



MAGIC FEATHER Designs

client experience guide



OMG... ARE WE DOING THIS??

I can't tell you how happy I am that you have reached out and enquired about working together, I fully appreciate what a giant (but exciting!) step this might be feeling. It is a huge privilege for me to be part of your business evolution, so in return I am going to flippin' PACK this experience with so much value and be the biggest cheerleader in your corner! It's frankly sickening how much focus is going to be on your business if I am honest...

Am I right for you...

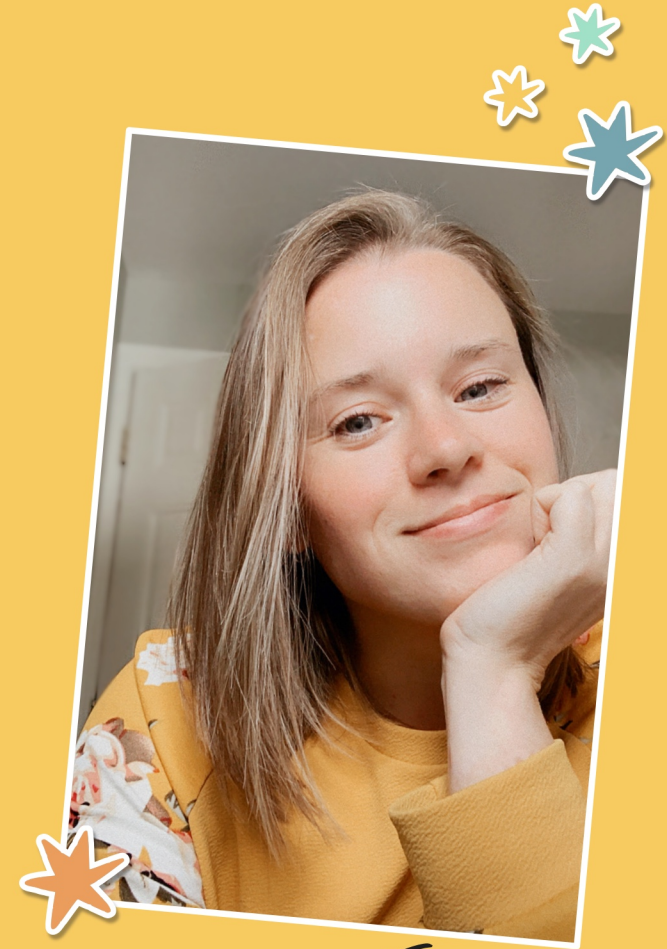
Let's be clear... we love some colour round these here parts so if you are looking for "boss babe" neons or "boho" neutral shades and minimalism then no, I am most definitely not the designer for you - awkward!

I believe in personality led brand design. You are the face of your business, the solopreneur behind everything, your business means the world to you so why should your brand design not reflect you? If you love all things cute and colourful who says you can not respect that in your branding? Who says to be "professional" we need to fit some beige, sleek, minimal mold? ick. No thanks! I want ME in my business, I want to be authentic, I want to feel great showing off what I do and attracting likeminded people.... and if you just found yourself agreeing with me there then HI! You are so in the right place my friend!

What I do...

Brand design done well should be totally unique to you, rooted in intention, with purpose, always working hard for your business to visually convey your values, mission and personality in one quick swipe. Standing out from the crowd is easy when you stand out for the right reasons! The branding I create will give you the tools to stay consistent going forward, it will resonate with the right audience because it was designed with them in mind. Your new branding is going to elevate your business and show you off as credible, totes professional and a business that your customers and clients can trust (kind of key for yummy sales!).

Fresh branding is going to boost your clarity and motivation ten fold - think of it like putting on your favourite outfit, that one that makes you feel like you can do anything! eek!! This is what I do, this is my thing and my gosh I am here to help you achieve all this and more! But don't just take my word for it, read on to see what my past clients say about working with me....



Jen xx

WHAT THEY SAID...



Rachel - Rachel Luke DM

(Digital Marketing)

"Jen was so thorough! I got so much for the investment, **she went above and beyond**.

