

design[®] capital

GRAPHIC DESIGN & BRANDING

investment guide 2024

I HELP SMALL BUSINESSES CREATE AWESOME
BRANDS THAT REFLECT THEIR PASSION!



HEY! I'M DONNA.

And I'm embarrassingly passionate about branding.

Branding is so much more than a job for me; **it's personal**. Just like your business is so much more than a means to make money.

Which is why I'm a total softie for your brand. I protect each and every one as if it were my own baby and pour everything I have - which after 21 years is a fair bit - into making sure you walk away with a brand you love.

So, whether you're ...

- A laidback legend launching for the first time,
- A modern multitasker looking to make an impact,
- Or a busy business ready to update your outdated brand.

... You can put your feet up and relax knowing I've got you. Together, let's create a brand that not only looks great, but does great things for your business, too.

Donna Bouma

Founder and Creative Director

A close-up photograph of a small, fluffy dog with brown and white fur, lying on a light-colored couch. The dog is looking towards the camera with a calm expression. The background is softly blurred, showing more of the couch and a hint of a window with light coming through.

BEHIND THE SCENES

Wondering what makes Design Capital, well, Design Capital? Here are some of the ways it's a little different here.

- Design Capital was founded in April 2010 by me, Donna Bouma, to focus exclusively on branding.
- The magic happens from my home studio in sunny - and sometimes stormy - Queensland. I serve clients worldwide.
- All work is completely done by me - no outsourcing.
- I have one co-worker: A little dog called Tony Stark, yes! That's him with the floppy ear.
- I've been a graphic designer for more than 22 years.
- I have an Advanced Diploma in Advertising and Graphic Design from Adelaide's DMIT and am currently studying a Visual Art cert 3.
- My clients call me a mind reader (But even though my skills might seem like a superpower, I believe a great brand is the result of a great process led by a great designer.)
- I'm an extroverted introvert that dreads networking events but then has a ball when I'm there.
- My personal style is minimalist earth-tones (but I love creating bright, bold and playful brands, too!)
- I'm more of a jeans and sneakers kinda human (or, more likely, a cool pair of Havannas).
- When I'm not making brand babies, you can find me at the beach or at home hanging with my real babies (who will always be my babies, even though they're "all grown up" now).

BRAND PACKAGES

pick your brand package



THE LAUNCHPAD BUNDLE

PERFECT FOR START UPS ON A BUDGET

The Launchpad Bundle is the ultimate starter package designed to help your business take off with a bang. Perfect for startups, this bundle includes all the essential branding elements you need to make a lasting impression from the get-go.

What you get:

- ✓ 15 min discovery zoom meeting and brand questionnaire
- ✓ Custom designed primary logo made just for you*
- ✓ Matching brand mark
- ✓ Choose from two unique logo concepts
- ✓ Brand guidelines with a custom colour palette, fonts used and alternate layouts to keep your branding consistent

Additionally choose two (2) of the following:

- Double sided business card design with 500 printed business cards (420gsm) in your choice of a matte or gloss finish
- Social media banner
- 4 social media templates set up ready to use in canva
- Email signature

YOUR INVESTMENT: \$2299

* does not include illustrations



CUSTOM PACKAGES AVAILABLE

Need something a little more, less, or different? I've got you!



WORLD DOMINATION BUNDLE

MOST POPULAR PACKAGE FOR ESTABLISHED BUSINESSES

Wanna show the world what you're made of? The World Domination brand bundle has got you covered. Pairing powerful branding with upgraded collateral, this package is the perfect choice for start-ups and established businesses ready to rise to the top.

What you get:

- ✓ 30 min discovery zoom meeting and brand questionnaire
- ✓ Custom designed primary logo made just for you
- ✓ Extra brand elements
- ✓ Choose from two unique logo concepts
- ✓ Brand guidelines with a custom colour palette, fonts used and alternate layouts to keep your branding consistent
- ✓ Double sided business card design with 1,000 printed business cards (420gsm) in your choice of a matte or gloss finish
- ✓ Social media banner
- ✓ Letterhead and comps slip design designed to match your branding
- ✓ matching interactive email signature

Additionally choose two (2) of the following:

- Double sided A6 or DL flyer design - perfect for promoting your awesome offerings - supplied ready to print
- 4 social media templates set up ready to use in canva
- Menu design - supplied ready to print
- Powerpoint template (up to 6 slides)

YOUR INVESTMENT: \$3999

THE DESIGN CAPITAL PROCESS

less hustle. more heart.



STEP 1.

EASY ON-BOARDING

Worried you'll get overwhelmed during the design process? Nuh-uh. Not with Design Capital. My process has been designed to be simple and stress-free. I use the NOTION portal (looooved by my clients!) to streamline and simplify your design and onboarding experience. Within this portal, you can complete our pre-work, share your ideas, upload images and help me get a clear idea of your vision and goals for your brand. And because everything is tracked, you'll know exactly where we're at every step of the way.



STEP 2.

CREATIVE CONCEPT DEVELOPMENT

I believe branding is a complex and strategic art – but it shouldn't feel complex and complicated for my clients. That's why I work hard behind the scenes to refine my concepts until we have just two super ideas, distilled and refined to speak to your target audience.



STEP 4.

STRESS-FREE REFINEMENT

Using the NOTION portal, you'll be guided in collaborating with me to refine your chosen concept. I'll action your feedback and move forward to carefully create your final logo and brand assets. Best of all? Because we took the time to do things right and collect your clear vision during the onboarding process, there'll typically be fewer changes needed at this stage.



STEP 3.

BRAND CONCEPT PRESENTATION

When your brand concepts have been fully cooked, I'll send over the two logo concepts with three different variations, plus a pattern and some mock-ups to showcase how your logo would look in different scenarios. You'll get a Loom video from me to walk you through your presentation so you can visualise your brand in action and get excited about the possibilities.



STEP 5.

BRAND DELIVERY

Once I've perfected every pixel of your new brand, I'll package it up and send it over to you via NOTION. This kit will include everything you need to launch your brand and keep it consistent



AND THAT'S IT – you and your new brand are ready to take over the world.

CLIENT SHOWCASE

just some of the brand babies cooked up over the years.





READY TO BOOK IN?

Just click the button below to fill out my contact form and let me know a little more about the project you have in mind for us.

HEADS UP: Bookings are limited. There's typically a wait-time of one month.

NEED IT QUICKER? Sometimes you may need it a little quicker, just let me know and I'll prioritise your request. I'll make sure to deliver your branding project as quickly as possible without compromising on quality. **Ask me about my priority queue, and I'll help you achieve your goals efficiently and effectively.**

LETS WORK TOGETHER

STAY CONNECTED





STAY CONNECTED

