

Bec  
Evans

Heart-aligned  
*branding*

for wellness and ethically  
conscious businesses  
creating positive change.

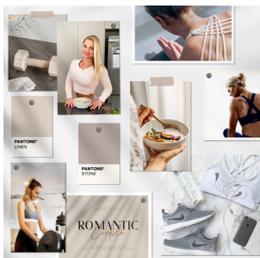
# Brand Kit

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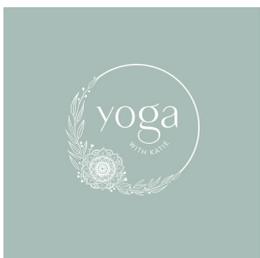
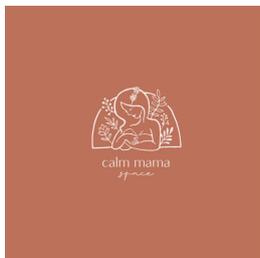
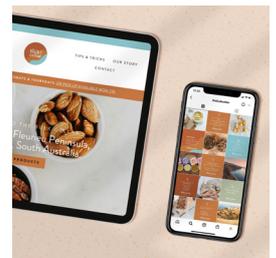
 [@bec\\_evans\\_creative](https://www.instagram.com/bec_evans_creative)  Bec Evans Graphic Design



Are you trying to make a real difference in the world but you're frustrated because you're not connecting with your ideal audience? You're not proud of your brand and it stops you from showing up and being seen? You're in the right place!



Let's work together to create your professional visual brand that's a magnet for your dream clients! I have a smooth brand process that's stress free and we ensure your new heart-aligned brand shines with confidence!





## Heart-aligned *branding*

for wellness and ethically  
conscious businesses  
creating positive change.

Hi there  
*welcome,*

I'm Bec, your wellness  
brand specialist.

I'm also a qualified Graphic Designer, yogi,  
green tea connoisseur, raw dessert maker, beach  
lover and wellness warrior.

I'm passionate about wellness for all beings,  
wellness for our planet, and wellness for your  
brand. I specialise in working with solopreneurs,  
yoga studios, fitness professionals, life coaches,  
health food distributors, cafes, natural skin care  
and beauty brands, and many other wellness and  
ethically conscious businesses making a positive  
impact. I share your drive to create positive  
change so it brings me joy to work with  
businesses like yours.

I have a Bachelor's degree in Visual  
Communication (graphic design + illustration)  
and over the past 15 years I've been a graphic  
designer, brand specialist, international health  
and fitness marketing manager, yoga teacher,  
athlete, and health cafe owner, so I'm well

equipped to support your business. I can assist  
with your new logo, brand guidelines and  
marketing collateral to ensure your brand shines  
with confidence. My mission is to make sure your  
brand is professional and is consistent across your  
business touch points so you stand out as a leader  
in your field.

Inspired by my breath-taking surrounds, I create  
strategic brands for businesses worldwide from  
my beachside home on the Fleurieu Peninsula,  
South Australia. Please check out the info in this  
brand kit and feel welcome to contact me with  
any questions and to book in your free 15 minute  
brand clarity call. Let's share your vision and  
message with the world with  
heart-aligned branding.

I can't wait to work with you!

*Bec*

# My 9 step brand design *process*

I get it, branding can seem overwhelming!  
I ensure your design process is stress free and smooth sailing and you have a professional and heart-aligned brand at the end of our time together.



## 1. YOU'VE DOWNLOADED THIS BRAND KIT!

View my brand services and see what suits your needs.

## 2. FREE 15 MINUTE BRAND CLARITY CALL

We have a phone chat to see if we're a good fit. You can ask me questions about your project and we discuss your business needs and your project launch date. [CLICK HERE](#) to book your free 15 minute brand clarity call.

## 3. YOUR WELCOME KIT

I email you your welcome kit which contains our project timeline, your brand discovery form to fill in so we nail your brand, and our terms of agreement. At this point, a 50% deposit is required to book your project in.

## 4. RESEARCH + MOOD BOARD

I use the information provided in your brand discovery form to research your industry and competitors and I create a mood board exploring colours, fonts, imagery and other visual brand elements. Your mood board is a visual representation of how your brand will look.

## 5. BRAND CONCEPTS

Using the info from your brand discovery form and mood board, I create some brand concepts. Here I explore a few options and show how the brand will look once completed. You then review the brand concepts and provide any feedback.

