

# WELCOME TO *The Services Guide*

2024

A GUIDE TO MY 2024  
BRANDING SERVICES.  
THE HOW, THE WHAT,  
& BEYOND.



*Come on in.*

I DESIGN BRANDS FOR  
THOSE WITH VISION  
AND A SENSE OF SOUL.

You have a vision, you have a story.

You have a business full of soul, and it deserves  
the brand capturing visuals to match.

I work with small business owners inspired by  
slow living, myth and mystic to create compelling,  
illustrative branding that captures their business  
ethos and story with intention and authenticity.





*You cannot manufacture  
soulfulness in a brand;  
you feel it.*

## *My ethos.*

My style of working, my inspirations, and the people I work with are all moved by a desire to contribute towards a more balanced, connected and sustainable future for ourselves and the earth.

When a brand embodies its soul, it captivates its community and builds with clarity of intention and identity; never losing sight of its values and essence. Capturing and understanding your brand's unique perspective and style is essential to brand sustainability and growth, and provides the foundation to success.

# *Meet your designer..*

BRAND DESIGNER / ARTIST  
/ ILLUSTRATOR / SURFER /  
PEACE & FREEDOM SEEKER

I am Clara Jonas, a brand designer, illustrator and artist based in Cornwall UK. I believe a more connected, compassionate world is en route.

My offering to this new earth is the creation of compelling, soulful branding for small businesses so that they can connect to their expanding communities. The work I do is the product of a life lived alongside the sea and nature, as well as the cultivation of consciousness through contemporary wellness and ancient myth.





# BRANDING SERVICES

## *Overview*

Different business needs. Different packages.

Here's my three hero packages that I offer for my branding services, coming in at different price points and deliverables. I may be biased but I think they are pretty great. I hope you like the look of them, and any questions, let me know. Enjoy!

### **FLOURISH IN A FORTNITE**

An intentional & streamlined two week branding service, designed to equip businesses starting out with all of the visual brand essentials. For those ready to connect, inspire and succeed.

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### **THE BRAND HORIZON**

The Brand Horizon is the ultimate branding experience to capture your brand story with the creation and application of a soul-driven and beautiful branding system. Expand and elevate.

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### **THE WHOLE PACKAGE**

Building upon a strong and compelling brand system, The Whole Package adds that final dash of flair and personality. For those ready to go the whole way. Beautifully.

PACKAGE ONE

# *Flourish in a Fortnite.*

STREAMLINED &  
INTENTIONAL - FOR  
THOSE READY TO  
INVEST IN BRAND  
SUCCESS

Compelling brand visuals in just a fortnite.

Flourish In A Fortnite unearths your brand soul and finds the beautiful visuals to tell the world about it.

It is designed to truly help your business flourish in the most streamlined, affordable and intentional process possible.

NEW FOR  
2024!



INVESTMENT:

£2200

TIMELINE

2 weeks

FIND OUT  
MORE

# The Process

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## THIS PACKAGE IS THE ONE IF YOU'RE...

- A business in their first couple of years ready to invest in branding
- Feeling overwhelmed and confused by DIY branding visuals.
- Ready to move forward with your business
- Needing a streamlined branding process on a shorter timeline.
- Seeking clarity on your brand story and point of difference
- Lacking consistency and professionalism in your brand visuals
- In need of intentional visuals that align with your values

## WHAT DOES IT INCLUDE?

- Brand Questionnaire / Workbook
- Brand Inspiration & Positioning Session
- Simple Brand Usage & Styling Guide
- Positioning Document & Visual Direction

### Moodboard

- 1 - 2 Custom Logo Design Concepts  
( With 1 refinement turnarounds)
- Logo Suite (Primary Logo Variations,  
Secondary Logo)

- Brand Colour Palette
- Brand Typography Combination

WITH 1 ROUND OF REVISIONS INCLUDED



...then bringing that story to life through her beautifully unique illustrative language. Clara's design process and communication is an art in itself - seamless and crystal clear, it is an absolute pleasure to be guided through the various stages. Working with Clara, I felt in such safe hands. I was blown away by her depth of understanding and genuine vibrancy for what she does. She is an absolute joy and I would work with her time and time again."

