

# Part One

# Visual Branding

## THE EASY PART

Once your Brand Strategy is defined, your investment in Visual Branding goes so much further as we have clarity over how to present you, and who to attract.



EXAMPLE

[WWW.FLOURISHONLINE.COM](http://WWW.FLOURISHONLINE.COM)

# Logos

Your logo needs to be versatile, that's why we supply logos in the following formats:

## LOGO 1: YOUR MAIN SQUEEZE



This is your main logotype or logomark, used for the majority of circumstances.

## LOGO 2: YOUR LOGO ON THE SIDE



Use this alternate logotype or logomark when you have limited space.

## LOGO 3: YOUR BRAND MARK



This is a symbolic piece of the logo suite that can be used as a favicon, watermark symbol, or in really small spaces.

EXAMPLE

# and more logos... in all the colours.

When we hand over your Brand Tool Kit, you'll also get your logos in a variety of your brand colours so you can use them over the top of photos, on light or dark backgrounds, on T-shirts/stationery/wherever.



# A Brand Guidelines Book

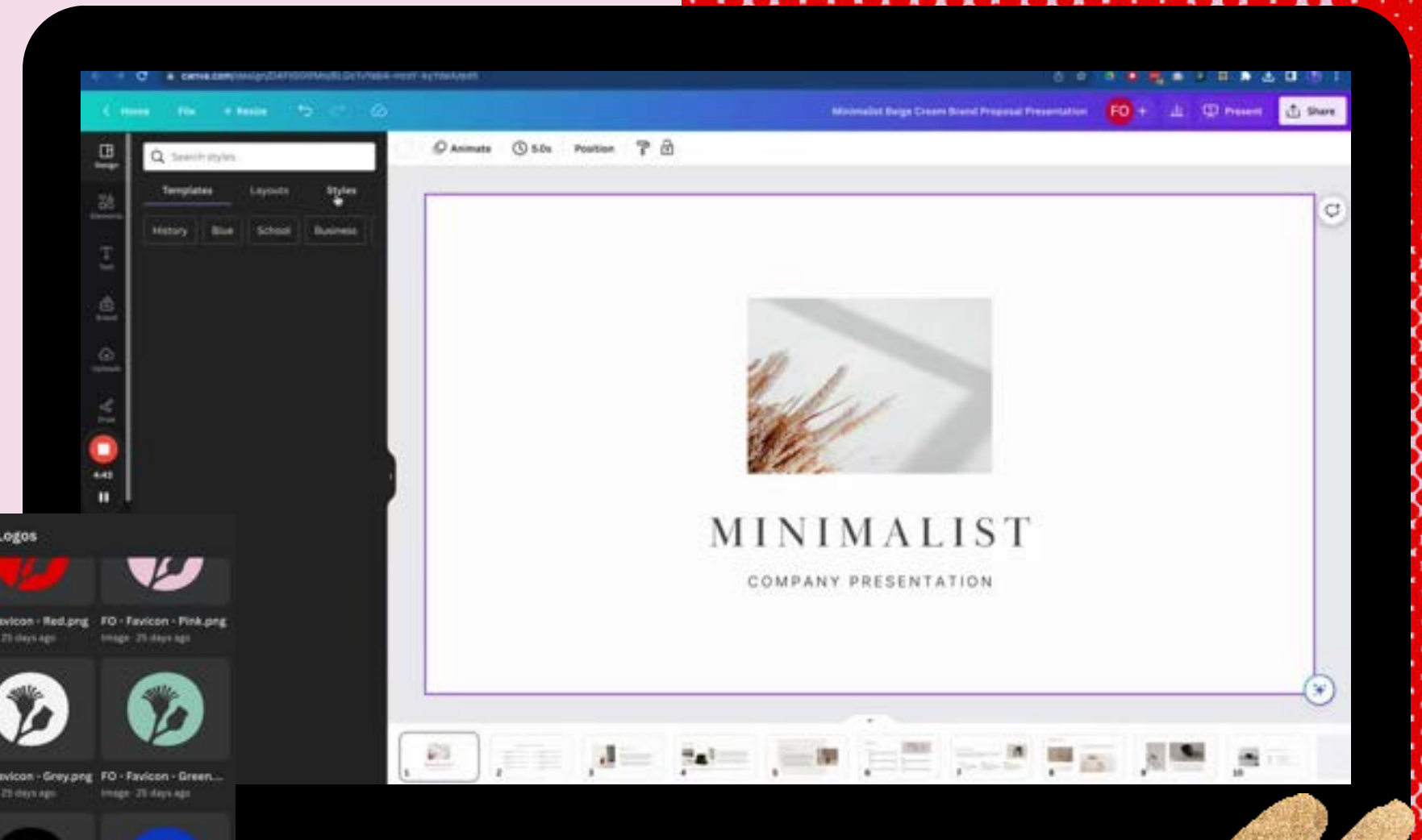
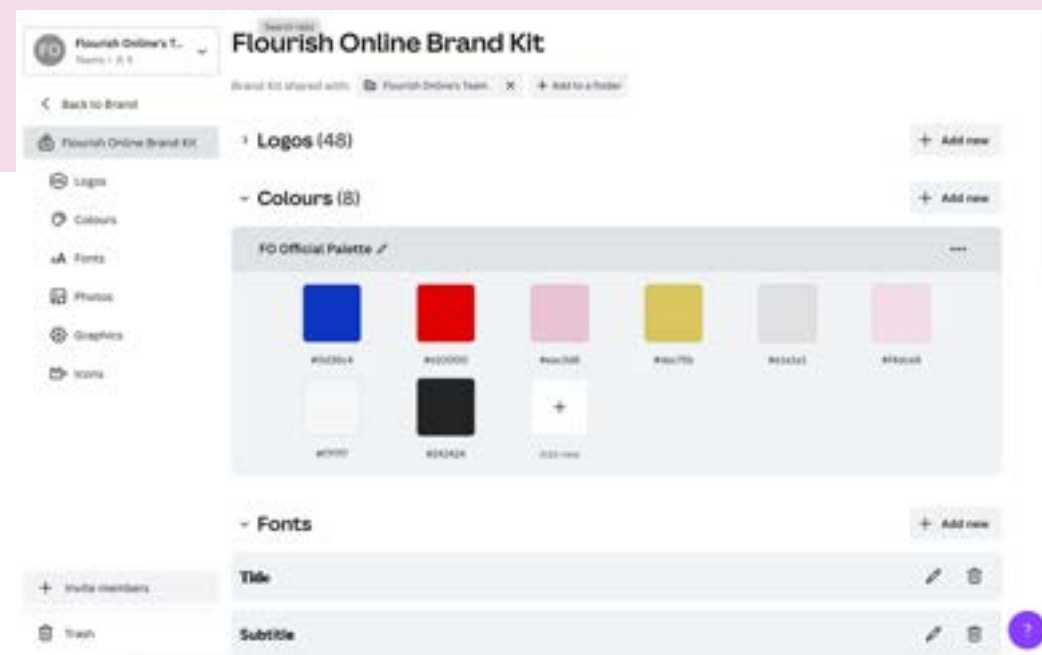
Think of this as your rules to keep your investment looking schmick and professional. Inside you'll find guidelines on specific colour codes, font allocations, patterns and textures, guidelines for photography and more.





# A Brand Kit Set up in Canva

Chances are - Canva is your bestie (or your VA's bestie) so you are going to love having all your colours and fonts set up for you, ready to roll in Canva.



