



# **SERVICES & PRICE GUIDE**



# Hi and *welcome!*

I'm Andra, a self taught graphic designer specializing in **print & branding design**. For me, design is about more than making something look good. It's about helping businesses create a brand that feels like home.

Every business has its own quirks, voice, and story. My role is to take these and shape them into an identity that feels authentic to you and magnetic to the people you want to reach. Not cookie-cutter. Not trend chasing. **Just branding that fits.**



## **Hyper-Focus**

I dive deep into the details to make sure nothing gets overlooked.

## **Pattern Recognition**

I see connections others might miss, strengthening the flow of your brand.

## **Out-of-the-Box Thinking**

I look beyond the obvious to create designs that stand out while staying true to you.

## **Critical Thinking**

Every choice is intentional, so your design isn't just beautiful — it works.

So if you're ready for branding that feels real, rooted, and true to you, let's collaborate and create something meaningful 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 all along.





# **DESIGN PACKAGES & SERVICES**

Are you ready to take your business to the next level?

# Starter package

- Moodboards and creative directions (x2 concepts)
- Logo suite (primary logo, secondary logo, sub-mark)
- Colour palette
- Typography
- Brand guidelines (logo usage, incorrect usage, typography, hierarchy, colour usage, etc.)
- x2 revisions

# Classic package

- Moodboards and creative directions (x2 concepts)
- Logo suite (primary logo, secondary logo, submark)
- Colour palette
- Typography
- Brand pattern and/or elements
- Brand guidelines (logo usage, incorrect usage, typography, colour usage, etc.)
- x3 revisions

# Deluxe package

- Moodboards and creative directions (x2 concepts)
- Logo suite (primary logo, secondary logo, submark)
- Colour palette
- Typography
- Brand pattern and/or elements
- Brand guidelines (logo usage, incorrect usage, typography, colour usage, etc.)
- Social media elements (x5 highlight covers, x3 Instagram story templates, x3 Instagram post templates, social media profile picture)
- x3 revisions

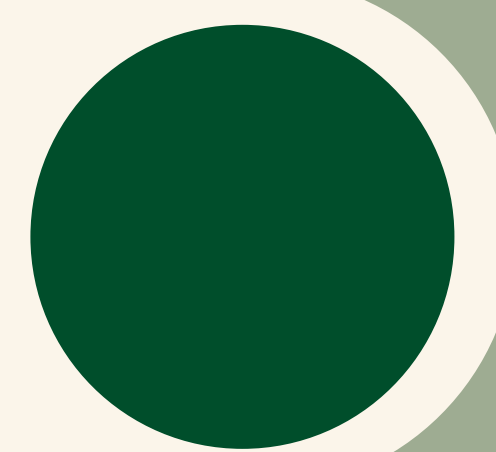


# STARTER PACKAGE

This package is for businesses that want a recognisable identity and brand foundations. It includes the essentials and will give you a consistent brand you can be confident in.

Additional elements can be added depending on your needs.

Estimated Investment: £450



The process:

1

## **Strategy direction and research**

Discovery questionnaire: we will determine brand purpose, mission, positioning, values, target audience and competitors

2

## **Creative direction**

Visual trends, colours and typography analysis  
Moodboard and colour palette: visual interpretation of the strategy and brand concept

3

## **Brand identity and application**

Full logo suite design (primary logo, secondary logo, logo-mark, brand pattern or other elements)  
Brand application: mock-up presentation and photographic direction

4

## **Brand guidelines and off-boarding**

Brand guidelines document: full guide on how to successfully use your brand assets and stay consistent.

Timeline: 2-4 weeks



# CLASSIC PACKAGE

This package includes everything you need for your brand. Custom brand elements ensure a cohesive, recognisable and personalised look.

This is recommended for businesses that are just starting out and are ready to begin their journey.

Timeline: 4–5 weeks

The process:

1

## **Brand research**

Discovery questionnaire: we will determine who you are as a brand and your vision

2

## **Creative direction**

Visual trends, colours and typography analysis  
Moodboard and colour palette: visual interpretation of the strategy and brand concept

3

## **Brand identity and application**

Full logo suite design (primary logo, secondary logo, logo mark, brand pattern or elements)  
Brand application: mock-up presentation and photographic direction  
Collateral asset design (packaging, social media templates)

4

## **Brand guidelines and off-boarding**

Brand guidelines document: full guide on how to successfully use your brand assets and stay consistent.

Estimated Investment: £800

# DELUXE PACKAGE

The deluxe package has it all. Full brand identity with a consistent and recognizable look across all platforms. If you need branding with all the extras, this is for you.

This package is for businesses that want to get the full experience. This is recommended for businesses that want to leave a mark on the market.

Timeline: 5-6 weeks

The process:

## 1 **Brand strategy and research**

Discovery questionnaire and (optional) discovery call: A workshop where we will determine brand purpose, mission, positioning, values, target audience and competitors.

Competitor and market analysis

Brand personality: we will build your brand personality and ideal customer persona

## 2 **Creative direction**

Visual trends, colours and typography analysis

Moodboard and colour palette: visual interpretation of the strategy and brand concept

## 3 **Brand identity and application**

Full logo suite design (primary logo, secondary logo, logo mark, brand pattern and / or elements)

Brand application: mock-up presentation and photographic direction

Collateral asset design (packaging, social media templates)

## 4 **Brand guidelines and off-boarding**

Brand guidelines document: full guide on how to successfully use your brand assets and stay consistent.

Estimated Investment: £1,100



Timeline: 3 days+



Investment: £50+

# COLLATERALS

Take a look at these collaterals, they can be added to any package or purchased on their own:

- Packaging design
- Labels / Stickers
- Brochures / Flyers
- Leaflets / Cards
- Business Cards
- Banners
- Signage
- Invitations
- Menu design





# **TOOLS & WEBSITES**

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



# TOOLS & WEBSITES



## Communication Channels

Email: for initial approach

Google Meet or Zoom: for calls and meetings

## Project Management

Notion: for client portal, drafts and feedback

Pinterest: for gathering pictures & inspiration





# FAQ

Your most frequently asked questions  
about the process and my work



# FAQ

## **How much do your services cost?**

All prices are project based, so I will be able to calculate the final cost after I know the entire project scope. Your total investment will be presented in a Project Proposal, with an overview of the project in terms of deliverables and timelines.

## **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.



Are you ready to level up your business?  
Fill the enquiry form below!

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

Or email me at:

[hi@designsbyandra.net](mailto:hi@designsbyandra.net)

**LOOKING FORWARD TO  
WORKING WITH YOU!**