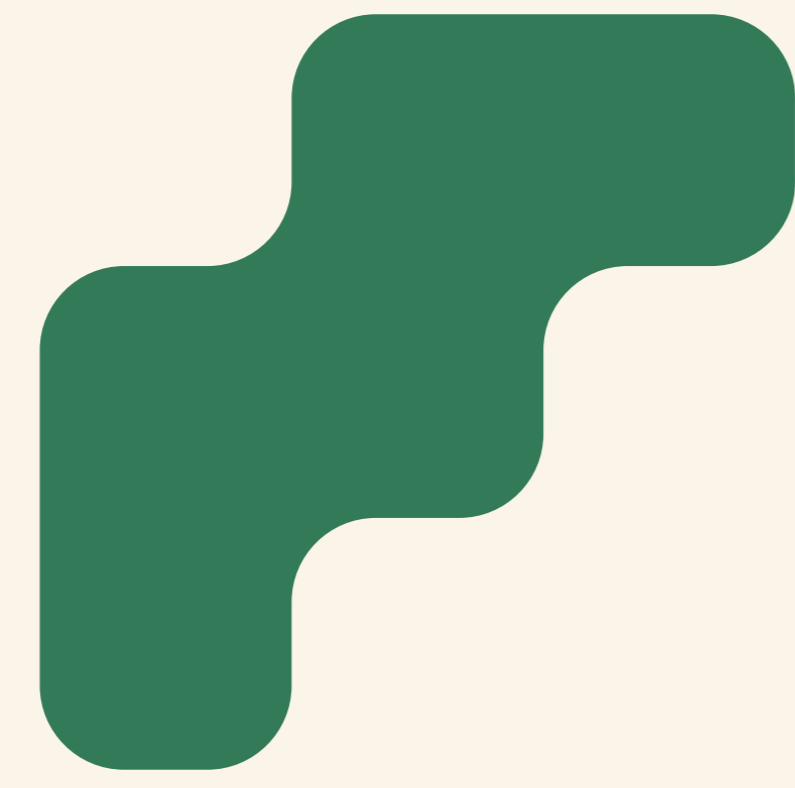




SERVICES & PRICE GUIDE



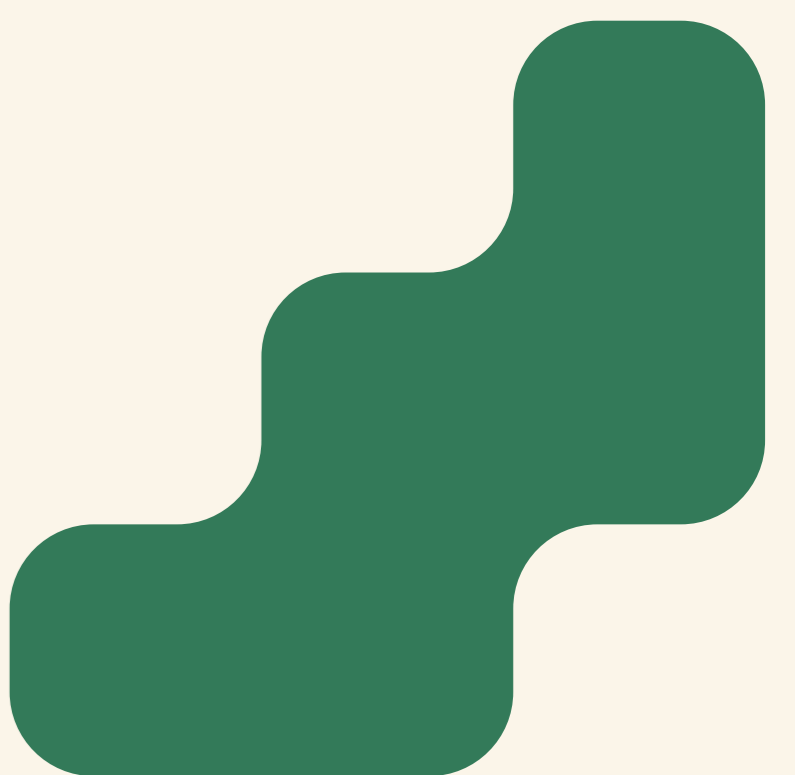
Hi and *welcome!*

I'm an independent graphic designer specialising in **print & branding design**. I believe belonging isn't about fitting in, but built in ways that feel true to you. The same applies to your business. Is it *you*? Is it helping you reach the goals *you want*?