# Templates

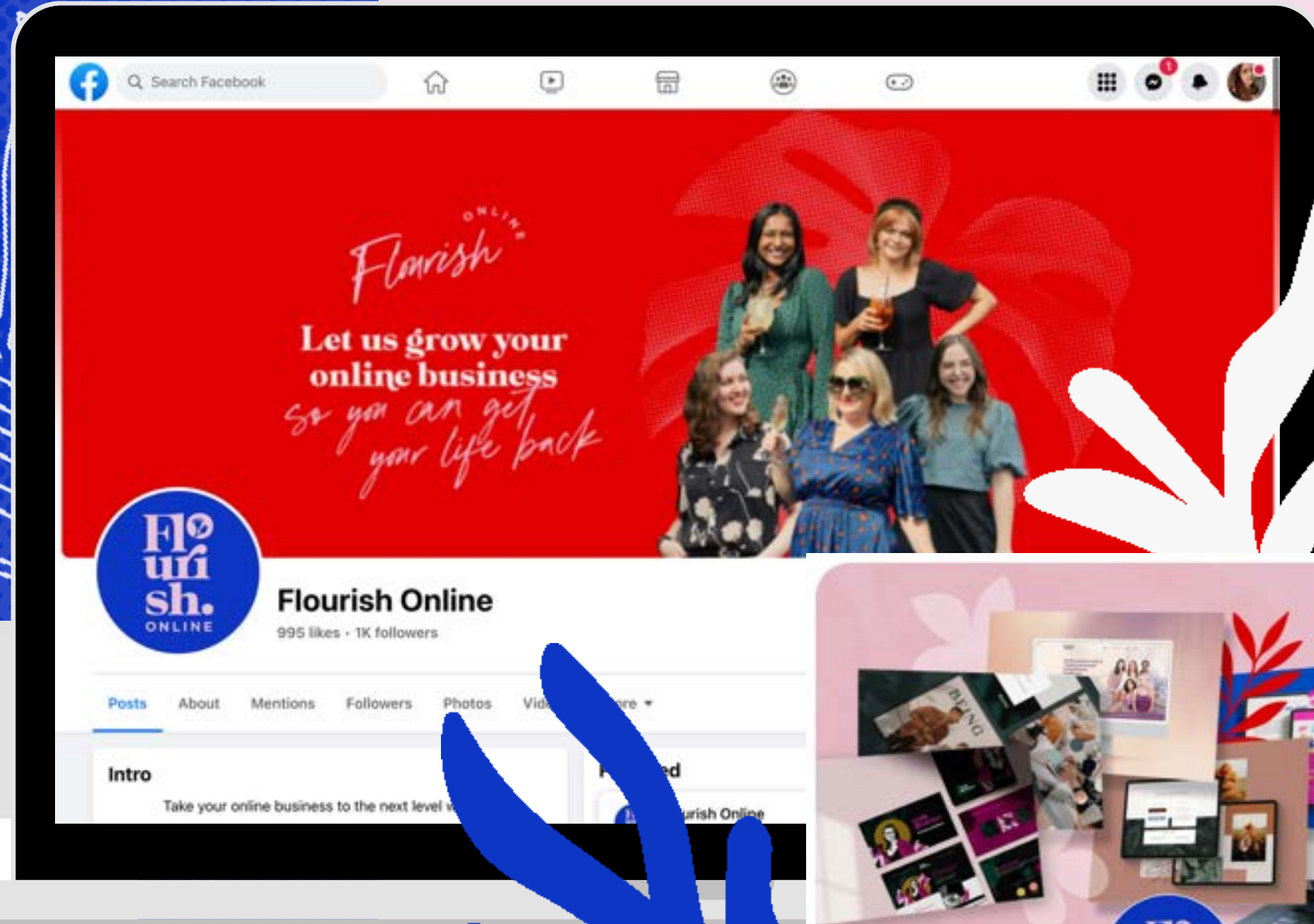
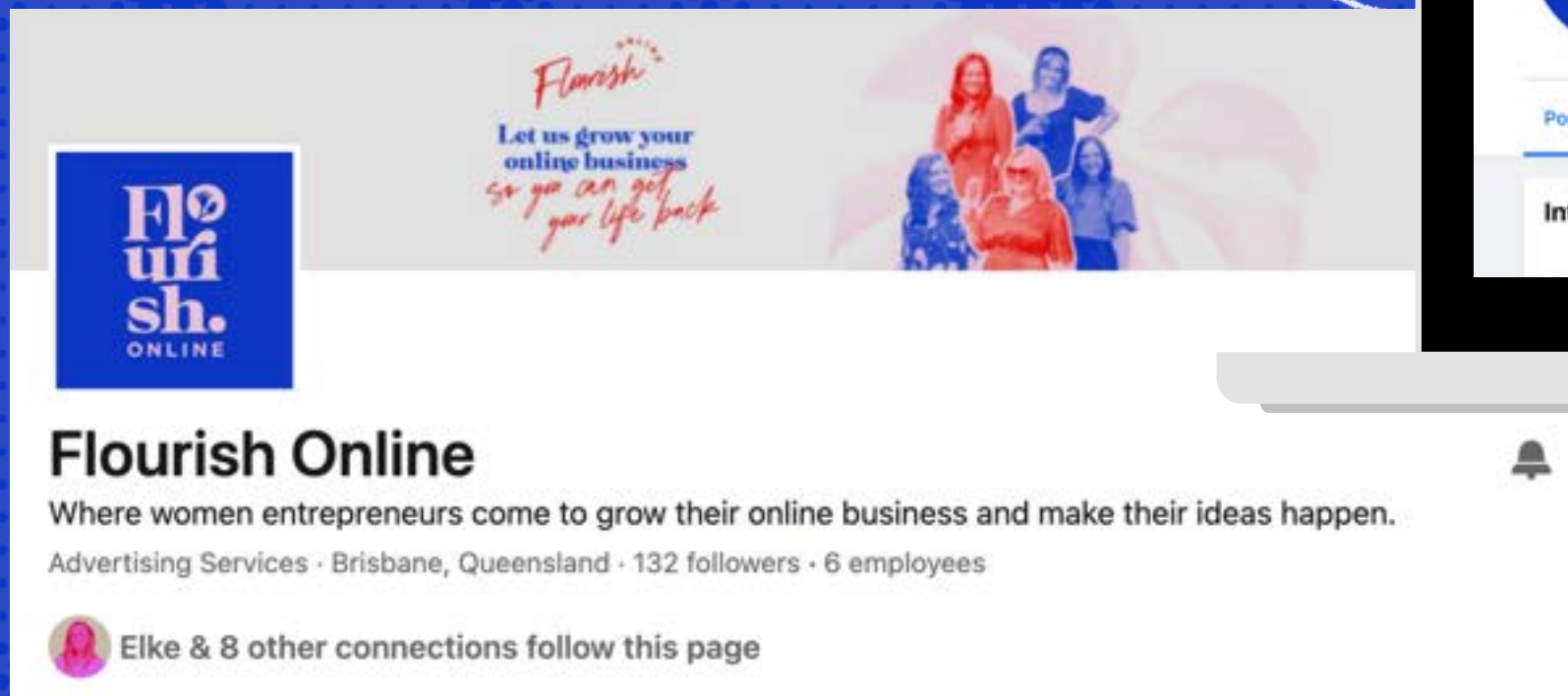
This is where it starts to get really good. Inside your toolkit you'll find the following templates in Canva (or your chosen Adobe Creative Suite program), ready for you to customise or to give to your team to make your marketing 984% easier.