*“Clara has a true gift for understanding what lies beneath the surface of a brand...”*

JAYE TAYLER - *Argilo Ceramics*



# The Brand Horizon

A BRANDING  
EXPERIENCE THAT  
CAPTURES YOUR  
BRAND SOUL WITH  
FLAIR AND STYLE

Expand your business and step into your brand vision with The Brand Horizon package.

You have an incredible business; your services are powerful, your products are brilliant. They deserve an original and compelling branding system that emotionally connects with and captivates your community.

The Brand Horizon is for those ready for their brand to really come to life. From unearthing soul and understanding your brand positioning, to the creation and application of a soul-driven and beautiful branding system, let The Brand Horizon experience elevate your business.



INVESTMENT:

£3500

TIMELINE

6-8 weeks

FIND OUT  
MORE

# The Process

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## THE PERFECT PACKAGE IF YOU...

- Have a vision for your business and are ready to uplevel significantly.
- Understand the power of aligned and compelling branding
- Are ready to unearth your brand soul and aligned visuals
- Want complete confidence and control of your business' visual identity
- Are in need of soulful and visuals that feel polished and original
- Are experiencing a gap between your dream community and your business
- Feel excited by using branding to emotionally connect with your audience
- Desire a comprehensive experience with brand application apart of it

## WHAT DOES IT INCLUDE?

- **Brand Questionnaire / Workbook**
- **Brand Inspiration Session**
- **Comprehensive Brand Style & Usage Guide**
- **Positioning Document & Visual Direction Moodboard**
  
- **2 - 3 Custom Logo Design Concepts  
( With 2 refinement turnarounds)**
- **Full Logo Suite (Primary Logo Variations, Secondary Logo, Branding Alternates & Submarks)**
  
- **Brand Colour Palette**
- **Brand Typography Combination**
- **2 x Simple 1 Page Print Deliverables (design only)**
- **14 x Social Media Templates (posts & story)**
- **Stock Imagery Suite Sourcing x 25 images**

*“I have worked closely with graphic designers in both the UK and Canada... Clara stands out as one of the very best.”*

Over the last 15 years, I have worked closely with graphic designers in both the UK and Canada via Marwick Marketing.

Clara stands out as one of the very best. From concept to delivery she has consistently delivered brand-worthy designs in a timely manner.

We will continue to engage Clara on projects for Longboarder Magazine, 10 Over Surf Shop, and Marwick Marketing."

**CHRIS THOMSON –**  
*Longboarder Magazine / 10 Over Surf*



# *The Whole Package.*

WE ARE HERE NOW.  
LET'S GO THE WHOLE  
WAY? THE WHOLE  
PACKAGE?

Let's add that extra dash of personality and flair to your beautiful new branding system.

The Whole Package contains all of the touchpoints for creating a truly original and exciting brand image. The addition of three brand illustrations gives a dimension of bespoke creativity and flavour that sets your brand apart.

The Whole Package is for those ready to go the whole way. And do it with style.



INVESTMENT:

£4800

TIMELINE

8-10 weeks

FIND OUT  
MORE

# The Process

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## YOUR PERFECT PACKAGE IF...

- You are looking to launch merchandise with your branding.
- Bringing extra personality and flair through illustration interests you
- Your vision includes a rich, illustrative branding system
- Your brand inspirations could be brought to life even more with illustration
- Part of your business offerings will include packaging or product featuring illustration at some point
- Brand characters or illustrated values are apart of your vision
- The branding process you've enjoyed so much you can't help but go the whole way...