Doing it yourself or using Canva is great – it's easy, quick, and free. It's also surface-level, generic, and built for everyone... which means it was never built specifically for you. It can help you start, but it can't help you:

- discover who you are
- what you solve, and
- why people should choose you over the noise

Looking like everyone else has never been a growth strategy. **You've tried it on your own, now imagine what we can do TOGETHER.**



A little background on *Designs by Andra*



I never felt like I belonged.

The first decade of my life was spent in a small rural town in Romania, waiting for my parents to bring me to the "land of opportunity": the UK. When I migrated at age 10, I was hit with a new language, new culture, new rules of how to exist, and I was very lost. Confused. And a whole lot of scared.

So I adapted the best way I knew how: I blended in until I disappeared. I studied people and soaked in everything around me, searching for the version of 'normal' I was supposed to dress up as. But normal shifted depending on where I stood. Romania carried a closed-off mindset, where certain things were endured and never spoken of, while in the UK there was a strong sense of openness and conviction. The social rules didn't align.

Caught in-between, the belief intensified: **I don't belong.**

I didn't fit in the UK, and I didn't fit in Romania. Romania had the food, the countryside, the slower pace I craved. England had the diversity, the openness, the opportunities. But neither place ever felt like home. When you're too Romanian for the UK, and too British for Romania... where do you stand?

At some point, I fell in love with Italy. To me, it was a beautiful in-between: a language close to my mother tongue, history and culture that felt familiar, but also the diversity and forward-thinking I admired in England. Italy wasn't about choosing one identity over another. It was about weaving together the pieces that resonated with me.

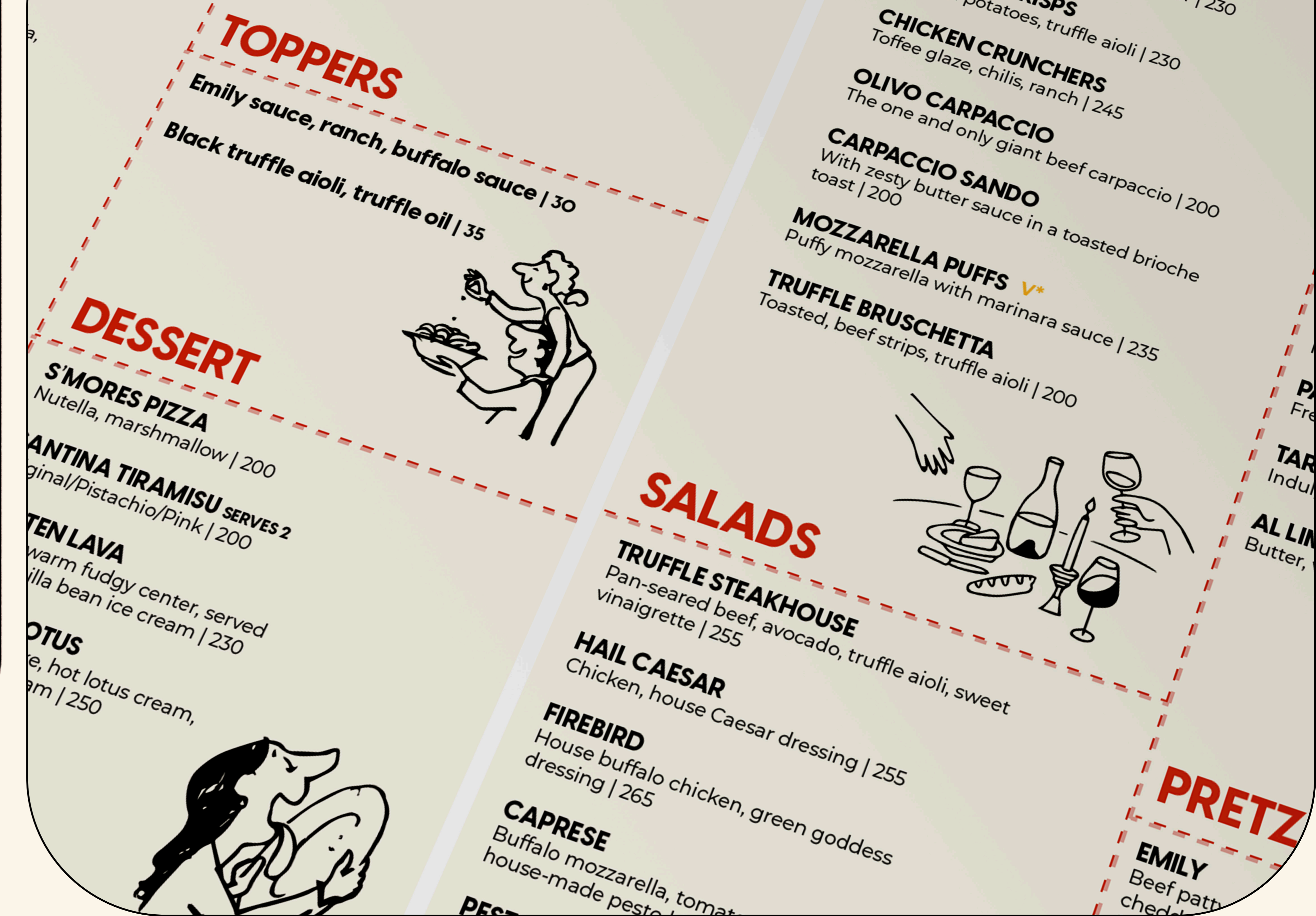
And that's when I realised: belonging isn't something you stumble into. It's something you create. Home isn't handed to you. **You build it out of what feels true.**