I felt very experienced and settled having been in business for 4 years but needed a refresh. I wanted my brand to feel more like me, like the whole version of me, and bring in some playful elements. After seeing Jens' post she did showcasing client brand marks, I needed them, wanted them and **I loved her vibe**.

The overall experience was incredible, Jen was so friendly and just got me straight away, absolute **top tier** service with the perfect amount of communication, she made me feel really looked after. I now feel buzzing! So **excited** to implement my new brand identity, and it feels so much more me! Genuinely Jen was amazing!"

Polly - Feel Good Singing

(Singing Teacher)

"Jen was warm and friendly, incredibly thorough and professional. Jen really **helped me to understand my brand better** and give me more authority and confidence to talk about what I do. And then there's the amazing design! I feel like Jen went inside my head and took all my rambling and turned it into something **beautiful and engaging**.

I had a lot of imposter syndrome, I wanted to give my business some legitimacy and give myself the confidence to step into being a business owner. I feel so excited to talk about my business to anyone and everyone who will listen now.

Jen is super adaptable and happy to make the communication as formal or informal as the client wishes."



WHAT THEY SAID...

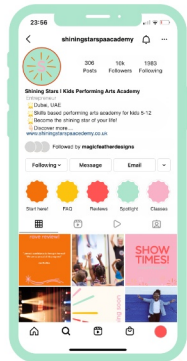
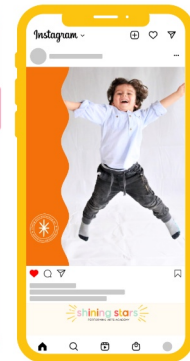
Carla - Shining Stars Performing Arts

(Performing Arts School)

"I feel like this is the **first step anyone should take** when starting a new business!

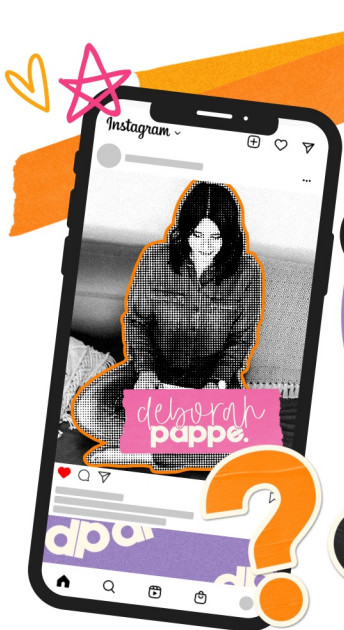
One of our first meetings was all about where I started and where I am now and we talked about my vision for the business; this is something I would struggle to do myself, so being able to talk this through **helped me so much**. It was all the next steps after this, the logo, the branding, the social media designs and layouts - seeing all of this come together was just amazing and gave me that **confidence** I needed.

Jen is highly organised and professional and I felt that every email and zoom call was clear and concise and I knew exactly what the next steps were. Our work together turned my idea on paper **into a reality** and gave me the boost of confidence that I needed to **make my dream happen**."



deborah pappe.

&



Deborah - Deborah Pappe

(Brand Messaging and Copywriter)

"The whole process was fun, I felt **supported 100%** of the time and it just made me feel like I was creating my visual brand identity with a **bestie**."

Before, I **felt frustrated and embarrassed about how I was showing up**. I was confused and felt I was confusing everyone else, too. I wanted to stop spending so much time trying to design something or second-guessing the colour or font I decided to use. And also wasting days of my life **changing everything every 2 months**, because nothing felt *right*."

Now I'm not wasting so much time figuring out how to design something. **Everything is clearer and faster**. It has made my days a lot easier, and now I also feel I'm actually presenting my brand and myself exactly how I wanted and expected."

brand design

This is the heart of what I do - purposeful, personality-packed brand identities tailored to your business stage and goals. With two flexible options, we'll build a bold and brilliant brand that sets you apart and grows with you. You'll get expert guidance, clarity, and a visual identity that finally feels like you.

designer for a day

Need design support without the back-and-forth of a full project? This is for previous brand clients only - your shortcut to get extra visuals created quickly by someone who already knows your brand. Think: content, extra graphics, guides, promo bits and more.