## WHAT DOES IT INCLUDE?

- Brand Questionnaire / Workbook
- Brand Inspiration Session
- Comprehensive Brand Style & Usage Guide
- Positioning Document & Visual Direction Moodboard
  
- 2 - 3 Custom Logo Design Concepts  
( With 2 refinement turnarounds)
- Full Logo Suite (Primary Logo Variations, Secondary Logo, Branding Alternates & Submarks)
  
- Brand Colour Palette
- Brand Typography Combination
- 2 x Simple 1 Page Print Deliverables (design only)
- 14 x Social Media Templates (posts & story)
- Stock Imagery Suite Sourcing x 25 images
- 3 x Brand Illustrations / Merchandise Designs (!!!)

# Packages Summary

HERE'S AN OPPORTUNITY TO COMPARE DIRECTLY THE DELIVERABLES OF EACH PACKAGE AND MAKE SURE YOUR SELECTION FITS YOUR NEEDS

DELIVERABLES	FLOURISH IN A FORTNITE	THE BRAND HORIZON	THE WHOLE PACKAGE
• Brand Questionnaire / Workbook	✓	✓	✓
• Brand Inspiration Session	✓	✓	✓
• Brand Style & Usage Guide	Simplified Version	✓	✓
• Custom Logo Design Concepts	1 - 2	2 - 3	2 - 3
• Logo Suite (Primary Logo Variations, Secondary Logo)	✓	✓	✓
• Full Logo Suite (Primary Logo Variations, Secondary Logo, Branding Alternates & Submarks)		✓	✓
• Brand Colour Palette	✓	✓	✓
• Brand Typography Combination	✓	✓	✓
• 2 x Simple 1 Page Print Deliverables (design only)		✓	✓
• 14 x Social Media Templates (posts & story)		✓	✓
• Stock Imagery Suite Sourcing x 25 images		✓	✓
• 3 x Brand Illustrations / Merchandise Designs			✓
INVESTMENT	£2200	£3500	£4800

