



Kaye Heseltine Design  
**Branding & Logo Design Packages**



## Who it's for

-  You've outgrown your DIY logo and want something that reflects your **growth, vision, and values**.
-  You're ready to go through the brand design process with an **open mind**. Exploring what your brand **truly is**, what it **stands for**, and how it **supports** your business.
-  You want **clarity, consistency**, and a brand identity that feels **aligned, professional, and uniquely yours**.
-  You're tired of endlessly tweaking Canva templates and want **a designer who understands you** and your audience.
-  You're ready to feel **confident** sharing your brand online, in print, and in person, with visuals that feel **authentic and empowering**.

## Why do it

-  Your brand is more than a logo, it's how people **feel** when they interact with your business.
-  A strategic, well-designed brand builds **trust**, attracts the right **clients**, and helps you **stand out**.
-  Investing in professional design gives you **clarity, confidence**, and **consistency** across everything you do.
-  It's about creating a visual identity that **grows** with you, not something you'll want to change in six months.

## Bit about me

-  I'm Kaye, a graphic designer who specialises in branding for female-led businesses.
-  I've helped lots of small business owners move from DIY design to a brand that feels just right - clear, confident, and full of personality.
-  I'll help you figure out what's working, what's not, and where to go next.
-  My approach is empathetic, strategic, and collaborative. I'm here to support you every step of the way.

# Package One

## Strong Foundations

Strong Foundations is perfect for business owners who are ready to move beyond DIY branding and create a professional identity that truly reflects their vision. This package gives you everything you need for a cohesive, confident brand, from strategic planning and creative direction to polished logo designs and a complete style guide, so your visuals work as hard as you do

### What's Included:

- Initial planning meeting
- In-depth branding questionnaire
- Brand planning
- Creative direction document
- Two moodboards to choose from
- Three initial logo designs to choose from
- High-res vector files – fully scalable to any size!
- Brand style guide creation

### Deliverables

- **Primary logo design**
- **Secondary logo design**
- **Submark logo design**
- **.PDF & .EPS files for print and .JPEG & .PNG for web and screen use**
- **Brand and logo usage guide.**

*A professionally designed brand identity doesn't just look good, it works hard for your business. By addressing common pain points like inconsistent branding or unpolished visuals, this package gives you everything you need to attract your ideal audience and stand out in a crowded market*

*“Something I thought would be stressful has been a very enjoyable experience I'm so very pleased with the results”*

PRICE

**£1500**

# Package Two

## Bold Visibility

**Bold Visibility is designed for business owners who want to show up confidently and consistently online. Alongside a professional brand identity, you'll get tailored social media assets that make it easy to maintain a polished, cohesive presence across all platforms, saving you time and helping you attract the right audience**

### What's Included:

- Initial planning meeting
- In-depth branding questionnaire
- Brand planning
- Creative direction document
- Two moodboards to choose from
- Three initial logo designs to choose from
- High-res vector files – fully scalable to any size!
- Social media graphics
- Brand style guide creation

### Deliverables

- **Primary logo design**
- **Secondary logo design**
- **Submark logo design**
- **.PDF & .EPS files for print and .JPEG & .PNG for web and screen use**
- **Social media graphics (cover images/post & story backgrounds)**
- **Brand and logo usage guide.**

Show up confidently and consistently online. This package not only provides a professional logo but also ensures your visual brand identity is consistent across digital platforms. By including tailored social media assets, you'll save time, maintain brand professionalism, and attract the right audience with a polished online presence

“I've thoroughly enjoyed the process as it really makes you think about your identity as a business”

PRICE

**£1800**

# Package Three

## Brand Expansion

Brand Expansion is designed for businesses that want a complete, professional brand identity they can use everywhere, from social media to print. This package gives you a full visual toolkit, including strategic planning, creative direction, and polished logo designs, so you can show up consistently and confidently across all platforms.

### What's Included:

- Initial planning meeting
- In-depth branding questionnaire
- Brand planning
- Creative direction document
- Two moodboards to chose from
- Three initial logo designs to chose from
- High-res vector files – fully scalable to any size!
- Social media graphics
- Marketing asset design
- Brand style guide creation

### Deliverables

- **Primary logo design**
- **Secondary logo design**
- **Submark logo design**
- **.PDF & .EPS files for print and .JPEG & .PNG for web and screen use**
- **Social media graphics (cover images/post & story backgrounds)**
- **Marketing asset design of your choice (roller banner, leaflet etc)**
- **Brand and logo usage guide.**

This package gives you a complete visual toolkit, from digital platforms to real-world connections. You'll have everything you need to show up consistently, professionally, and confidently, whether it's through your website, social media or printed marketing materials.

“The whole process was broken down into manageable steps and the branding document supplied at the end absolutely blew me away”

PRICE

**£2400**

# Package Four

## Mini Brand Refresh

Perfect for small businesses who love their logo but feel something's missing. Maybe your logo isn't flexible enough, you only have one version that doesn't work everywhere, or you lack a secondary colour palette, making DIY graphics a struggle. This package gives your brand the polish and versatility it needs without starting from scratch.