## SOCIAL MEDIA BRANDING

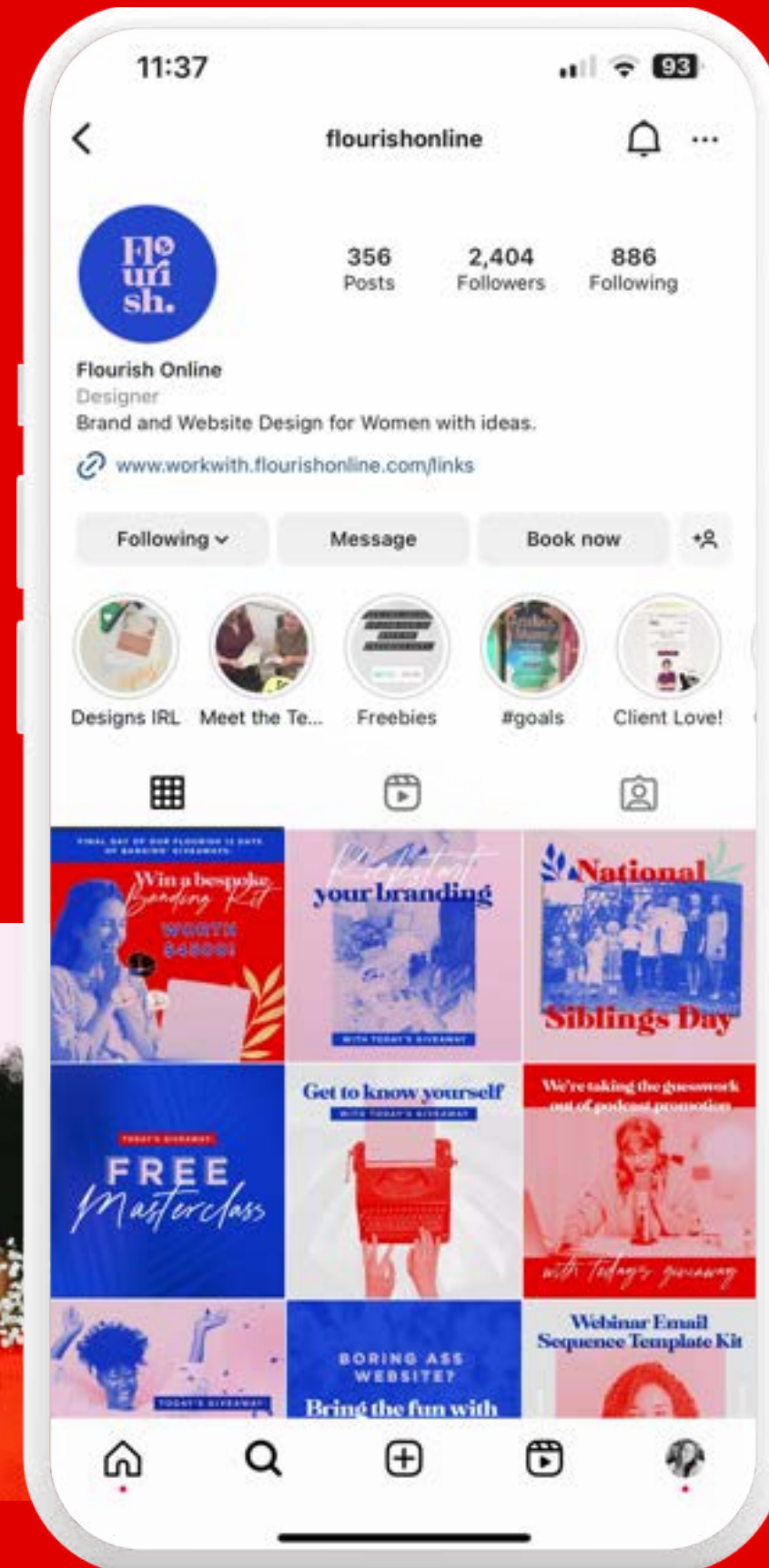
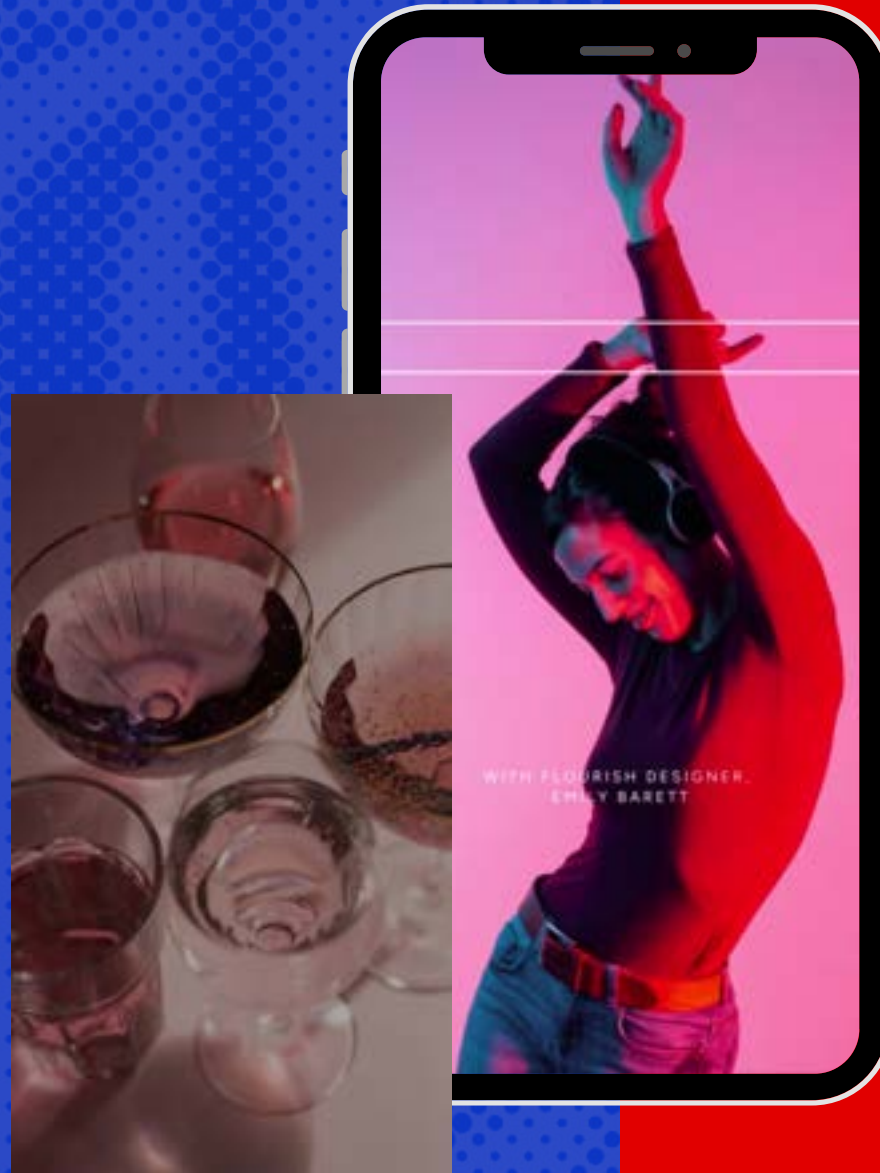
- + Facebook Page Banner
- + LinkedIn Banner
- + Twitter Banner
- + Pinterest Banner





## SOCIAL MEDIA TEMPLATES

- + Square templates for use on Facebook and Instagram
- + Story / Reel sized templates to use on Instagram, Facebook, Pinterest and TikTok



Take the  
Brand Archetype  
quiz at  
[FLOURISHONLINE.COM/QUIZ](https://flourishonline.com/quiz)



## A PRESENTATION TEMPLATE

Whether you are giving a presentation at a conference, delivering a webinar or onboarding a new team member - this presentation template in Canva gives you a starting point so you can just add your content and forget about being a PowerPoint expert for a day.

**TIP: YOU CAN ALSO USE IT AS A TEMPLATE FOR AN EBOOK. BONUS!**





EXAMPLE

WWW.FLOURISHONLINE.COM

**Fl  
ur  
sh.**

**Presentation**

*Template*

EXAMPLE





*Intro*  
**A Heading Goes Here**

Mozzarella camembert de normandie cheesecake. Mozzarella brie cottage cheese blue castello mascarpone queso cheese slices queso. Roquefort st. agur blue cheese stilton swiss bocconcini monterey jack mozzarella taleggio. Smelly cheese pecorino cheese and biscuits rubber cheese.

00. WELCOME

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## Another Slide

### ADD A LIST HERE

- \* Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- \* Nullam sollicitudin, tellus non commodo vehicula, urna arcu pellentesque metus.
- \* Donec elit dui, cursus et cursus vel, aliquam at magna. Maecenas sed convallis turpis.
- \* Curabitur mauris ligula, porttitor a sollicitudin sit amet, imperdiet ullamcorper leo.

### 02. ADD YOUR TITLE HERE

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**Flourish.**

**EXAMPLE**



**THEME SONG**



**TEAM**



**CULTURE**



**CLIENTS**



**SERVICES**



**IMPACT**



**04. YOUR VISION**



## A WORKBOOK TEMPLATE

So super handy to have - this workbook template gives you a head start on creating your next workbook, ebook, company policy document, worksheet, whatever document you need to create!