HOW CAN I HELP?

Socials

A little package with a big impact. Whether you're launching, promoting or just too busy to design, I'll create a custom batch of scroll-stopping social content, ready to post and fully on-brand. No more fiddling in Canva - just polished, personality-packed graphics done for you.

web design

Already got your gorgeous brand identity sorted with me? Let's give it a home. I'll design and build your Wix-based website; mobile-friendly, SEO-optimised, and easy for you to update on your own. No tech overwhelm, no generic templates, just a vibrant site that works.





I KNOW WHAT YOU ARE THINKING...

Does my business really need a brand design?

Let's be clear, without a brand identity there is no way for customers to recognise you, to build the three most important aspects for sales; know, like and trust. Brand design brings consistency to your whole business, everywhere your customers might find you across the web and beyond looks the same, sounds the same and feels the same. This not only raises brand recognition and awareness but also trust. It shows the customer you care, that you are fully invested in your own business, that you are credible, legitimate and that they can therefore trust you to fulfil their needs, trust in your abilities and trust that they can invest or buy from you with confidence. Your brand works hard for your business, like your best customer service advisor, it is always there representing the best of you even on your days off!

I truly believe that without a brand design your business is invisible, and without brand strategy you are just sitting pretty with no purpose. Remember it is more than just the visuals, there needs to be an intention behind the designs too.

I don't really know anything about design, colour palettes or really what I even want though!?

That's ok, because that is my job! I use my expertise and careful guidance to help piece together the juicy information behind your business and turn it into a fully bespoke, fully rounded brand identity that conveys the purpose and positioning of your business; the tone, the vibes, your voice, your vision, your values. Most importantly I help you understand how to use this effectively within your business! So it is ok if you feel like you are starting off our project a little unsure... you will not feel this way afterwards my friend!

... What if I do not like what you design, or change my mind afterwards?

Your branding is designed with your customers in mind, with the intention of hooking them in and speaking their language. However, you are your business, you are what sets you apart from your competitors. There is going to be a balance of what is strategic, with what is right for you too. I'm going to inject your personality right in there along with all your business foundations to set you up for success and longevity - good brand design always has room to grow along with your business. I am also not going to deliver anything you do not love! You get the final sign off of every part and we work together to create what is perfect for you and your business.

Brand design is a lot of money, I am worried about spending that much money....

Stop thinking about it as a 'cost', I appreciate that is easy for me to say, but speaking to you as a small business owner with a budget of my own - investing in my business has been one of the best choices I ever made, and continue to make. Investing in your business will help you to understand the investment you might be asking of your own customers. I invest in services that are not my strong point, so I can focus on areas that are - think instead about what you will gain. I invest to save me time, and get outside eyes on my business when sometimes I can be a little too close to it in order to see the right way forward. I make investments so I can improve my skills and services, so that I know I am offering the very best of me to my customers. I invest in my businesses success, and to me that is priceless.

I am a brand new small business, is now really the right time to get professional branding?

My goodness yes! Start strong! No matter what stage you are at in your business you want to show up as your best self, you want the confidence to step up and stand out. Working with a professional designer through the process is also going to help you get laser clear on your business foundations; the who, what, where, how and why behind your business. Strong foundations = a sustainable business set up for success... why do you need to put a time frame on when that needs to start? A professional brand identity also offers you the tools to stay consistent going forward, again - why wait for that valuable information!