That's exactly what design means to me.

I help small businesses do the same thing. Take the raw, honest pieces of who they are and stitch them into something that feels like home. Not blending in with trends. Not disappearing into the noise. But creating a brand that feels real, that feels like them, that creates a sense of belonging strong enough for others to say, "*me too!*"

Because when you stop waiting to belong and start designing your own place – you finally stand where you were meant to.





PACKAGES & SERVICES

Ready to go from homemade to *well-made*?



Seed

You're just starting out and need a professional identity from day one

You've outgrown DIY visuals and want something that actually reflects you

You need clarity and direction before you can confidently grow

Estimated investment

£450

| | |
|-------|--------|
| EUR € | USD \$ |
| 519 | 616 |

A brand foundation that feels like you: clear, confident, and ready to grow

About

Every strong brand starts with a seed: a clear, intentional beginning. This package gives you the essential roots of your visual identity. Instead of piecing things together as you go, you'll have a cohesive foundation that feels aligned, recognisable, and ready to grow with your business.

What's included

- Client Portal where we collaborate with each other and keep your project on track
- Brand discovery questionnaire to get you thinking about your unique value proposition and target audience
- 2 creative directions (moodboards + visual concept)
- Logo suite including: primary logo, secondary logo, and submark
- Colour palette backed by colour theory
- Typography system*
- 2 revision rounds to refine the concept you loved most
- Mini brand guidelines of usage + incorrect usage of all assets

Timeline

2 - 4 weeks

*Please note there may be an extra charge for a font licence if a paid font is agreed upon. I will recommend a free commercial font where possible.

Blossom

A cohesive, recognisable brand that feels professional and aligned

About

This is where we take your foundations and expand them into a richer, more expressive identity that shows up beautifully and consistently. Every visual decision is rooted in strategy.

