight services per month
(16-20 hours design support per month)

Pro Plan

- Up to twelve services per month
(24-30 hours design support per month)

LEARN MORE HERE



Frequently Asked Questions

On the next page, I have listed some of the most common questions I get, either about the design process or technicalities of onboarding.

Frequently Asked Questions

CAN I REQUEST A CUSTOM ORDER FOR SOMETHING NOT LISTED?

Of course! Let me know what you are looking for, and we can discuss the possibility at including it in your order for you or restructuring one of the existing packages.

CAN YOU TURN THE WORK AROUND IN A QUICKER TIME FRAME?

The timelines I provide are merely a guideline - how long it actually takes will be dependent on my client list at the time of booking. If I am fully booked, wait times will be longer. If times are quieter, I can absolutely provide the work in a quicker turnaround time. I am always open to meeting my clients in the middle if it's possible - so please do let me know if you need things pushed a little sooner.

WHAT POLICIES ARE IN PLACE WHEN WORKING WITH YOU?

During the onboarding process, I will provide you with a contract of services which will outline all policies and procedures. This is in place to protect both parties when it comes to payment, delivery of files and general work agreements.

CAN YOU TRADEMARK MY LOGO?

I do not facilitate the trademarking of any logos I create. You are welcome to initiate this process, and you have full ownership to register the trademark of the design, though I cannot advise or assist you in this.

HOW MANY REVISIONS WILL I RECEIVE?

The number of revisions will vary according to the project and will be outlined in your order invoice. I am quite generous with how many revisions I provide and always like to ensure that you are happy with the end result, but anything that moves well beyond the scope of our agreement will be billed accordingly.

HOW DOES PAYMENT WORK?

Payment is broken down into two payments: a 50% deposit upon booking, and the final 50% to be paid on a second date outlined in the Project Proposal. I accept payments via PayPal, and can also arrange for payments via Bank Transfer (Wise account) in your currency.

WHO WILL OWN THE RIGHTS TO MY LOGO, YOU OR ME?

Upon handover of your logo files, you are the rightful owner of the logo design. Do with it what you will, though as per our contract, you may not credit another designer to the original work.

WHAT HAPPENS IF I NEED TO DELAY THE PROJECT?

Life happens - and I would be happy to adapt around it when it does. You can contact me via email if you run into an emergency, and I'd be open to discuss a way forward. Please note that all payment plans will remain in place as per our Project Proposal and Contract, however I will be happy to pause the design process where we are, and continue as soon as you are ready to start up again.

Onboarding - *Getting Started*

I'm excited to have you on board! Here are some details on how we can get the process moving forward.



The Next Steps

BOOK A DISCOVERY CALL

Kickstart your branding journey with a quick consultation call. Here, we'll get to know each other a bit better, briefly discuss your goals, and outline the road ahead.

[BOOK NOW](#)

SELECT YOUR PACKAGE

Let me know which services you would like to proceed with.

PAYMENT AND INVESTMENT

I will issue you with an order invoice for the service fee. A 50% deposit will be required upon booking, followed by 50% upon a second date as outlined in the Project Proposal.

SIGN THE SERVICE CONTRACT

A straightforward and transparent contract signing to officially mark the beginning of our partnership, and to protect both parties during our time together.

BRAND EXPLORATION & BRIEFING

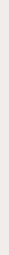
Submit my Brand Questionnaire & any supplementary information as part of your brief for your brand and vision.

Let the design process begin!



verte studio

Let's Work
Together



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