YOUR CUSTOMER JOURNEY...

clarity

Firstly, we have a 1:1 clarity call via Zoom to dig deep into your business foundations, this tells me everything I need to know about your customers, competitors, goals and more! This is super important for me to be able to create a perfectly aligned brand identity and is information you can use within your content and marketing afterwards. Don't worry, I guide you through everything providing as much advice and support as you need. This session is how we use strategy to develop your new branding!



direction

Using all the juicy information from our clarity session, I will develop your brands Creative Direction first! This comes back to you in a PDF proposal for your feedback, showing you a moodboard along with your foundational information in an easy to digest way. The proposal includes competitor analysis (if you choose the Stand Out package) and points of how I believe we can develop something unique just for you. This stage gives you an idea of the fonts, colours, images and vibes I think could work well going forward. Only once you are 100% confident and happy we are headed in the right direction and on the same path do we move on to the next stage...



design

The fun begins! I get busy designing your logo concept first, this comes back to you in a full PDF presentation again, this time using all your new brand fonts, colours and brand marks so you get a full experience of how your new brand identity will come together. After your feedback I will make any changes needed and we follow the same process with your socials, any printed collateral or extras, depending on your package.

after care

Included in all my packages is an additional 'after care' 1:1 Zoom session, this is in case you need extra guidance on how to use your files, iron out any issues with files etc, or if you need a second opinion whilst you launch your new brand identity! Most clients use this session to go through everything on their Canva! I am also on-hand for a week after we wrap up in case you need anything whilst you roll out your new brand design!



wrap up

Before we finish, we will have a final 'wrap up' Zoom just to check everything is ok before I package up all your final files in an organised folder ready to use and upload everything to your Canva along with your brand guide that will keep you consistent and confident with your new brand design going forward!



brand design: STEP UP

'Step Up' is your first confident leap into the world of professional branding - ideal for new businesses, rebrands on a budget, or anyone craving a **solid, bold identity** that doesn't scream "I made this in Canva at midnight."

This package gives you the **essentials**: a purposeful, strategic foundation designed to help you look polished, feel legit, and connect with your audience. Perfect if you're just getting started, but want to start **strong**.

Who is this ideal for?

A new business needing help getting established

An established business needing a quick refresh

A business on a budget

A business looking for 'just a logo' (except you are gonna get a way better deal!)

Deliverables:

Brand Direction clarity session - this is a two hour deep dive into your brand via Zoom. Afterwards you get a mini summary of your brand values, mission, and ideal customer.

Colour palette

Typography

Versatile logo suite (1 Primary, 1 Secondary and 1 sub logo)

Brand marks, elements or icons (Up to 5)

Brand board

Includes:

Canva file upload, organise and support

Backup Google Drive folder with various file types and sizes

1 Revision

Timeline:

3-4 weeks

INVESTMENT: £999

(pssst... I offer payment plans, just ask!)

Looking for something else? Customise this package, just ask!

deborah pappe.

deborah
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dp dp

deborah pappe



I ♥
SINGING



brand design: STAND OUT

'Stand Out' is for business owners who are ready for more. This package combines a distinctive **brand identity and strategy** plus a suite of custom **marketing tools** so you can finally show up consistently, confidently, and everywhere you need to be seen. From scroll-stopping social templates to versatile brand visuals and ready-to-use content assets, this done-for-you package is designed to **save you time, boost your visibility**, and help your business **truly stand out** where it counts - online and off.

Who is this ideal for?

A new business needing help getting fully clear, established and visible
An established business feeling lost in the crowd
A business in a growth phase needing to free up time
A business looking to up their social media and marketing game

Deliverables:

Brand Direction clarity session - this is a two hour deep dive into your brand via Zoom. Afterwards you get a full write up of your brand foundations, values, mission, ideal customer and competitor analysis.

Colour palette

Typography

Versatile logo suite (primary, secondary and sub logos)

Brand marks, elements or icons

6 Templates for Stories

6 Feed templates (suitable for numerous platforms)

4 Pinterest Templates

4 Specific marketing templates (news-feed size)

2 Reels/Tiktok title covers

Pre-made profile images

Up to 3 cover banners (EG. for Etsy, LinkedIn, Pinterest, Facebook)

Business card design

Full Brand Guidelines + Brand board

Includes:

Canva file upload, organise and support.

Backup Google Drive folder with various file types and sizes

3 Revisions

Timeline:

5-6 weeks

INVESTMENT: £2499

(pssst... I offer payment plans, just ask!)