EXAMPLE

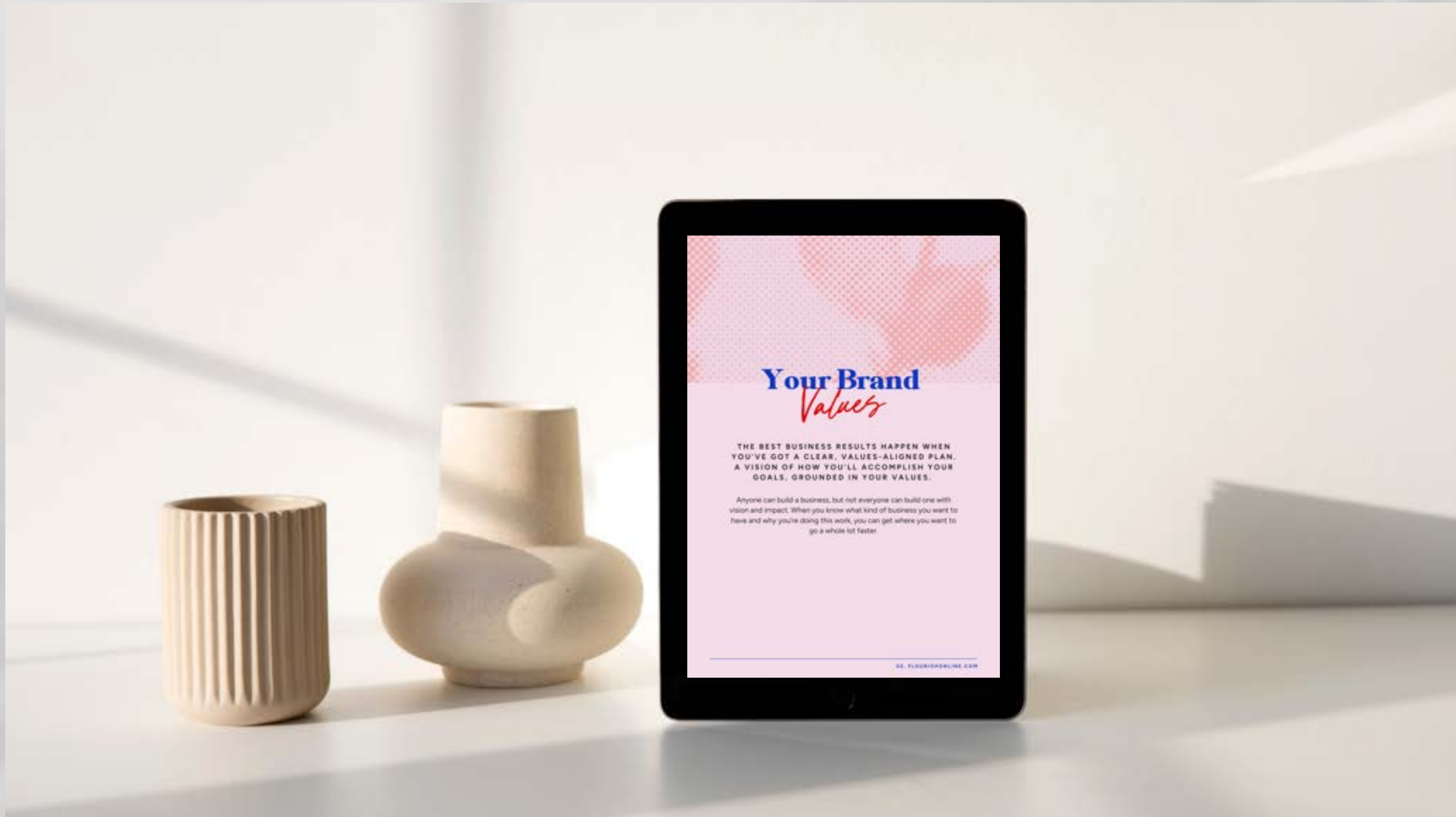




## EXAMPLE



## EXAMPLE





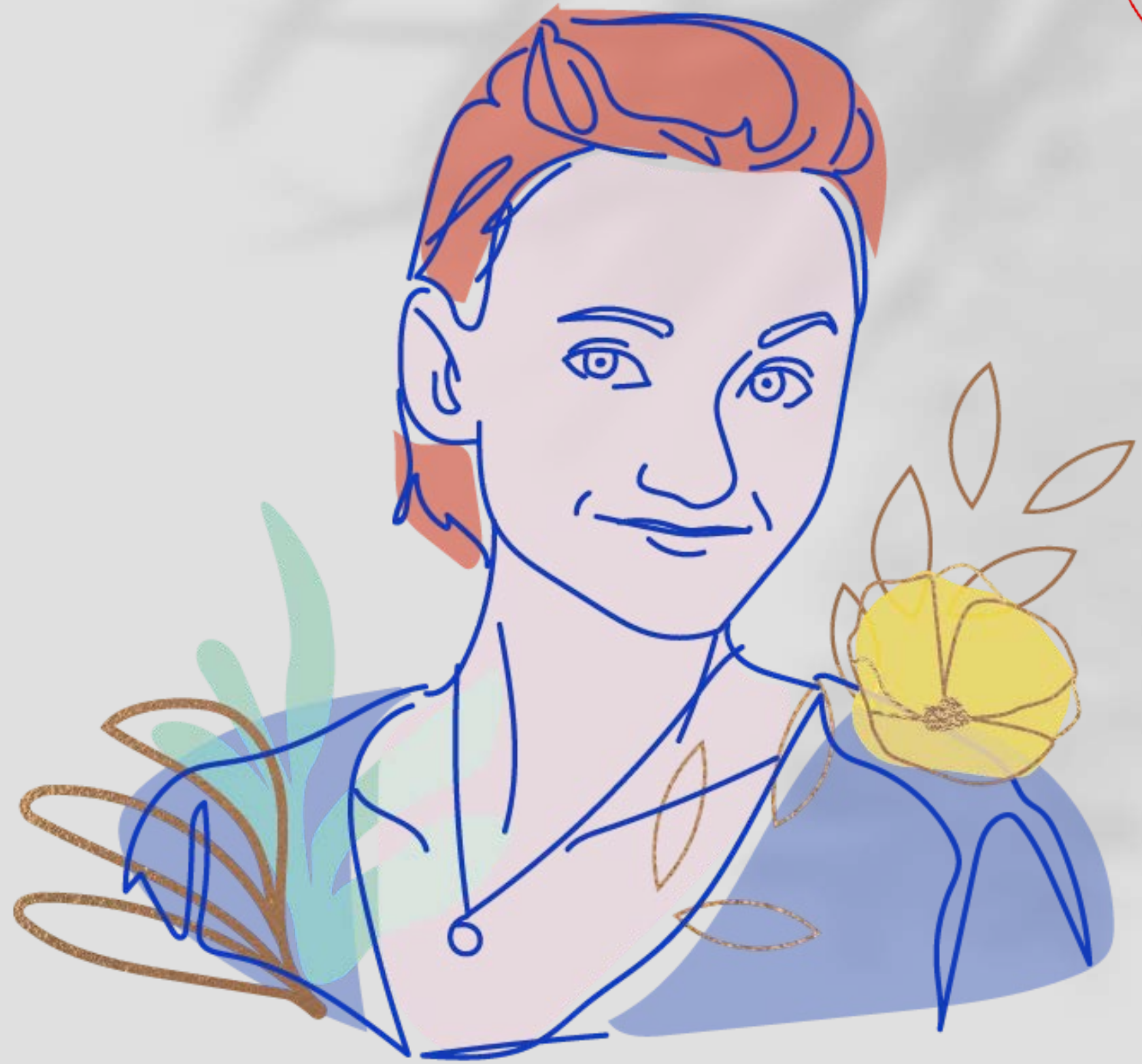
# Textures and Brand Elements

All the pieces we've used to create your artwork are your pieces to take. Use them yourself as a background texture, handover to your VA to work their design magic, we've even had a client get their brand pattern printed onto a swimsuit!





