

# ALEPH<sup>👁️</sup> STUDIO

Graphic Design, Identity and Branding  
for the Magically-minded

Introduction and Investment Guide  
2020/2021



# Aleph

## Hi there!

Thankyou for downloading this Information and Investment Guide. I'm Michelle - the creative behind Aleph Studio, and passionate Design Witch' for magically-minded businesses, professionals and creative entrepreneurs.

Aleph Studio specialises in deeply thoughtful Branding and Graphic Design that is grounded in psychology and intention, and visioned through the aether; mixing best practice design and marketing strategy with a little bit of magick (ok, maybe a lot!)

The clients I work with appreciate the importance of strong and appropriate visuals to clearly portray their business philosophy and attract their ideal clients. Most realise they've found me for a reason and therefore place trust in my process and expertise. Together, we create magical visuals to share your message with your market to ensure they understand your offering and the passionate force behind it.

If it sounds like we'd be a good fit, read on for more information and pricing on Aleph Studio services.



Michelle

I know you offer something unique.  
I know the passion behind it.  
I also know that choosing a graphic designer  
can be a little daunting.  
So here's a little more info about me...

I've been told time and again that I seem to just intuitively and mystically understand my clients. And there is some truth to that. However, a LOT of thought and reflection goes into my work also. I genuinely want to capture the essence of your business and communicate it to the right people, in the right way.

I also have:

- *Bachelor of Creative Media (Graphic Design)*
- *Bachelor of Management and Professional Studies (Marketing)*
- *Almost 15 years design and marketing experience, in high-end Creative Studios and as a solo freelancer*
- *A few Awards under my belt, for both design and retail marketing*  
*(\*if you're into that kind of thing)*

“

Michelle from Aleph Studio is amazing at what she does. Gosh! Michelle's super power is being able to vision exactly what you want. When I first saw my designs I was so excited. The imagery was far greater than what I had imagined and was exactly what I needed.

—BRONWYN GARLAND

“

Michelle has a deep, seemingly intuitive approach to her work... I was blown away with her graphic representation for my business logo.

—PAUL SMITH

“

The goal of a designer is to listen, observe, understand, sympathize, empathize, synthesize, and glean insights that enable him or her to ‘make the invisible visible’.

—Hillman Curtis



Aleph Studio specialises in Branding, Identity & Logo Design, Brand & Marketing Strategy and Creative Direction.

In addition, clients often request a variety of other items, including but not limited to:

- + Business cards/branded stationery
- + Flyers/brochures/postcards
- + Social Media Graphics
- + Custom stationery/invites/notecards
- + Sales kits/price lists/service guides
- + Brochures/flyers/catalogues
- + Lookbooks/portfolios
- + Reports/magazines/workbooks
- + Retail design and Signage
- + Ebooks/digital magazines

# Aleph Studio

## Branding Packages

### SIMPLE STARTUP PACKAGE

Brand Discovery Journal + Consultation Call

- + In depth Brand research, Design strategy and Creative Direction
- + Full Colour Logo Design (2 concepts, 2 revisions)
- + Secondary Logo format
- + Logo Submark / Avatar
- + Files Exported in a variety of formats (PDF, PNG, EPS, JPG)
- + Full Colour and Single Colour Logo Versions for Print and Screen

INVESTMENT: AUD \$1555

---

### ELEMENTAL BRANDING PACKAGE

Brand Discovery Journal + In-depth Strategy Session

- + Brand research, Design strategy and Creative Direction
- + Identification of your unique mix of Brand Archetypes
- + Full Colour Logo Design (2 concepts, 2 revisions)
- + Secondary Logo format
- + Logo Submark / Avatar
- + Files Exported in a variety of formats (PDF, PNG, EPS, JPG)
- + Full Colour and Single Colour Logo Versions for Print and Screen
- + Extended Brand Colour Palette development
- + Brand Font selection and styling (Heading, Sub-head, Body and accent fonts)
- + Brand Style Sheet (Reference Sheet that outlines use of Logo and variations, Colour values as CMYK/RGB/HEX, and Font Styles)