Looking for something else? Customise this package, just ask!

add on service: WEB DESIGN

If your business only **exists on social media** then it is past time my friend that you get yourself a shiny new website. A place that is all yours, where you can say and do what you like (within reason!) when it comes to your brand and speaking to your audience. Your website is a slice of the web that **you own**, dedicated to just you with all eyes on your biz. If you want to build strong trust and credibility factors within your business strategy, a website that a customer can search for and find **all the information they need** is 100% the right choice.

My user-friendly, **one-page websites** are perfect for all businesses needing an informational site to direct their customers to, or to host long-form content such as a blog or podcast links. Add this option to your brand design package now to save 10% or come back later when you have your brand identity all set up.

I use Wix to build my sites - Wix is a great place to build your email list and boost your SEO, it is super user-friendly, budget-friendly and has a tonne of built in automations.
Please note I do not offer ecommerce sites or online shop set up.

Deliverables:

- 1 page web page
- 5 basic sections; eg welcome, about, services, testimonials, socials
- Mobile optimised
- Automation set up (EG. thank you sign up email)
- Basic on page SEO set up
- Domain name setup assistance
- Social connections assistance
- 1:1 Zoom after for web use and maintenance guidance

Additional sections possible +£50 per section - up to 3 extra sections

Additional pages possible +£100 per page

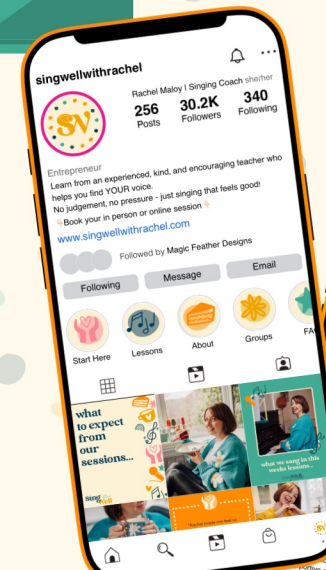
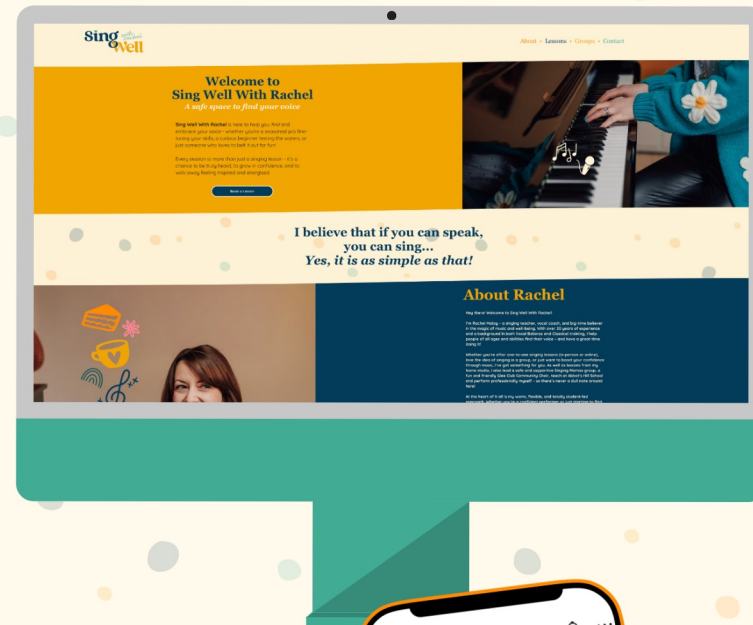
Timeline:

+ 1-2 weeks on top of your brand design project

INVESTMENT: £899

(payment splits available!)

Sing *with Rachel* Well



A vibrant, colorful background featuring various circular and rectangular stickers with text and illustrations. The stickers include phrases like "MEETING NOTES I TOOK TO REMEMBER EVERYTHING THAT NOW MAKE NO SENSE", "ONLY-LOSERS-NAME-THEIR-FOLDERS.DOC", "lets circle back (ICK)", "FULL OF bright ideas", and "WE SAID WHAT WE SAID". There are also circular stickers with the text "HOOT COPY" and decorative elements like confetti and streamers.