EXAMPLE

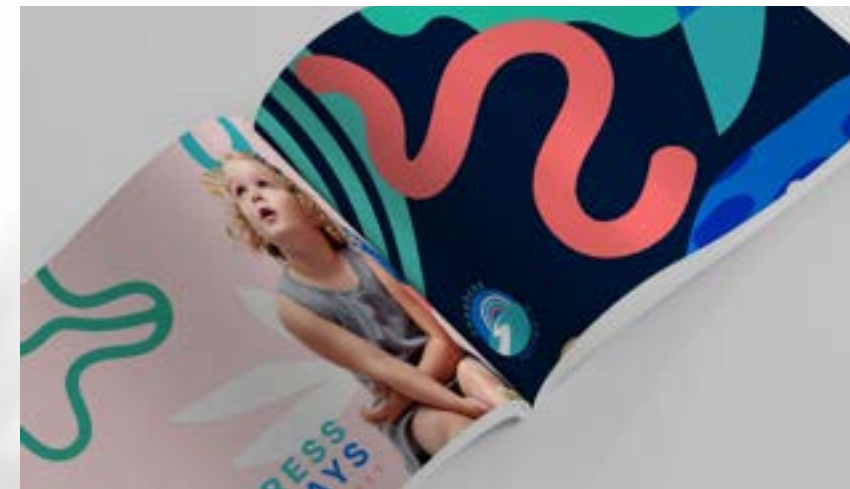




EXAMPLE







# Visual *Branding*

Including Brand Strategy Workshop

- \* Logo (3 options, 3 revisions)
- \* Guidelines PDF (Including Font Combos, Colour Palette)
- \* Brand elements x 6
- \* Patterns / Textures x 3
- \* Social Banners
- \* Pinterest Templates
- \* Presentation Templates
- \* Workbook Template
- \* Social Media Templates (Feed and Story)

**\$7500 AUD**





# Part Two

# The Platform Site

## THE CUSTOM WEBSITE

Using visual branding created by us, we design whiplash worthy websites in WordPress or Squarespace, with the end user and client in mind.