## 6. REVIEW + REFINE

After receiving your feedback, I make any refinements if necessary and we work together to ensure we have a brand that is aligned with you and your audience and provides the desired feelings of your brand.

## 7. MARKETING COLLATERAL

Now that we've created your professional new brand, we carry the brand across all of your business touch points. I create your new branded marketing collateral pieces including your social media templates and print materials including business cards and flyers. Brand consistency is my jam!

## 8. YOUR BRAND KIT

I bundle all your brand elements into a kit. This includes your brand style guide so you feel confident using your new brand. You receive all your logo files along with a document explaining how to use them for print and digital. All your marketing pieces are organised into folders ready for you to use. The remaining 50% is to be paid before you receive your brand kit with the final files.

## 9. YOUR BRAND LAUNCH

We roll out your new brand! Woo hoo! You have a professional and strategic new brand that's a magnet for your dream peeps! We raise our kombucha glasses - cheers! But, it's not goodbye. I'm always here for ongoing support and to cheer your business on!



# Brand ✨ *services*

The following brand package includes strategic logo design and brand assets including font styles, a colour palette, imagery style, and a brand guidelines document to ensure brand consistency across all your touch points. A professional visual brand is an investment in your business.

# The well branded package

The well branded package is perfect if you're a start-up business or you need to rebrand so you can take your business to the next level. This package includes the essentials to get you up and running and ensures you have a cohesive brand that will make an impact.



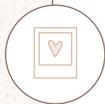
## LOGO DESIGN

Up to 3 logo designs to choose from, 1 final logo + 1 submark / secondary logo.  
All final logo files supplied in your brand kit for print and online use in various file types.



## FONT STYLES + COLOUR PALETTE

Never have to think about what fonts or colours to choose again! They're carefully chosen to embody your brand feelings and they assist with brand consistency.



## IMAGERY STYLE

Reference images to show the style of brand imagery to use on social media and on your website, and to provide to a professional photographer before a brand photoshoot.



## SOCIAL MEDIA

An Instagram style guide showing your suggested branded social feed.



## BRAND GUIDELINES EBOOK

A brand style guide covering all aspects of your visual brand: your logo, colours, fonts, imagery style and marketing application. This guide explains how to use your new brand so you feel confident and proud to show it off.

## INVESTMENT

# \$1699

SPLIT INTO TWO PAYMENTS OF \$849.50



## OTHER BRAND PACKAGE INCLUSIONS

- A brand strategy session via Zoom to get started
- A brand discovery form to fill in so I know your business, your goals and your target audience
- A mood board to visually show your brand direction (if applicable)
- 3 rounds of design revisions to ensure you love your final brand
- A brand kit containing all final files clearly labelled in folders for print and online use
- A brand empowerment session via Zoom at the end
- Email and phone support
- A stress-free process

**LET'S GET STARTED!!**

# Graphic design & printing

I can help you stand out with professional graphic design and luxe print pieces using the best sustainable printers in Australia, all delivered to your door. Please contact me for a quote.



- Thick luxe business cards
- Promotional postcards
- Flyers and brochures
- Thank you cards
- Gift vouchers
- Stickers and product labels
- Packaging design
- Course workbooks + eBook layouts

# Social media & digital assets

Stop the scroll with stand-out social media templates.



- Instagram style guides
- Social media post templates
- Instagram story templates
- Instagram highlight icons
- Facebook/LinkedIn/Twitter banners
- Your brand added to Canva Pro ready for you to use
- Email signature design
- Newsletter design

A social media/digital bundle can be tailored to your needs. Please contact me for a quote.

# Illustration



Add custom brand illustrations to your blog, website or marketing collateral to tell your story and share your message. Please contact me for a quote.

# Web



As I specialise in visual brand creation, I don't design or build websites. However, I can refer you to the best web designers who will develop a stunning and responsive website for you using your beautiful new brand to ensure brand consistency #teamwork

# Other services

Don't see a design service? Please contact me here and I can provide a custom quote.

# Kind words from my clients

## MELANIE HANSEN

INTEGRATIVE WOMEN'S HEALTH  
COACH + YOGA



Bec has been an absolute dream to work with. She was so efficient, keeping me up to date the whole way through the process with what was happening and when I could expect things. When Bec first emailed me my mood boards, logo and colours, I absolutely loved it all!! She totally hit the nail on the head and I honestly couldn't be happier!!