# Add Ons

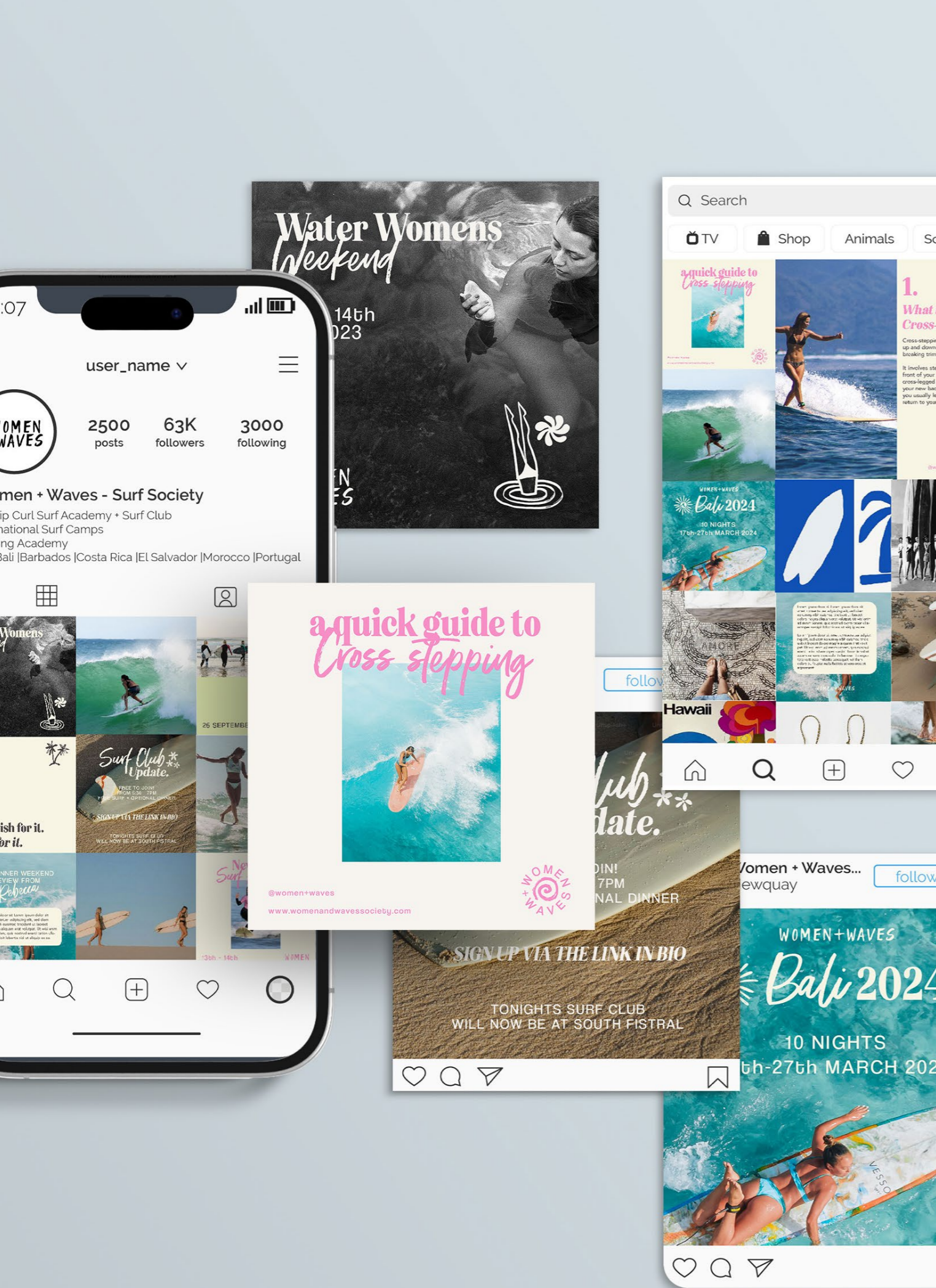
ALL YOUR PRINTED  
MATERIAL NEEDS

## PRINTED MATERIAL

Packaging design / graphics  
Business cards  
Lettheads & Invoice templates  
Swing tags / labels  
Price Lists  
Menu design  
Gift Vouchers & Post cards  
Poster & event collatoral design

INVESTMENT:  
CONTACT ME TO DISCUSS  
PRICING





# Add Ons

LET'S BRING YOUR  
BRANDING TO LIFE ON  
SOCIALS

## SOCIALS

- Canva / Adobe Social Media Templates
- Social Media Planning (graphics only)
- Highlight Covers
- Social content graphics
- Cover images / design

INVESTMENT:  
CONTACT ME TO DISCUSS  
PRICING



# Add Ons

LET ILLUSTRATION  
BRING THAT EXTRA  
PERSONALITY &  
FLAVOUR

## ILLUSTRATION

- Merchandise
- Illustration for print eg a menu
- Packaging illustration
- Textile illustration
- Mural design
- Editorial illustration
- Social media content
- Brand characters / illustrations

INVESTMENT:  
CONTACT ME TO DISCUSS  
PRICING





*The Why & The How*

THE FURTHER DETAILS.  
& FAQs

# FAQS?

## WHY DOES DESIGN COST WHAT IT DOES?

Design if done right, and with a professional, will often be a significant investment for any business. I'd love to share with you how I come up with my pricing, and what to consider when looking at quotes.

**HOURS INVESTED** - Behind every concept deliverable and presentation there is a lot of work unseen. The experimenting, the comparing, the aligning with brief. Each choice is considered and exercised, and is something I must make sure is reflected when I come up with pricing.

**NICHE & EXPERIENCE** - I have been a self employed designer for 8 years now, and have a good understanding of where I sit in terms of skill and experience, as well as having developed a well honed and streamlined process. My point of difference is also a design style that is fairly identifiable and features heavy illustrative skill, which is something I make sure is reflected in my pricing, whilst making sure my rate is honest and appropriate.

