

# Services Guide

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# Why VoidD?

VoidD was created to solve a simple problem, that too many great small businesses stay invisible because branding feels overwhelming or out of reach. Traditional agencies can be expensive and full of jargon, and DIY branding can be stressful and time-consuming. VoidD sits comfortably in the middle, giving you expert guidance, clarity and confidence, without the agency price tag.

We shape our services around you, that means flexible timelines, budget-friendly packages, and breaking down the branding process into simple, human language.

With us you'll gain the knowledge to understand your brand, the independence to use it confidently, and the tools to keep it consistent.

# Packages.

## Starter Package

A logo is a centre piece of your brand and your most recognised asset. Our logo design package is suitable for those on a tight budget, or those who aren't ready to invest in a full visual identity.

### Package Contents

Logo suite with 3 variations  
Colour palette sheet  
Logo guideline one-pager  
Brand launch guide

Timeframe: 3-4 weeks      Price: £400



## Growth Package

A visual identity is one of the most important business assets. It influences how people perceive your business and how well it is remembered. A strong identity is consistent and inspires confidence in the viewer.

### Package Contents

- Logo suite with 3 variations
- Full colour palette
- Typography
- 1x brand shapes, illustration, or pattern
- Brand guidelines document
- Brand launch guide

**Timeframe:** 5-6 weeks      **Price:** £600



## Complete Package

Our most comprehensive package, including everything from the growth package but also includes two designed assets like social media templates, banners, business card, etc.

You'll be delivered a detailed guide on how to use your brand to the best effect.

### Package Contents

Logo suite with 3 variations

Full colour palette

Typography

1x brand shapes, illustration, or pattern

Detailed brand guidelines document

2x assets of the below:

Banner or digital advert image

Business card design

Social media template

Flyer or leaflet design

Timeframe: 6-8 weeks

Price: £1000



## AI Starter Upgrade

Content with your existing AI logo, but struggling to scale it correctly? We provide a tracing service to change your raster logo into a scaleable one.

We'll also provide two additional variations so you can use it in more places than ever before.

### Package Contents

Logo suite with 3 variations  
Colour palette sheet  
Logo guideline one-pager  
Brand launch guide

Timeframe: 2-3 weeks      Price: £250

## AI Growth Upgrade

Happy with your AI logo but need more than just a logo? We'll upgrade your logo and provide two additional variations, and give you all the assets you need to make your branding feel consistent.

### Package Contents

Logo suite with 3 variations  
Full colour palette  
Typography  
1x brand shapes, illustration, or pattern  
Brand guidelines document  
Brand launch guide

Timeframe: 4-5 weeks      Price: £450

# Addons and Other Services.

## Brand Collateral

Enhance your branding with templates that increase your professionalism and enhance your brand recognition.

Available at an hourly rate, or two of the below are available in our Complete Package.

Contact me for a quote.