## ALI MCPHERSON

OWNER  
BEAUTIFUL FIT FITNESS STUDIO



I have worked with Bec for 2 years now. She has designed numerous flyers, business cards, magazine ads and social media graphics for my business. All designs have been high quality and professional, and any correspondence is prompt. I will continue to use Bec and highly recommend her too!

## KARINA DEBOO

OWNER, THE INTRINSIC AROMA CO



I wanted to let you know that the new branding is going so well, the response has been fantastic.

I doubled my mailing list in one night and sales are still coming. It's all thanks to your amazing work, I can't thank you enough!

## ESTELLE HAKNER

COPYWRITER FOR ECO-CONSCIOUS  
AND ETHICAL BUSINESSES



Working with Bec brought me clarity and confidence. I had just rebranded as a copywriter for eco-conscious and ethical businesses, and needed a new visual brand to attract clients in that space. Bec worked with me to draw out the heart of my brand and create a visual concept that feels professional and true to my values, and that I love putting out into the world every day.

Bec's process was so strong that I always felt guided and confident. She delivered everything in line with our agreed timeframe, and was always happy to answer my questions or offer suggestions. Bec is a delight to work with and is friendly, positive and endlessly encouraging.

Thank you Bec. You've honestly helped me enter a new chapter in my business.

## SUE MOUNSEY

MIDDLE BALANCE, WOMEN'S  
TRANSFORMATION COACH



Thank you so much Bec, working with you was a dream come true and brought one of my dreams to life!

The whole process was profoundly simple yet targeted, enjoyable, professional, full of integrity and joyfully creative!

You definitely 'walk your talk'. Thank you from the tip of my soul to the bottom of my heart.

# FAQ's

## I ONLY WANT A LOGO.

A logo is not a brand. A logo is a visual mark that is only one part of your brand. A cohesive visual brand is made up of more than a logo, it includes colours, fonts and supporting imagery which have been carefully selected to connect with your audience.

Strategic branding and design is an investment in your business. I'm no 'fly by the night' logo creator, I'm in this for the long haul. I'm a qualified graphic designer + brand strategist and when you work with me, you're working with a professional who ensures a smooth creative process while delivering an intentional and bespoke brand that is aligned with you and connects you with your ideal audience. I do not offer stand alone logo design for this reason.

## ARE WE A GOOD FIT?

I work with wellness, eco and lifestyle businesses only. We're a good fit if you're invested and **READY** to take your business to the next level and kick goals. No dipping your toes in the water, you're going **ALL IN!** You agree to be guided by a professional and stick to our project timeline. You are a business with integrity who values kindness, respect, organisation and you're here to make a positive impact by doing what you love. If that's you, let's work together!

## I'M NERVOUS AND HAVE QUESTIONS, CAN WE CHAT?

I offer a 15 minute, obligation free phone chat where you can ask me questions about the creative process, working together and any other questions you may have that will put your mind at ease.

Please **CLICK HERE** to book in your free 15 minute brand clarity call. Alternatively, you can email me your question to: [bec@becevans.com.au](mailto:bec@becevans.com.au)

[CLICK HERE TO BOOK IN YOUR FREE 15-MINUTE BRAND CLARITY CALL](#)

## HOW LONG DOES THE BRAND PROCESS TAKE?

Brand projects take approx 3-4 weeks. If you have a deadline, please let me know at the beginning of the process so I can let you know if this is achievable. When I send through your welcome kit, I will include a project timeline to ensure we meet your deadline.

## WHAT IS YOUR PAYMENT PLAN?

All projects require a 50% deposit before commencing to secure your project into the queue. The remaining 50% balance is to be paid at the end of the creative process, before final files are delivered to you.

## HOW WILL WE COMMUNICATE THROUGHOUT THE CREATIVE PROCESS?

If we have an initial phone chat, this will be via phone. Strategy sessions are via Zoom. From here, I find email is the fastest way to communicate but should you wish to arrange a phone chat throughout the process, we can organise a time that suits us. I'm here to support you all the way.

## WHAT ARE THE TERMS OF MY PROJECT?

Once you have agreed to work together, I will email you your welcome kit which includes the terms and conditions of your project.

## OK, I WANT TO WORK TOGETHER! WHAT'S NEXT?

Awesome!! Please send me an email to [bec@becevans.com.au](mailto:bec@becevans.com.au) and we can get the ball rolling. Alternatively, please **CLICK HERE** to book in your free 15 minute brand clarity call. From here, I'll email you your brand welcome kit and we can get started.



I look forward to working  
with you to create  
*brand magic!*



*Bec*  
Evans

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