**BUSINESS VALUE** - Design has the ability to transform and grow your business in amazing ways, that will ultimately result in increased revenue. The return on invest with branding is often very quick, and I reflect this value and potential in my pricing.

## WHEN CAN WE START?

I usually book out 4/6 weeks in advance, so please bear that in mind when reaching out. However, sometimes projects can come together quicker than anticipated and space opens up! My Flourish In A Fortnite slots are set, so reach out to find out when these are.

## HOW DOES PAYMENT WORK?

With all my packages I require a 50% deposit up front. Flourish In A Fortnite's last 50% is billed on completion. Half way through work on my other packages I will bill 25% with the remainder on completion.

## DO YOU OFFER PAYMENT PLANS?

Yes! Investing in design can be significant for many businesses, so I can offer payment plans to help stagger the costs. This can be discussed in our discovery call.

## CAN I JUST HAVE A LOGO?

For me, a brand foundation and sense of positioning is integral to create branding that can serve with purpose. To create just a logo in isolation is unlikely to serve your brand as a whole.

## CAN I CUSTOMISE A BRANDING PACKAGE?

These are my 3 core offerings which are designed with intention to serve small businesses, however I am flexible to moving elements around that will suit your individual business needs.

## CAN I GET MORE DESIGN WORK?

Most definitely. Once you have completed a branding process with me I am super happy to continue creating together. Refer to the add on services above to see what's possible!

## DO YOU OFFER WEBSITE DESIGN?

No. Sorry, I specialise in print and illustration driven design work, and prefer to give my full energy and passion to this. However I can point you in the direction of excellent web designers.

# Why me?

Investing in brand design is a significant step for any business. It's important you are making that step with the designer who is best for you. Every studio and creator works differently, and for different reasons. Here's a little insight into how I operate as a business, and the values that are woven through my process and projects. I'm very proud of what sets me apart as a designer, and if what I'm speaking about below resonates, I think we might be a great match.



## SLOW LIVING

Slow Living is the ethos of living with a spacious mind and lifestyle that allows for connection with the earth, our inner worlds, and wider communities. I truly believe that if we can integrate the practises of slow living (be that inner wellness and spiritual healing, or conscious business and consumption) and integrate more intention, presence and peace into our lives we can contribute towards a world that serves all with compassion and respect.



## ALIGNED CREATIVITY

Your project deserves someone who can understand and align with the soul of your business. As someone with a strong interest in alternative living, holistic wellness, outdoors lifestyle and quality product, in sharing your passion for your business, I can take the creative process to new depths and create truly aligned branding. To be aligned in perspectives and shared passion when collaborating, can not help but produce soulful and authentic results.



## TIMELESS DESIGN

In a digital era of many graphic trends, I call upon the stories and symbolism of our collective past and psyche to create enduring and timeless work. Weaving this respectfully into my work is a way of infusing the modern day with depth, meaning and mysticism that transcends the confines of 21st century living, and resonates eternally, speaking to us all on a subliminal level. In combination with the soul of a business, there is a sense of intention and timelessness that will sustain for years to come.



## CONSCIOUS BUSINESS

Beyond working with businesses moved by sustainability and the planet in mind, this value is about cultivating a conscious and transparent way of doing business that serves our outer and inner worlds. Here, an emphasis on sustainability (both ecological and personal) guides the type of businesses I work with as well as the project itself. I seek to work in a conscious and ethical way that serves both client and designer, and rejects the cult of productivity and busyness.