Business Card

Promotional Material

Letterhead

Branded Merchandise

Branded Poster

Static Video Title

Invoice Template

Thank You Card

Social Media Template

Desktop / Mobile Wallpaper

Social Media Profile Graphics

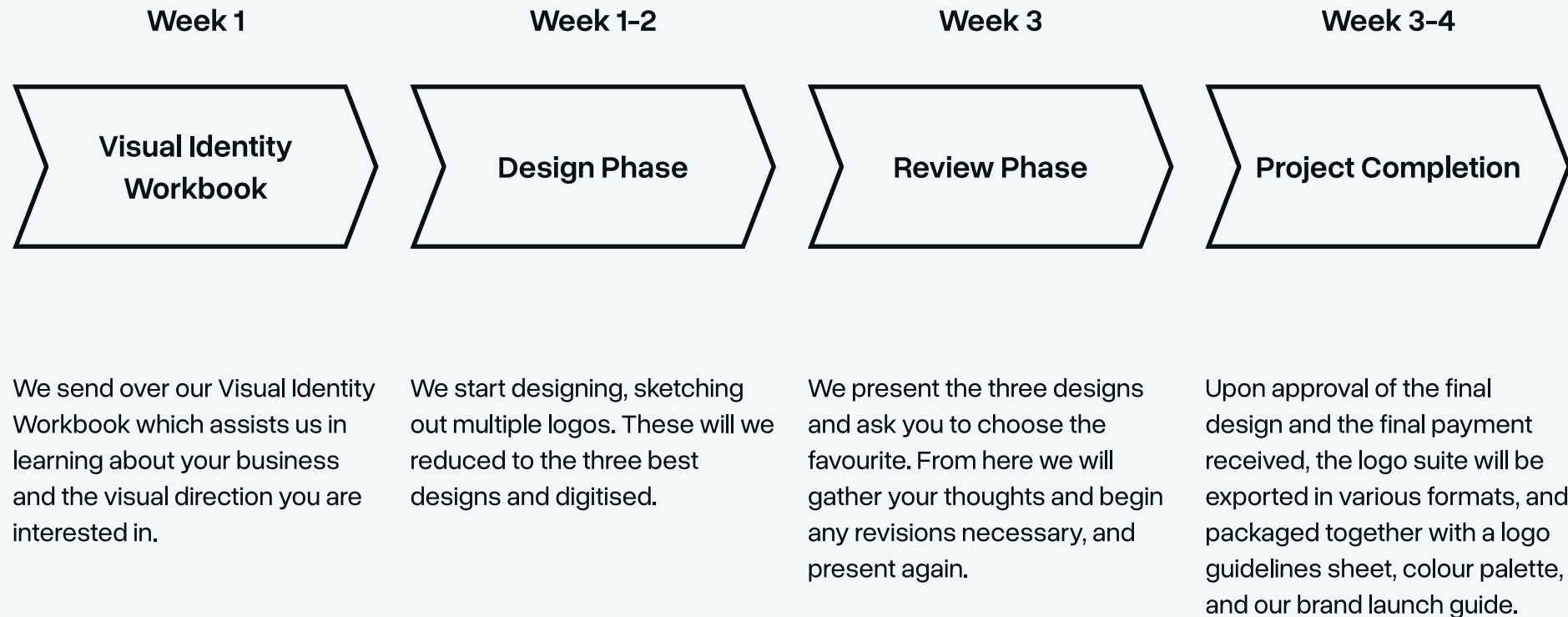
Flyer or Leaflet

Physical items will be charged at an increased rate to cover the cost of the materials/ordering.



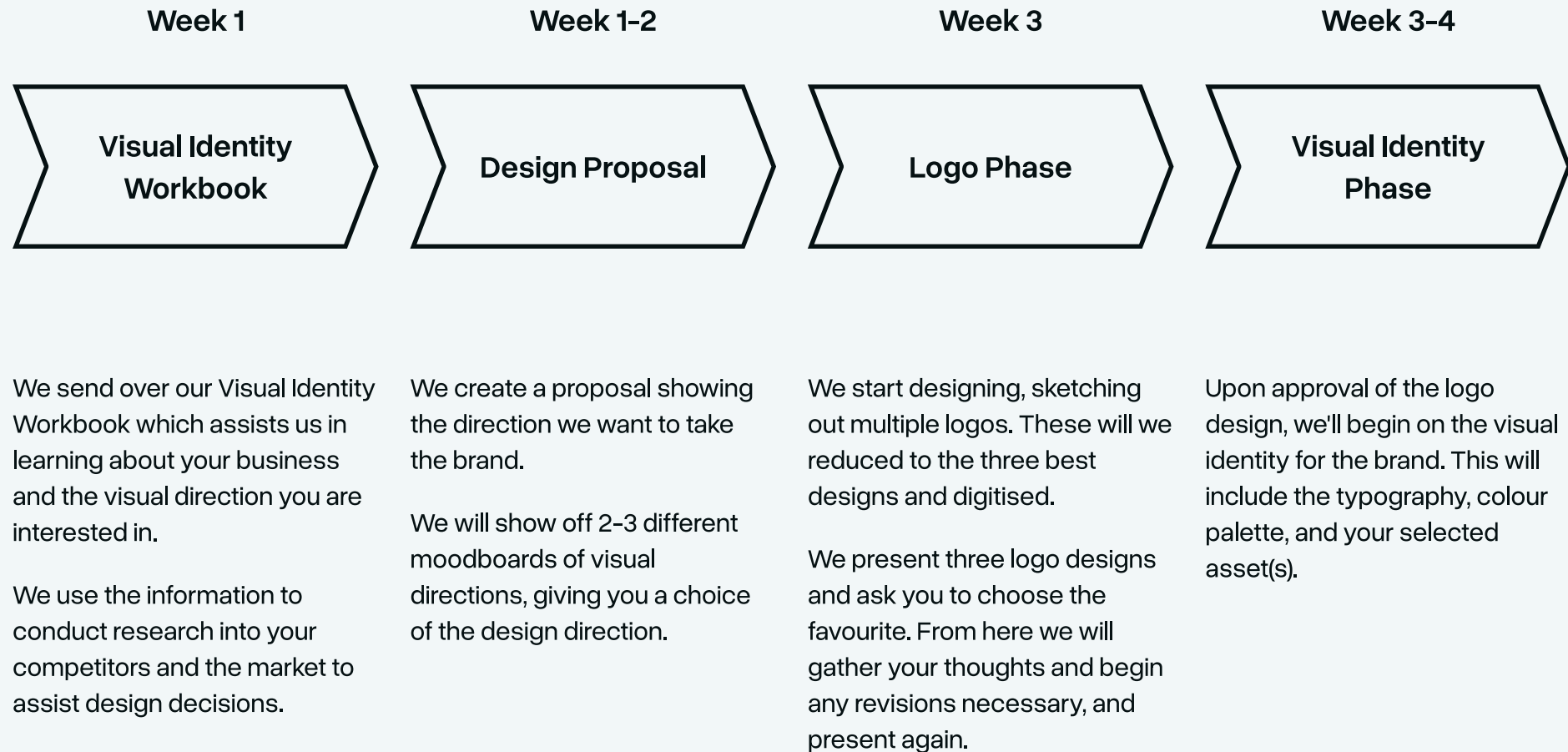
# Process and Timelines.