Designed as Marketing Tools

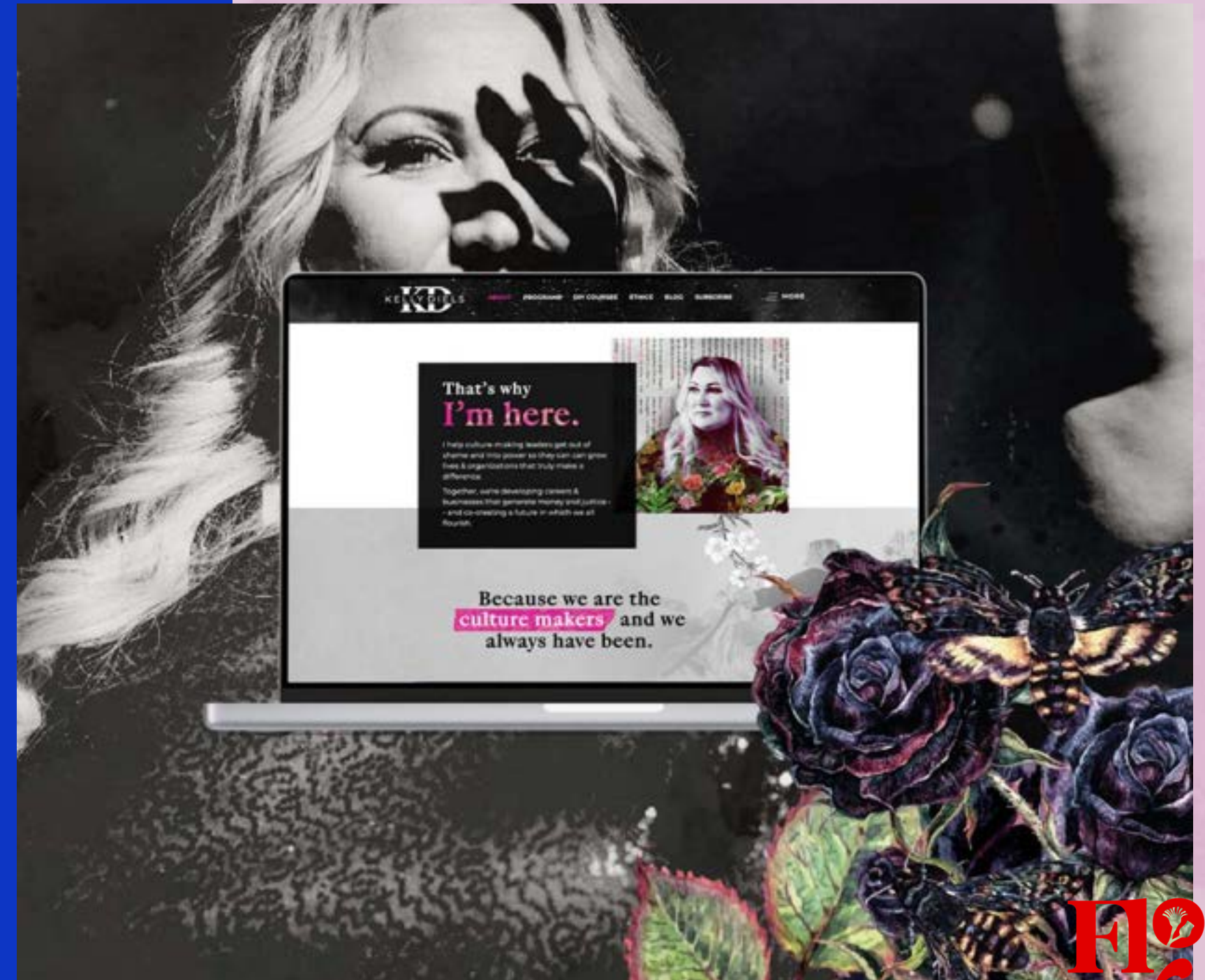
Easy to use drop and drag interface

Focus on simplicity

Training Handover

Strong Brand Presence

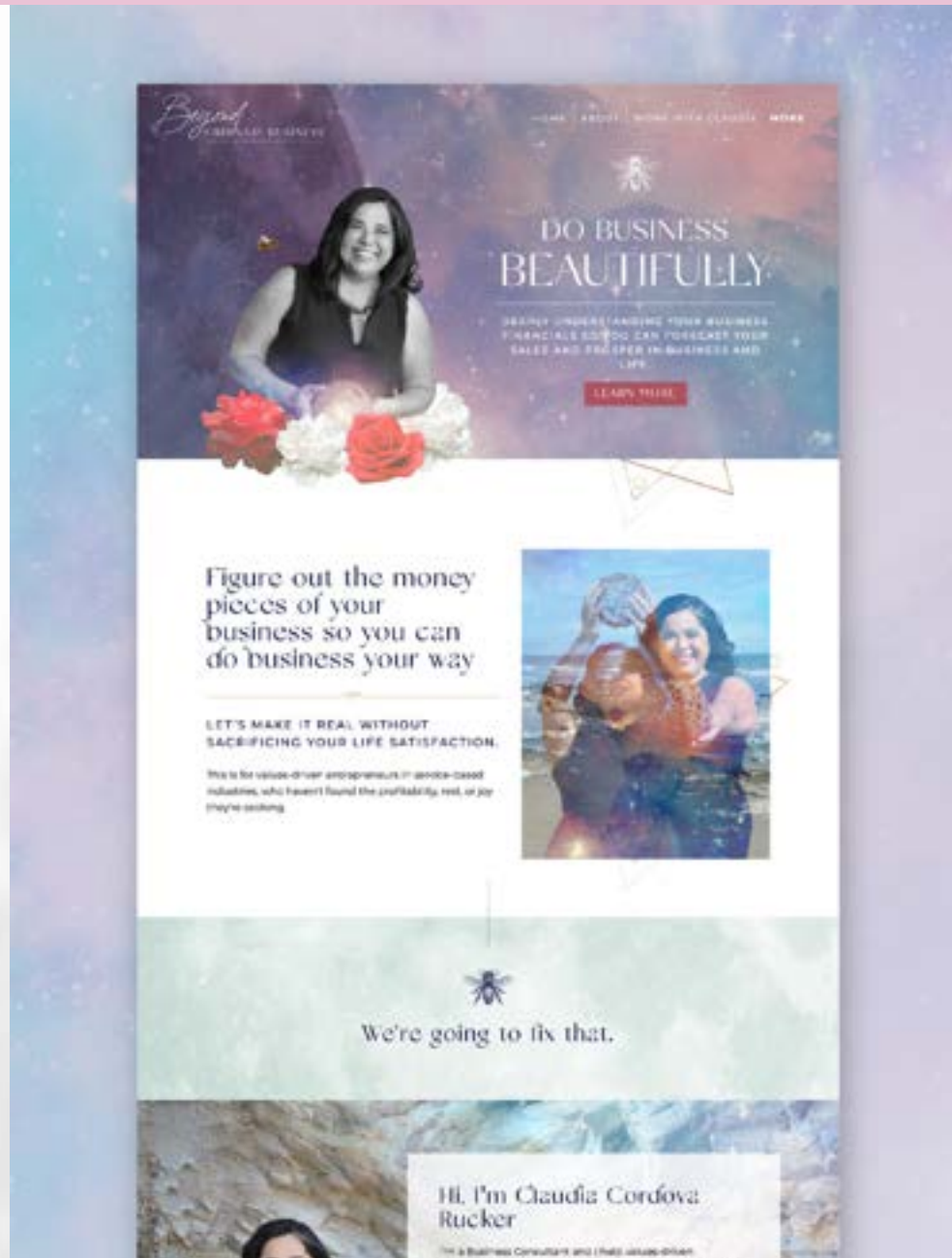
Memorable Experience



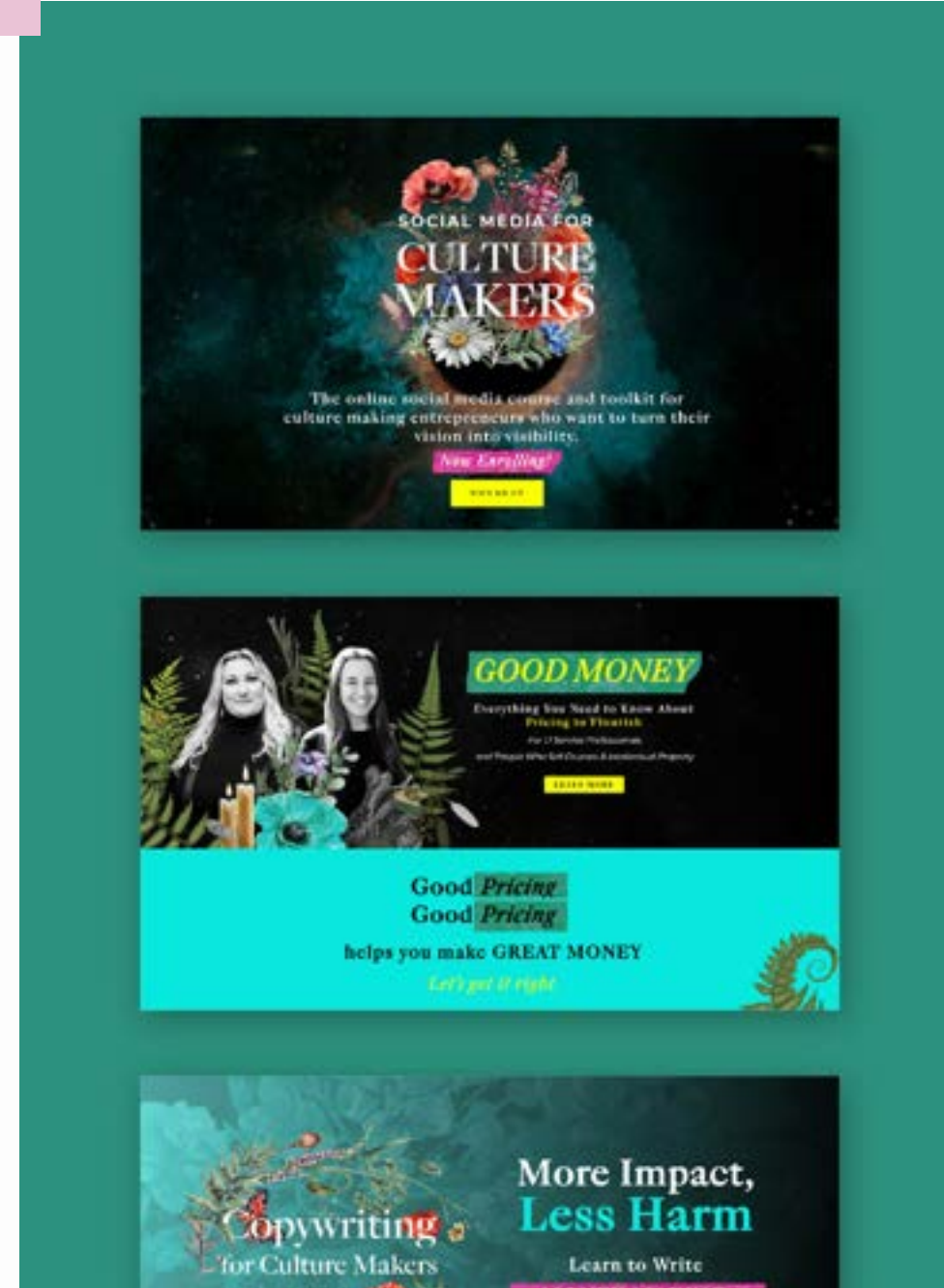
Flourish.