# How I work...

## *Inspiration & Brand Foundation*

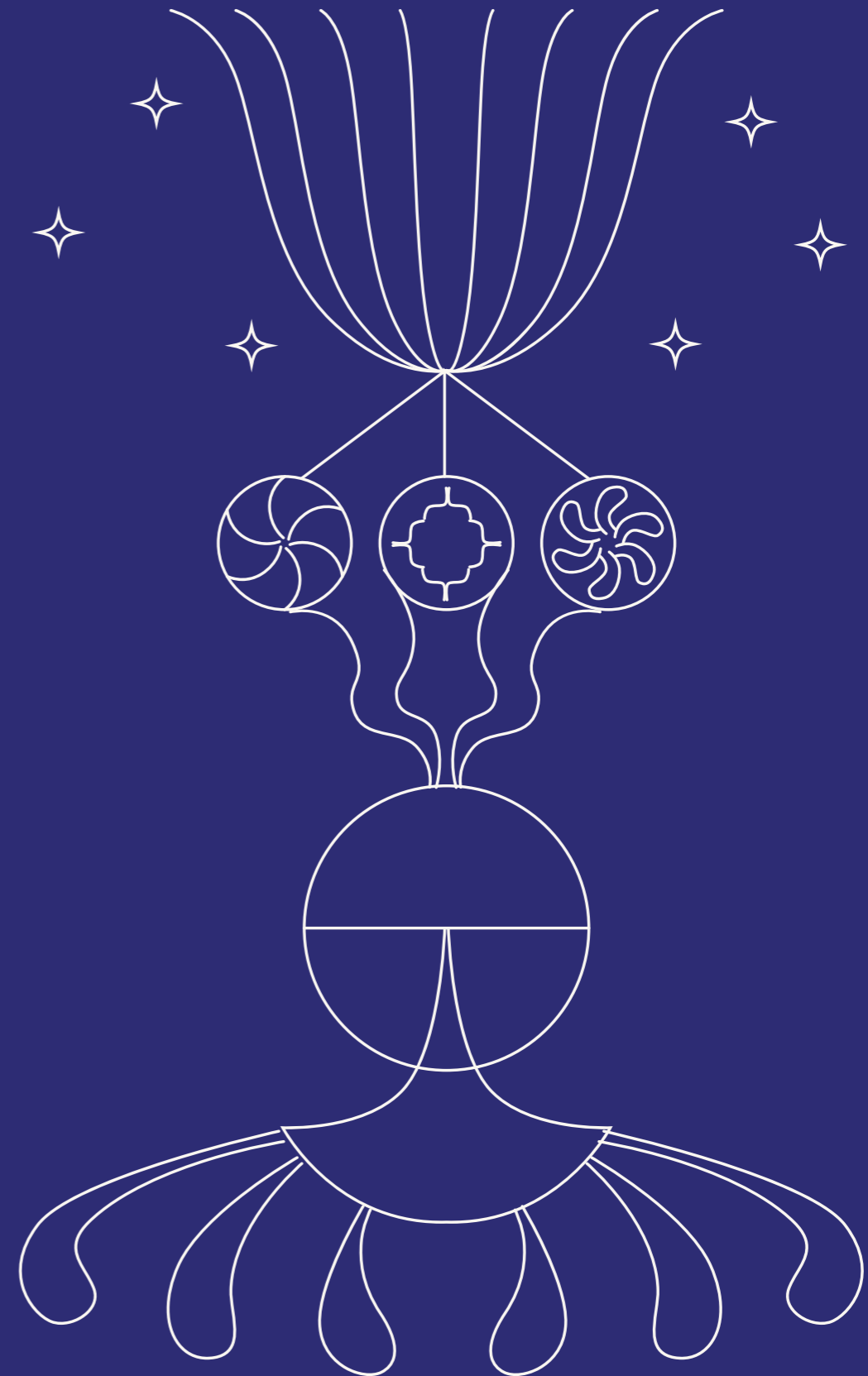
The first step of the branding journey is distilling all of the ideas, inspirations and story that makes up your brand. It is about finding the most poignant and important elements to uplift. These need to feel the most unique when in combination and expressive of the core values, or soul, of your brand. In distilling these ideas we create clarity and direction. Everything you want to pour into your brand needs to feel tangible and refined, which is where the visual direction moodboard and positioning document work their magic.