INVESTMENT: AUD \$2200

---



# Aleph Studio

## Branding Packages continued

### ALCHEMY BRANDING PACKAGE: SILVER

Brand Discovery Journal + In-depth Strategy Session

- + Brand Archetype identification and Write-ups to keep
- + Brand research, Design strategy and Creative Direction
- + Full Colour Logo Design (3 concepts, 2 revisions)
- + Secondary Logo format
- + Logo Submark
- + Files Exported in a variety of formats (PDF, PNG, EPS, JPG)
- + Full Colour and Single Colour Logo Versions for Print and Screen
- + Brand Colour Palette development
- + Brand Font styling (Heading, Sub-head, Body and accent fonts)
- + Curated Brand Moodboard to keep
- + Brand Style Sheet  
(Reference Sheet that outlines Logo and variations, Colour Palette use and Colour values as CMYK/RGB/HEX, Font Styles and imagery)
- + Curation or design of strategic on-brand supporting graphics / feature elements to enhance your brand communication. May include illustrations, icons, vector elements, high resolution paint strokes, textures etc.

**INVESTMENT: AUD \$3250**

---

*Packages continued over page...*

# Aleph Studio

## Branding Packages continued

### ALCHEMY BRANDING PACKAGE: GOLD

Brand Discovery Journal + In-depth Strategy Session

- + Brand Archetype identification and Write-ups to keep
- + Brand research, Design strategy and Creative Direction
- + Full Colour Logo Design (3 concepts, 2 revisions)
- + Secondary Logo format and Logo Submark
- + Brand Moodboard to keep
- + Branded Colour Palette
- + Complementary Font styles (Heading, Sub-head, Body and accent fonts)
- + Font Files to install and use, including Commercial Licensing
- + Curation or design of strategic on-brand supporting graphics / feature elements to enhance your brand communication. May include illustrations, icons, vector elements, high resolution paint strokes, textures etc.
- + Brand Styling Bible
  - (Extensive Reference Document outlining rules of use for all Logo variations and contexts, Colour Palette values as CMYK/RGB/HEX, Font Use guidelines, branded imagery, use of supporting graphic elements/patterns/illustrations)
- + Business Card design
- + Social Media Banner or Web Banner
- + Launch graphics for Social Media - 1 x Square Tile and 1 x FB/Instagram Story
- + 6 Social Media Tiles - fully designed, or templated for Canva or Photoshop (can be used for quotes, stories, etc)
- + Email Signature graphic
- + Choose ONE extra:

Event or E-course artwork (Promo Flyer or Banner for Social Media) or Podcast Cover Artwork or Marketing Flyer / Promotional Banner or Signage or other approved piece

**INVESTMENT: AUD \$4590**

---

# Aleph Studio Investment

## Guide for individual items

One-on-one Brand Strategy Consultation with write-up, 90mins **\$390**  
(A complete deep-dive into your brand to form key strategies from which to base all of your marketing activities, design etc. Includes discovery of your powerful mix of Brand Archetypes)

---

Comprehensive Brand Audit with write-up **\$450**  
(A thorough consultation to determine the value/effectiveness of your current brand  
\*If you end up purchasing one of the Alchemy Brand Packages, this amount will then be discounted from your package.)

---

Social Media Templates (x6) **\$690**  
Available as editable templates in Photoshop or Canva

---

Event Artwork Package **\$550**  
Includes One Flyer + One Banner (Facebook, Eventbrite etc) + One Instagram Tile

---

Commissioned digital collages from **\$550**

---

Ebook / Workbook Design up to ten pages **\$790** (over ten pages ask for a quote)

---

Business Card Design **\$280**

Podcast Artwork **\$450**

Gift Voucher Design **\$280**

Event Invitations from **\$350**

Social Media or Website Banners **\$350-\$450**

---

2-4 Page Promo Flyer/Brochure **\$450**    Single Event Flyers/Posters from **\$380**

---

Single Page Flyer **\$350**

---

### Need something not listed?

Just send me an email ([michelle@aleph.studio](mailto:michelle@aleph.studio)) with as many details of your project as possible so I can provide a customised quote.