## Starter Package



Timelines are based on a client response time of 3 days. Longer responses will delay the completion date.

## Growth Package



Timelines are based on a client response time of 3 days. Longer responses will delay the completion date.

## Growth Package (Continued)

Week 4-5

**Review Phase**

We'll present the new brand identity in its entirety, including the logo, typography, colours and assets, explaining why these decisions have been made for your brand.

You'll be sent a feedback form to complete allowing any changes to be made as a single round of revisions.

Week 5-6

**Packaging Phase**

Upon approval of the final identity, we'll start creating the brand guidelines document to help you feel comfortable implementing your new visual identity.

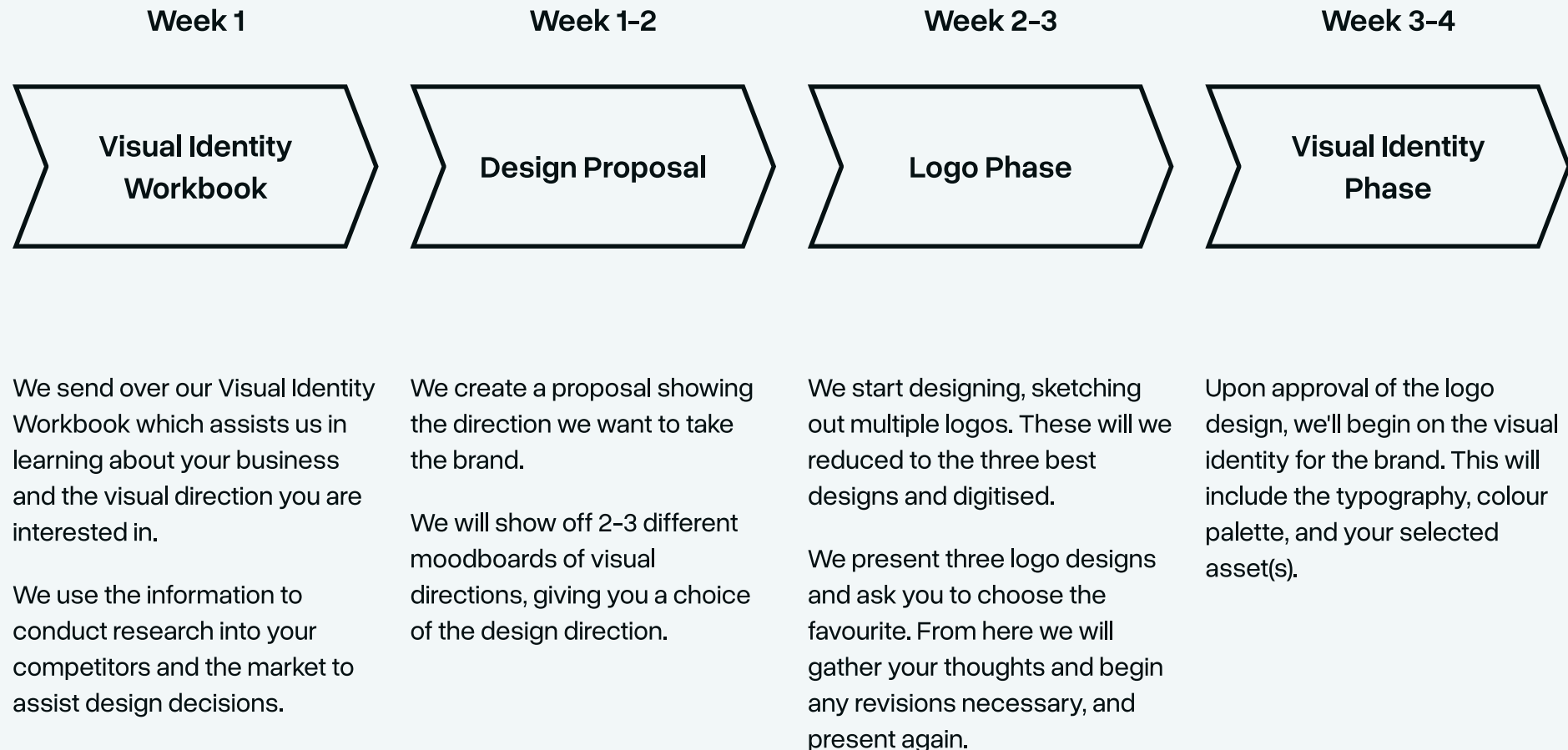
Week 5-6

**Project Completion**

Upon final payment the brand identity will be packaged and sent over with the brand guidelines document and our brand launch guide.

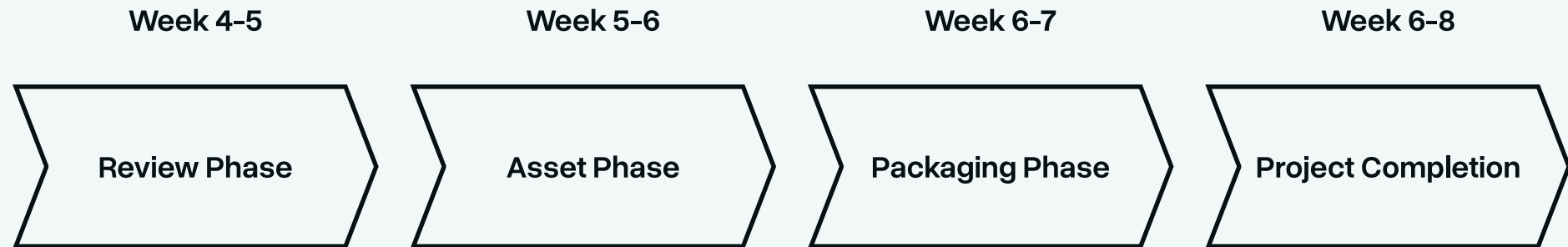
Timelines are based on a client response time of 3 days. Longer responses will delay the completion date.

## Complete Package



Timelines are based on a client response time of 3 days. Longer responses will delay the completion date.

## Complete Package (Continued)



We'll present the new brand identity in its entirety, including the logo, typography, colours and assets, explaining why these decisions have been made for your brand.