Rates will change depending on the scope of what you need, so price and time are discussed beforehand to see what we can do within the initial 8 hours.

add on service: SOCIAL SPECIFIC

Feeling stretched thin and totally uninspired by your social media feed?
Know exactly what you want to share but can't stand the thought of designing it?
Launching something? Reintroducing your offer? Or just need to actually show up online without it taking hours?

'Social Specific' is a small but mighty **content creation** service that gives you a batch of branded, scroll-stopping graphics designed just for you and ready to post whenever you are. No more sifting through cookie-cutter Canva templates. No more wasted hours staring at a blank square. Just beautifully branded content created **with your goals in mind**.

This is content creation, not social media management. You'll still be doing the posting but I'll make sure you've got the graphics to show up looking sharp, even when life gets busy.

The service of open to previous and new clients. I am open to booking Social Specific jobs for new clients only if you have professional brand design in place first.

IDEAL FOR:

- Launches and campaigns
- Pinned posts that pack a punch
- Highlighting services, offers or testimonials
- Pinterest Pins that actually get clicked
- Everyday content that doesn't feel like a chore
- Story themes, welcome posts & more

Includes:

- Initial strategy Zoom
- 6 feed graphics
- 6 matching story posts
- 3 Reel/TikTok covers
- 3 Pinterest pins
- 1 carousel
- 1 round of revisions
- Canva file upload

ONE MONTH BATCH: £450

A one-time bundle to help you show up with purpose.

KEEP IT COMING: £400 PER MONTH

Book 2+ consecutive months and get a sweet little discount for staying organised. Same deliverables, discounted for sticking with it - perfect if you've got a marketing plan or content theme to work with.

Want to swap out one of the deliverables for something else? Customise the service to what you need - just ask!



Journal the journey

Journal the Journey

J



GOOD TO KNOW:

All of my brand packages include a number of **revisions** and as many tweaks as we need because I am going to make this branding so perfect for you!

Spoiler: we won't need many tweaks ;D

My packages are not set in stone - looking for something else?

Let me know! Shy bairns get nowt!

(tell me you live in Newcastle, without telling me you live in Newcastle!)

My packages are designed to **build up**, so you can totally start with the Step Up package, then later add on the Stand Out then maybe even Web. As long as we use the original branding designed by me, you **just pay the difference** between the package - this is locked in for three months since the end of your project!

I use Monzo for easy payments and request **50% before and 50% mid way**, however you can totally pay full up front, or discuss other payment plans.

I have a full, **professional contract** in place that covers and protects both **you and me** for everyones piece of mind and happiness!

I am super **flexible** with time scales (within reason), and how we **communicate**. Zooms freak you out - no problem, we will stick to email. Need something less informal - that's not problem, I love a Whatsapp voice note or two!

As well as coming away with a beautiful brand design, I am here to **inform and support you** too. No silly or small questions here friend, you ask away! I will show you how to use everything, I will explain how to update your website, your brand guide will be packed with way too much helpful information!

I am 100% here to elevate, not judge :)

WHAT THEY SAID...

DataFit

Doing Consultancy Differently



Gina - Hoot Copy

(Copywriter)

"Jen was **patient** with my feedback, took on my feedback when she made the updates, was easy to communicate - **she just made it feel like no ask was too big**. It also really felt like she believed in my brand as a whole and really understood it, got behind and championed it through her work. **Just end to end amazing-ness basically!!**

I had a fully formed business idea, but didn't have any brand strategy or real understanding of my target audience and how to reach them. I wanted solid visual branding that communicated what I stood for and the value I offered, but in a way that stood out to my target audience too.

Now I'm just **so excited** to start creating content using my sparkly new branding! What she has created is bang on what I had in mind for my business, and I'm just so **delighted** with how everything has turned out."