## *Create & Refine*

Once we have refined and found that firm foundation to spring forward from, I can begin to imagine and create. Here is where the first brand concepts are delivered. They are the product of the work done in the first step; a visual solution to the intersection of themes and inspirations that your brand is infused with. Finding the right language to express these themes, and connect with your audience is where the creative process needs to be fluid and playful, so I can arrive at something original and compelling.

## *Deliver & Support*

When the visual language is feeling the most aligned and compelling possible, I will pull together all the deliverables and send over. The brand style guide will ensure you feel supported in how to apply your new branding, and start bringing your messaging and visuals to life with soul and style.





# *What happens next?*

HERE'S THE NEXT  
STEPS ON WORKING  
TOGETHER

# The Enquiry Timeline

If you've read through this document and it's all feeling just right, pop through an enquiry form on my website (or the link below) and we can get things moving.

I can't wait to hear from you and work on your beautiful branding!

## SELECT PACKAGE & SEND ENQUIRY

## ORGANISE DISCOVERY CALL

## ONBOARDING PAPERWORK

So, hopefully there is a package that is feeling perfect and the one you would like to go forward with. No worries however if you are feeling a little unsure as to what your business needs, we can discuss your options on a discovery call.

Proceed to now fill out the enquiry form on my website and we can get the ball rolling...

FILL OUT ENQUIRY FORM HERE

Once we've received your enquiry, allow 2-3 business days for a response.

If you have any questions or would love to chat further before booking, let's organise a discovery call.

Either email me, or follow the link below to book a discovery call slot.

BOOK A CALL

To lock in your slot or project start date I will send out the onboarding paperwork. This will be your:

- **50% deposit invoice**
- **Terms of working to sign**
- **Brand questionnaire / workbook**
- **A proposal breaking down scope and timelines**

I will also send through some times to organise our first inspiration session so we can start the branding process!

WHAT HAPPENS NEXT?

# *Reserving your slot.*

LET'S LOCK IT IN AND MAKE  
IT HAPPEN. BEAUTIFUL  
BRANDING AWAITS...

To keep things streamlined and moving well, for both myself and you, there are some timelines concerning your enquiry.

After a start date or slot has been decided, I will need written (email) confirmation within 7 days whether or not you will be proceeding with the project. Your proposed start date will be held for those 7 days. Without confirmation, or you decide not to proceed, the start date will become open for someone else in my calendar. Please note your quote is only valid for those 7 days also, and I have the right to re-issue quotes in line with my rate increases. (In extenuating circumstances I am super happy to keep communication flowing, and make exceptions in a way that is mutually supportive)

Please note that your project is not completely locked in to the calendar until a deposit invoice has been settled. Please ensure this is organised as soon as possible to ensure a smooth process.

As a small business owner, I am sure you understand the importance of a steady work flow, and boundaries surrounding timings and enquiries. I value my time and my clients, and encourage a transparent and mutually respectful process.

These make the best collaborations!







*“I can honestly say I have never worked with anyone as talented as Clara...”*

Clara is incredible.

In a varied career I have worked with a lot of creatives, from local graphic designers to global agencies such as Ogilvy on international brand campaigns. I can honestly say I have never worked with anyone as talented as Clara.

Her creative work is exceptional and 100% on brief (a rare combination!). She also follows an incredibly well structured and communicated process which makes the whole project a breeze. Working with Clara has been an absolute pleasure."

**BEN COLCLOUGH -  
*Moor & Moor St Ives***

# Thankyou!

FOR MORE INSIGHTS INTO SOULFUL  
BRANDING AND ARTISTIC DESIGN  
INSPIRED BY SLOW LIVING, MYTH  
AND MYSTIC, FIND ME AT THE  
ADDRESSES BELOW.

@CLARA.M.JONAS

CLARAJONAS-CREATIVE.CO.UK

HELLO@CLARAJONAS-CREATIVE.CO.UK



*Have a lovely day.*

I HOPE WE CAN HANG  
OUT SOON...

SEMPA SEMPA  
SURF SURF

Keep  
Craft  
Alive