### What's Included:

- Brand Strategy Meeting (Understand your business goals, audience, and vision).
- Creative Direction Document (Includes mood board options to set the tone).
- 3 Initial Design Ideas (Based on your existing logo, refined for flexibility and impact)
- Full Logo Suite (Main logo, secondary logo, and submark logo).
- Brand Guidelines Document (Fonts, primary and secondary colour palettes, usage rules).
- Branded social media cover images and headers for platforms like LinkedIn and YouTube, ensuring your refreshed brand looks polished and consistent wherever you show up online.

### Deliverables

- **Updated logo suite in .PDF, .EPS, .JPEG, and .PNG formats for use in print and online.**
- **Brand guidelines.**
- **Social media assets**

If your current logo feels "almost right" but lacks adaptability, this refresh bridges the gap. You'll gain clarity, flexibility, and confidence without the cost of a full rebrand.

Since working with Kaye I now have a fantastic new brand with clear brand guidelines that I can stick to.

PRICE

**£995**

# Glossary

<b>Full logo suite</b>	All of the logos you need to represent your business in print and online.
<b>Primary logo</b>	This is your main logo, the one that represents your brand and will be used most often across your marketing.
<b>Secondary logo</b>	A variation of your main logo, designed for when the main doesn't quite fit. e.g. if your main logo is stacked or centred, the secondary version might be horizontal to suit narrow spaces.
<b>Sub mark logo</b>	A simplified version of your logo, perfect for small spaces. It keeps your brand recognisable even when space is tight.
<b>Moodboard</b>	A visual planning tool that helps explore the look and feel of your brand. It includes colours, fonts, imagery.
<b>High res vector file</b>	A version of your logo that can be scaled to any size without losing any quality.
<b>Brand style guide</b>	Also called brand guidelines, this is your go-to reference for keeping everything consistent. It includes your logo, colour codes, font choices, and tips for using your brand visuals across different platforms.
<b>Digital assets</b>	Branded graphics for social media? Such as cover images for Facebook and LinkedIn, plus background templates that you can drop into Canva or other design tools and add your own text or images.
<b>Print assets</b>	Branded graphics for social media? Such as cover images for Facebook and LinkedIn, plus background templates that you can drop into Canva or other design tools and add your own text or images.
<b>Creative Direction Document</b>	Document summarising your brand strategy and creative direction. Including moodboard choices at the end.

# FAQs

<b>How long does the branding process take?</b>	Timelines can vary depending on the scope of your project, but most branding and logo design packages take around 4–6 weeks from start to finish. I'll always keep you updated and make sure we're working at a pace that suits you.
<b>How many logo concepts will I receive?</b>	You'll receive 2–3 initial logo concepts based on your brand strategy and moodboard. We'll then refine your chosen direction together until it's just right.
<b>Can I request changes to the logo designs?</b>	Absolutely! Your feedback is a key part of the process. I include up to 2 rounds of revisions as standard, so we can tweak colours, layout, or details to make sure everything feels spot on.
<b>Will I own the final logo design?</b>	Yes, once the project is complete and final payment is made, you'll own full rights to your logo and brand assets.
<b>Can I use my logo on social media, print, and my website?</b>	Yes! You'll receive your logo suite in multiple formats (including high-res and web-friendly versions) so you can use it across all platforms with confidence.
<b>What if I already have brand colours or fonts I love?</b>	Perfect! I'll work with your existing brand elements and build around them to create a cohesive, elevated look that still feels like you.
<b>Do you offer ongoing design support after the branding is done?</b>	Yes, I offer monthly design packages and ad-hoc support for things like social media graphics, print materials, and more, so your brand stays consistent and looks great everywhere.

# Lovely words from lovely people

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Kaye had to start from scratch with my branding and design as my mediation business was new. I was nervous about this process but she has been brilliant through the whole process.

Kaye is very warm, friendly and approachable which put my nervous to bay. She has a great way of working which helped her understand me and what I wanted and then she illustrated this brilliantly in the work she produced for me.

Something I thought would be stressful has been a very enjoyable experience I'm so very pleased with the results so "thank you Kaye."

Joanne Brassey - Let's Mediate



“

Kaye turned my vision into reality. Before working with Kaye, I was wasting time trying to create my own rebrand and going off in new creative directions. Since working with Kaye I now have a fantastic new brand with clear brand guidelines that I can stick to.

Since updating all my business communications and documents, everything looks and feels far more professional and cohesive.

I highly recommend working with Kaye - she's friendly, thoughtful and truly cares about producing great designs.

Anya Dayson - Ascend Marketing



“

I had the pleasure of engaging Kaye to rebrand the business recently and I couldn't be happier with the outcome!

Kaye took the time to understand the business, what its strengths were and how its image compared to market peers. The whole process was broken down into manageable steps and the branding document supplied at the end absolutely blew me away!!

Our new brand feels like home already and we so excited to move into the future with it.

Thank you Kaye!

Mel Horrocks-Madhok - The Credit Lab





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