You'll be sent a feedback form to complete allowing any changes to be made as a single round of revisions.

Once your visual identity is perfected, we'll gather any content required to start designing your chosen brand assets.

Upon approval of the final identity, we'll start creating the brand guidelines document to help you feel comfortable implementing your new visual identity.

Upon final payment the brand identity will be packaged and sent over with the brand guidelines document and our brand launch guide.

Timelines are based on a client response time of 3 days. Longer responses will delay the completion date.

## How To Get In Contact

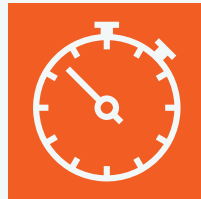
Any questions, comments, or concerns? Here's how to reach me.



### Email

[jordan@voidd.co.uk](mailto:jordan@voidd.co.uk)

Email is my preferred method of contact. This will be the main form of communication throughout the design process.



### Response Times

**48 hours**

I aim to respond to any contact as quickly as possible, and this may be shorter than the listed time. Responses may be slower over the weekend.



### Working Hours

**9am-4pm**

My usual working hours are 9am-4pm BST on Monday, Thursday and Fridays. I may be available outside of these hours on request.



### Video Call

**Prefer a face-to-face call?**

Reach out via email with your availability and I will schedule a call with you.

## Your Business Doesn't Belong In The Void.

Website: [www.voidd.co.uk](http://www.voidd.co.uk)

Email: [jordan@voidd.co.uk](mailto:jordan@voidd.co.uk)