# Happy clients make me happy!

That feeling you get from a grateful client is what drives me. I want you to feel in love with your graphics, and proud to show them to the world! I want your business to attract the ideal tribe of loyal customers, and I want to watch it grow and flourish. Here are some heartfelt words from a few of my happy clients...

“Your designs take me on a magical journey. So beautiful.” – Tara Tucker

“I can’t tell you how impressed I am with your work so far. I love what you are doing!” – Pamela Anne Celebrant

“I have used Aleph Studio on several projects and Michelle’s work is amazing. She takes the time to *really* understand the outcomes desired, to ensure the artwork conveys exactly the right message ” – Paul, AdPropulsion

“Michelle is a branding GODDESS”  
– Nikki, Element + Bliss

“Michelle, you are an alchemist; a true magician!”  
– Tara Zhinu, Passion8Rising

“It’s so refreshing to have someone understand what you do so perceptively, then pull your work and personality together in one well-designed space. So very happy with the result ” – Marian Reid



# Common Branding and Graphic Design Terminology

It can seem like designers speak their own language sometimes. But never fear, here is a breakdown of some terms that may help you to better understand Aleph Studio offerings, and smoothly navigate relationships with other designers too.

---

*Concept:* A fully developed visual idea / proposed design

*Revision:* A change or set of small changes to a design concept

*Branding:* In regards to design, branding refers to the complete visual aesthetic that communicates your business. In a wider context it refers to your business culture, ethos, the philosophy behind your offering and how you are perceived within the market.

*Identity Design:* Design of elements that form your visual identity, usually Logos, colour palettes, typography styles, accompanying visual elements.

*Primary Logo:* The logo version you use the most

*Secondary Logo:* A logo version with an alternate layout, that may be used in visual contexts where the Primary logo may not fit.

*Logo Submark:* An extension of, or sometimes an abbreviated version of your logo. Also referred to as an Avatar or Logomark. Often the submark is able to be used as a Profile Image on Social Media or as a Favicon on your website.

*Favicon:* A URL Icon, used in the browser window to signify your web address.

# Terminology continued.

---

*Collateral Item:* Any designed item that markets your business (eg. flyers, letterheads, business cards, brochures etc.)

*Social Media Tiles:* Brand consistent designs to be used on social media. (Eg. an on-brand image, a quote in your brand typography style, a promotional graphic).

*Typography:* Fonts, typefaces and design of text.

*Colour Palette:* The limited group of colours used in your brand aesthetic. Usually no more than 5 colours.

*Brand Strategy:* A long-term plan to set strong foundations for a successful brand in order to achieve specific goals. It is directly connected to consumer needs, emotions, and competitive environments, and guides the brand look and feel.

*Brand Archetype:* A universally familiar set of personality traits that cut to the core of the human psyche and transcend time, place, culture, gender, age etc. Popularised by prominent psychoanalyst and mystic Carl Jung. When used in Branding they vastly enhance how a brand is understood by it's audience, and has a proven ability to attract the right client base.

*Brand Audit:* A comprehensive look at your current brand, to discover what's working and what needs improvement. Includes suggestions and action points to move towards are more powerful and successful brand.

*Style Guide / Style Sheet:* A document that sets the visual rules for use of all the elements that make up a business identity system. Adherence to this guide ensures brand consistency and optimal brand potency. Essential when working with web designers or other design specialists. It's like a brand bible.

A style sheet is a summarised and simplified version of the Style Guide.



## Like what you see?

Thanks for investing your time in reading through this information. If you like what you see and are interested in working together, here's what to do next:

To get started, send an email to [michelle@aleph.studio](mailto:michelle@aleph.studio) with the details of your business and project.

I will then get in touch, ask for any additional information and we will begin to discuss your project in more detail to determine pricing and scheduling. A Zoom meeting, phone or further email communication may be required before beginning the design process, where you can ask any additional questions and I can explain the design process in more detail.

I'd love to hear from you,  
Michelle

---

In the meantime, feel free to follow me  
on [Facebook](#) and [Instagram](#)