Sam - DataFit

(Data Consultancy)

"Before working with Jen, I'd say my business was **unbranded, unknown and not ready for the world**. I didn't feel confident or proud to talk about DataFit or what I was offering.

Working with Jen was seamless. **Genuinely the best thing I've invested in** for my business so far. I feel immensely proud of the branding I have now and use it at every possible opportunity.

Between the emails, voice notes and calls, I was really happy with the **balance and information** that I received. Really happy with the formality, it was nice and relaxed to chat but also with the structure of also chatting through your progress and the next steps.

Jen has amazing communication around timelines and updates, **incredible patience and flexibility**, and listens to feedback. 10/10"



FREQUENTLY ASKED QUESTIONS



How much do you charge?

Depending on your needs prices range from £400-£3400. Out of your budget but still interested in working together? Let's talk about it and see if we can figure out what is available within your budget or talk through payment plans.

I am still not sure what I need!?

Pop me a message, I am happy to talk through options and you tell me what you need. Remember my offers are not set in stone, I can create a custom package that is perfect for you. If you want to start with just the Step Up option, building out your initial brand design then this is an option, and you bump up to the Stand Out option or add in more design elements at a later date. Prices are locked in from the end of your project for three months, so even if my prices change in that time, you only pay the difference between the previous prices. You can also take advantage of my Designer for a Day services for smaller add-ons.

Who do you work with?

I work with small business owners who are passionate, value-driven and all about growing their businesses. My style of working is very supportive and collaborative, making me ideal for businesses that are within their first few years and looking to take that first investment into professional branding. I feel my style of design is quite feminine, and my business values best align with fellow female leaders. If this description does not resonate with you but my design style does, please do get in touch I would love to hear from you! Building a brand identity is a collaborative experience between designer and client, no one is going to get anything out of the partnership if our styles and values are not aligned most of all.

I pride myself on being a business that is a safe space for LGBTQ+, Neurodiverse and introverted folks - have no fear, my awkwardness will put your right at ease 😊 I am very flexible with time scales and methods of communication, I will work **with you** and respect your needs.

Can you help me think of a business name/set up my business?

I can not help you think up a business name, set up any accounts or help you write content, sorry! I can offer friendly advice though!

I will help you lay down the foundations of your new business as we go through the process of creating your brand identity though. All of my designs are rooted in strategy and intention, and that all starts with solid foundations. This is what our Clarity session is for, before any design work starts.

How do I pay?

A non refundable 50% deposit is taken before any work begins, this also holds your booking with me if you sign up in advance. This deposit is part of your final fee, not additional, the second instalment of 50% is taken before the release of any final files and guidelines. You can also pay in full, upfront if you wish to. I have a refund policy in place, which is laid out within your contract. Revisions and extras requested that are not included within your package are charged separately. I use Monzo to send invoices and to accept payments. I am always upfront about fees - **I will never surprise you with unexpected charges.**

How do revisions work?

All of my projects include revisions. Significant changes like **complete** colour or font changes, **complete** creative direction changes, **complete** changes to the logo or socials after they have previously been signed off are considered 'revisions' with me. This does not include what I would class as minor 'tweaks', so moving the placement of some words ever so slightly, altering a single colour of a single element etc. you can go wild with these (within reason!). Do not worry however, I will keep you on track as far as revisions go, before invoicing you any additional charges.

How long does a project take?

Depending on your needs I would set aside 3-6 weeks. Got a deadline in mind, let me know before we start!

WHAT NEXT...

Still got questions? Contact me...

jen@magicfeatherdesigns.com

Have a little browse of my website

www.magicfeatherdesigns.com

Find me on socials



[@magicfeatherdesigns](https://www.instagram.com/magicfeatherdesigns)

Ready to get booked in?

Yes!! I am so excited for you! Let's do this! Pop me an email and let me know what you need. I will then tell you my next available slot, send you over your welcome pack that includes your contract, invoice and next steps so we can get this ball rolling.

Speak soon friend,

Jen xx



Thank you for taking the time to read through this pack
and for your consideration regarding working together!