What's included

Includes everything in [Seed](#), plus:

- In-depth brand strategy presented with insights
- Competitor and audience positioning
- Custom elements or pattern
- Brand guidelines of usage + incorrect usage of all assets

Timeline

4 -5 weeks

You want a cohesive brand that feels aligned and recognisable

You're ready to attract higher-quality clients and be taken seriously

You need more than a logo — you want a recognisable brand presence

Estimated investment

£800

| | |
|-------|--------|
| EUR € | USD \$ |
| 923 | 1,020 |

*Please note there may be an extra charge for a font licence if a paid font is agreed upon. I will recommend a free commercial font where possible.

Full bloom



You want a deeply strategic, fully developed brand

You're ready to invest in a long-term identity that sets you apart

You want every touchpoint of your business to feel intentional and connected

Estimated investment

£1,100

| | |
|-------|--------|
| EUR € | USD \$ |
| 1,270 | 1,506 |

A fully expressed brand identity that feels like home to you and the people you're here to serve

About

This package is your complete brand experience, where strategy, visuals, and applications come together to create a brand world your audience can step into.

What's included

Includes everything in **Seed and Blossom**, plus:

- Social starter pack templates that you can edit easily
- Collateral design (packaging, print, merch, etc.)
- A total of 3 revision rounds to refine the concept you loved most
- Comprehensive brand guidelines

Timeline

5 -6 weeks

*Please note there may be an extra charge for a font licence if a paid font is agreed upon. I will recommend a free commercial font where possible.

Add-ons

*These digital brand collaterals can be **added to any package** or **booked on their own**:

Packaging Design

Leaflets / Cards

Signage

Labels / Stickers

Business Cards

Invitations

Brochures / Flyers

Banners

Menu Design

Estimated investment

£50+

EUR €
57 +

USD \$
68 +

*Please note: this is design-only. Printing and production are not included.

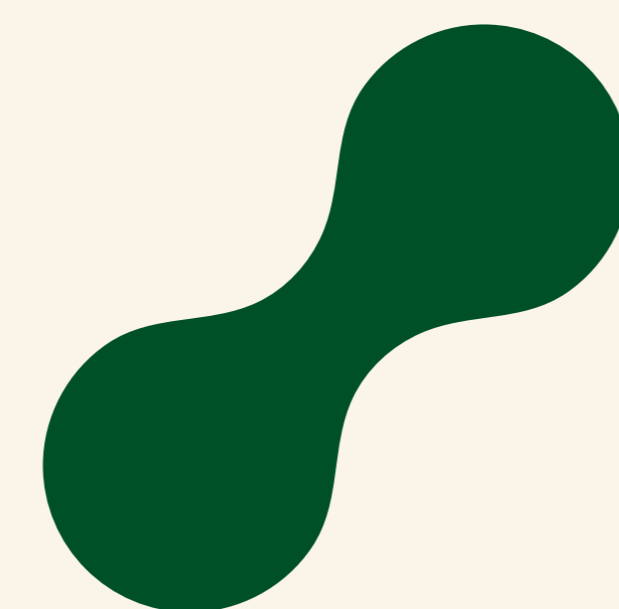
TOOLS & WEBSITES

Tools we going to use for communication & management of the project

Communication Channels

– Google Meet / Zoom / Teams:

for calls and meetings



Project Management

– Notion: for client portal, drafts and feedback

– Pinterest: for gathering pictures & inspiration

FAQ

How do I secure my booking?

All bookings need a deposit in order to be officially secured. I take a limited amount of clients per month so the payment is required as soon as possible to make sure you don't lose your spot.

How long until we finish the project?

Timescales completely depend on the brief you provide and how many elements are required. If you have a specific deadline, please tell me before we start!

Do you offer payment plans?

Yes! A deposit is required to be officially booked in, but you'll be able to pay your final rate in one, two or three instalments. The instalments will be calculated based on the final investment.

I'm not sure which package or service I need...

That's completely okay — design is often very tailored and can feel a little overwhelming! Drop me an email or send me a DM on social media, and we'll figure out what feels like the right fit for you :)



Ready to go from homemade to *well-made*?
Fill the enquiry form below!

<https://www.designsbyandra.net/enquire>

Or email me at:

hi@designsbyandra.net

**LOOKING FORWARD TO
WORKING WITH YOU!**