EXAMPLE



UNIQUE



CUSTOM

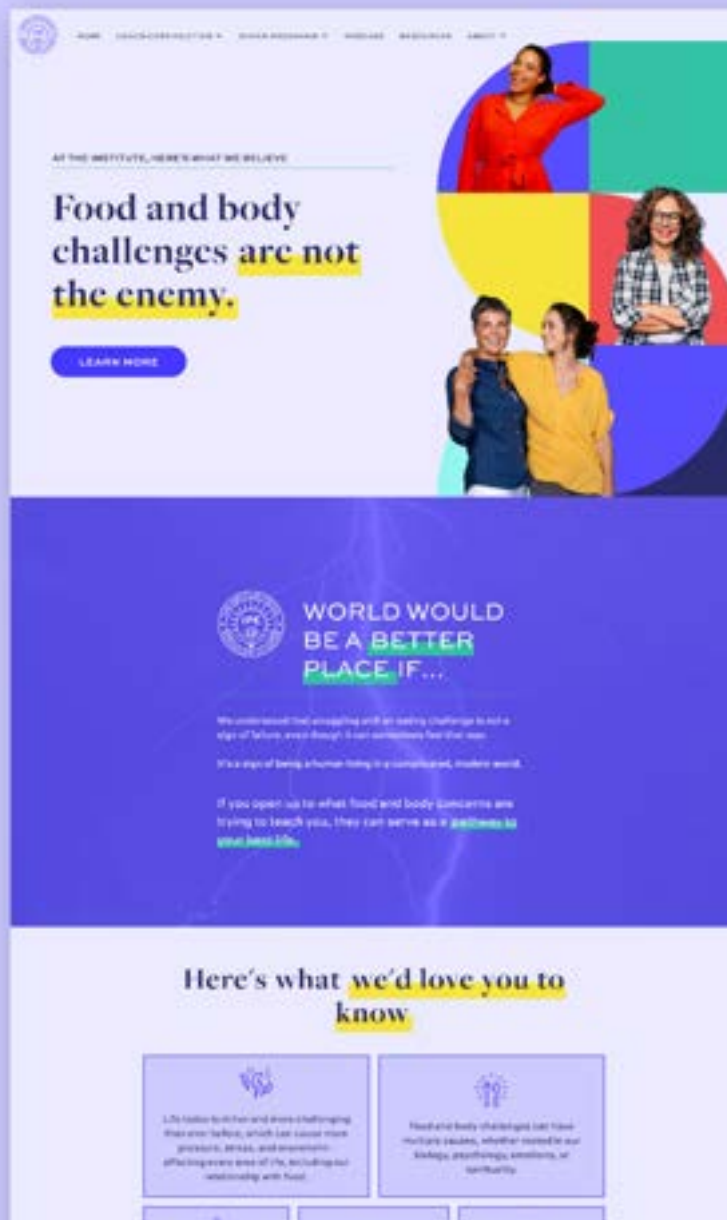


FUNCTIONAL

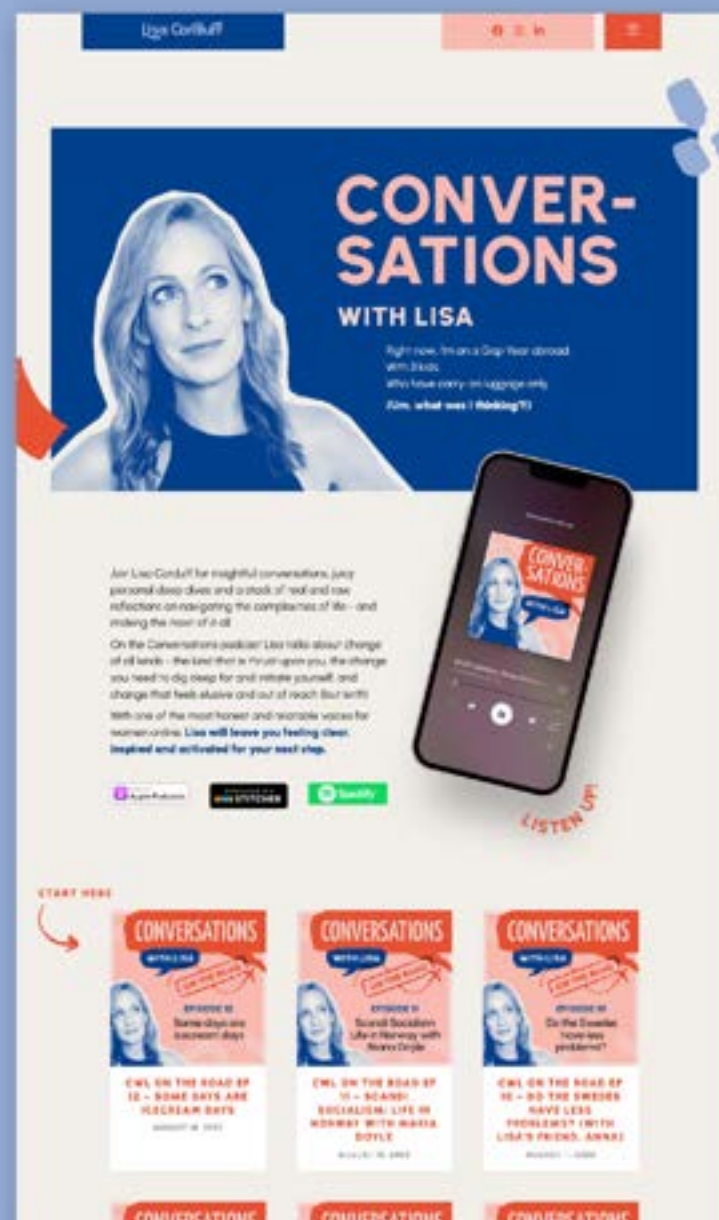




EXAMPLE



UNIQUE



CUSTOM

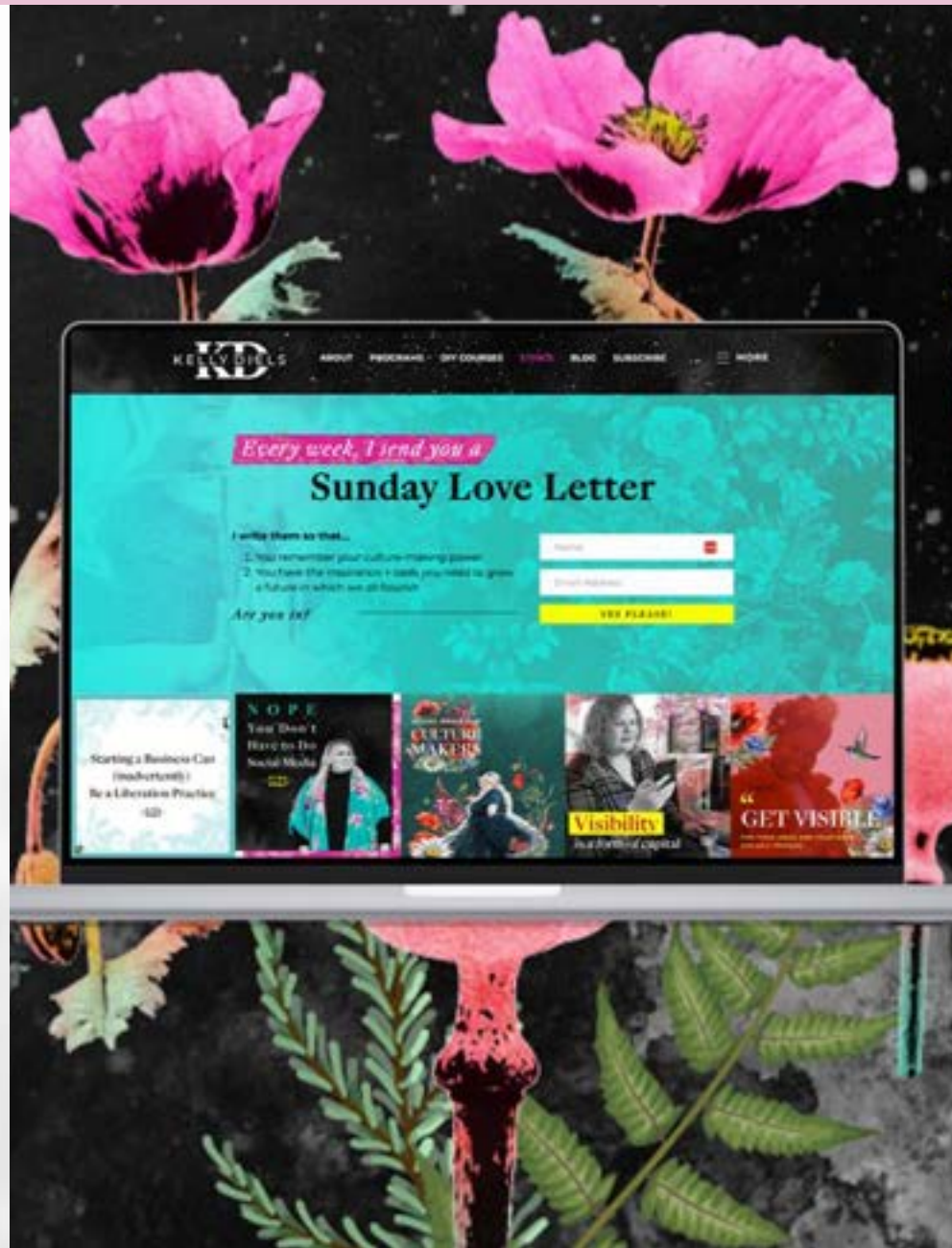


FUNCTIONAL

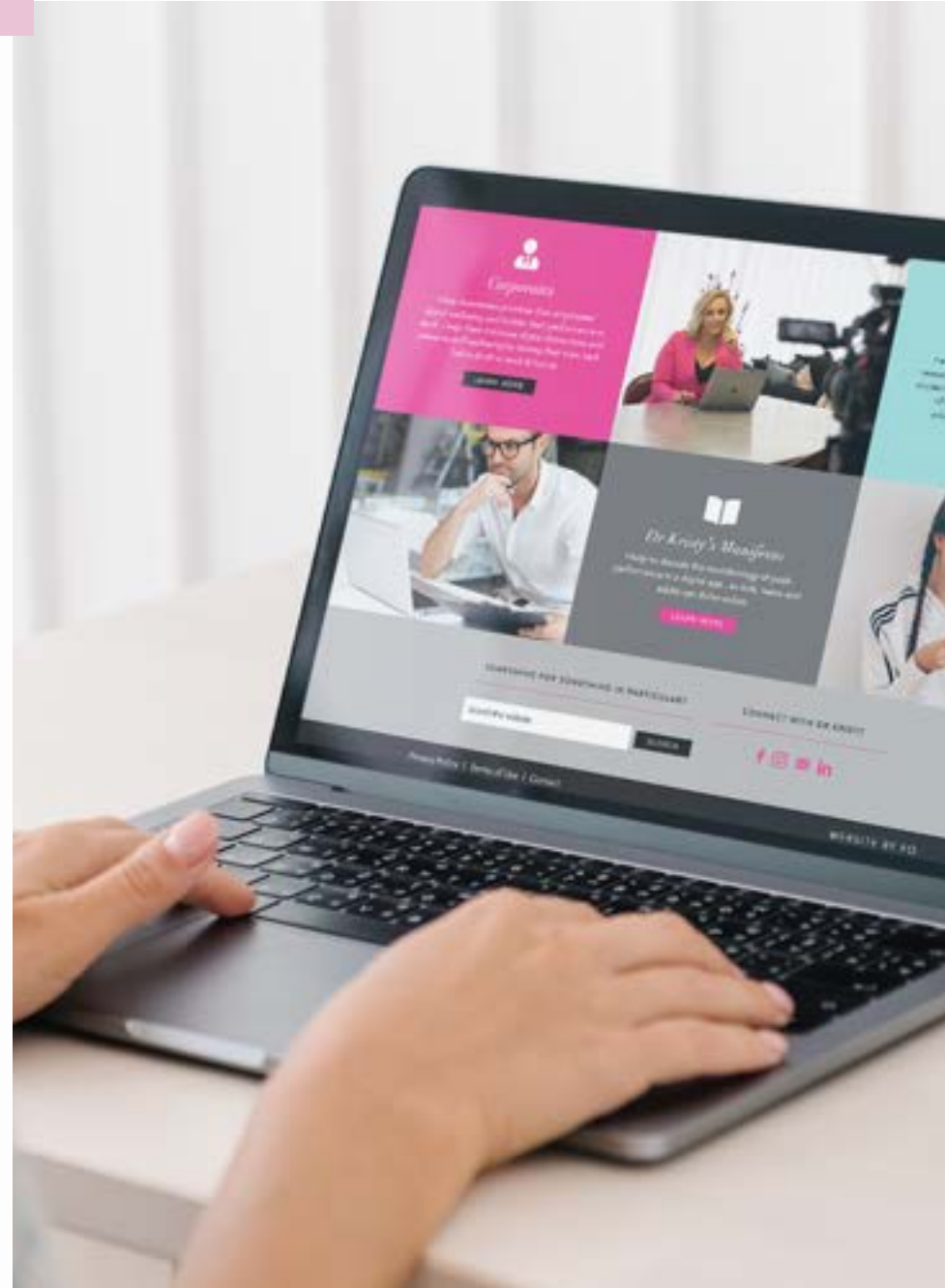




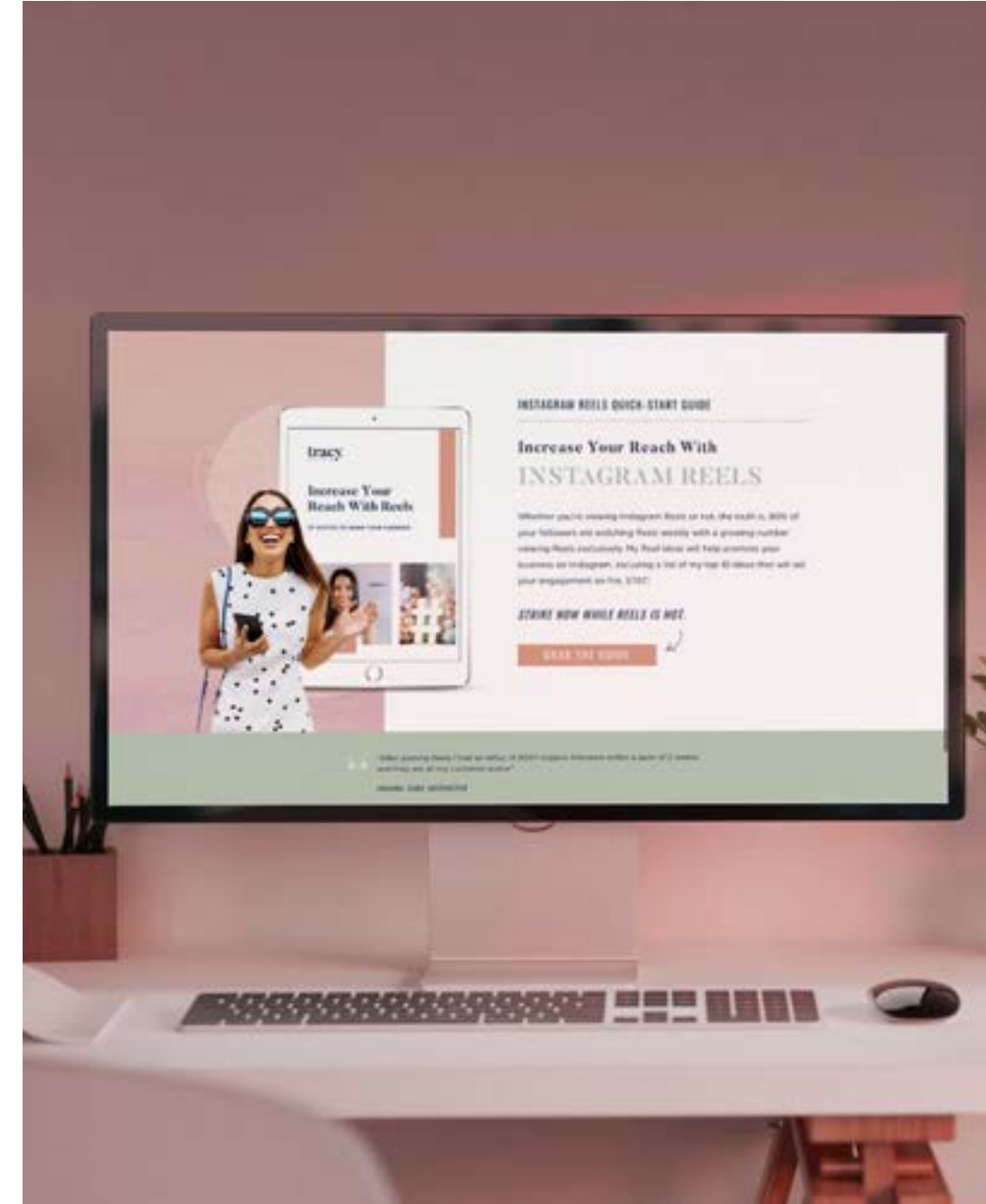
EXAMPLE



UNIQUE



CUSTOM



FUNCTIONAL







# Custom Brand *Platform*

Including Brand Workshop and Visual Branding

- \* 5 Page Website, built on your choice of WordPress or Squarespace.  
e.g. Home, About, Contact, Work with Me, Praise, etc.
- \* T&Cs, Privacy Policy, Thank you, 404 page.
- \* 1 x long form sales page
- \* 1 x Optin Page + TY Page
- \* Includes Copywriting
- \* Blog Post Template and Blog Feed.

**\$25000 AUD**





# Next *Steps*

## Want to move ahead?

### \* Ready to move ahead on a project?

Email [hello@flourishonline.com.au](mailto:hello@flourishonline.com.au) and let us know what you would like to do, and we'll get you started.

### \* Need another call? No problem.

Book in for a 20mins follow up call at  
<https://www.workwith.flourishonline.com/lets-meet>

### \* Want it -but not yet?

Save your spot in our calendar by paying a deposit now, and lock in "now" prices.

Or stay in our eco-system by taking the Brand Archetypes Quiz.

<https://flourishonline.com/quiz>

