

®

# MUSE

2023

SERVICES AND PRICING

IG.  
WWW.

@MUSE\_GRAPHICS\_MCR  
MUSEGRAPHICS.CO.UK



“WE HAVE USED MUSE GRAPHIC STUDIO FOR OUR RE-BRAND AND STRATEGY AND WE CAN’T RECOMMEND THEM ENOUGH”

← *That's me!*

# SERVICES

# GUIDE



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ABOUT  
TESTIMONIAL  
THE TEAM  
TESTIMONIAL  
OUR PROCESS  
SERVICES  
PACKAGES

# MUSE GRAPHIC STUDIO BRANDING



“WE HAVE USED MUSE GRAPHIC STUDIO FOR OUR COMPLETE RE-BRAND AND STRATEGY”

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ABOUT  
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## ABOUT

MUSE is a strategy led design studio which means before we even start to think about your visual brand elements we will create a brand strategy based off your brands why, goals, vision, tone of voice, brand personality and more. We learn all about your business and conduct in depth market research to ensure when it comes to designing your visual elements that this aligns with your strategy and your vision allowing you to connect and attract your dream clients and charge your worth.

## PASSION

MUSE are passionate about creating branding that doesn't just look beautiful visually but also has been strategically thought about to align with your brands values and audience to attract the right customers for you and your business.



*Tanned pro x*

@

TANNED PROFESSIONAL



[11]

IMAGE CREDIT

↖ Brand collateral

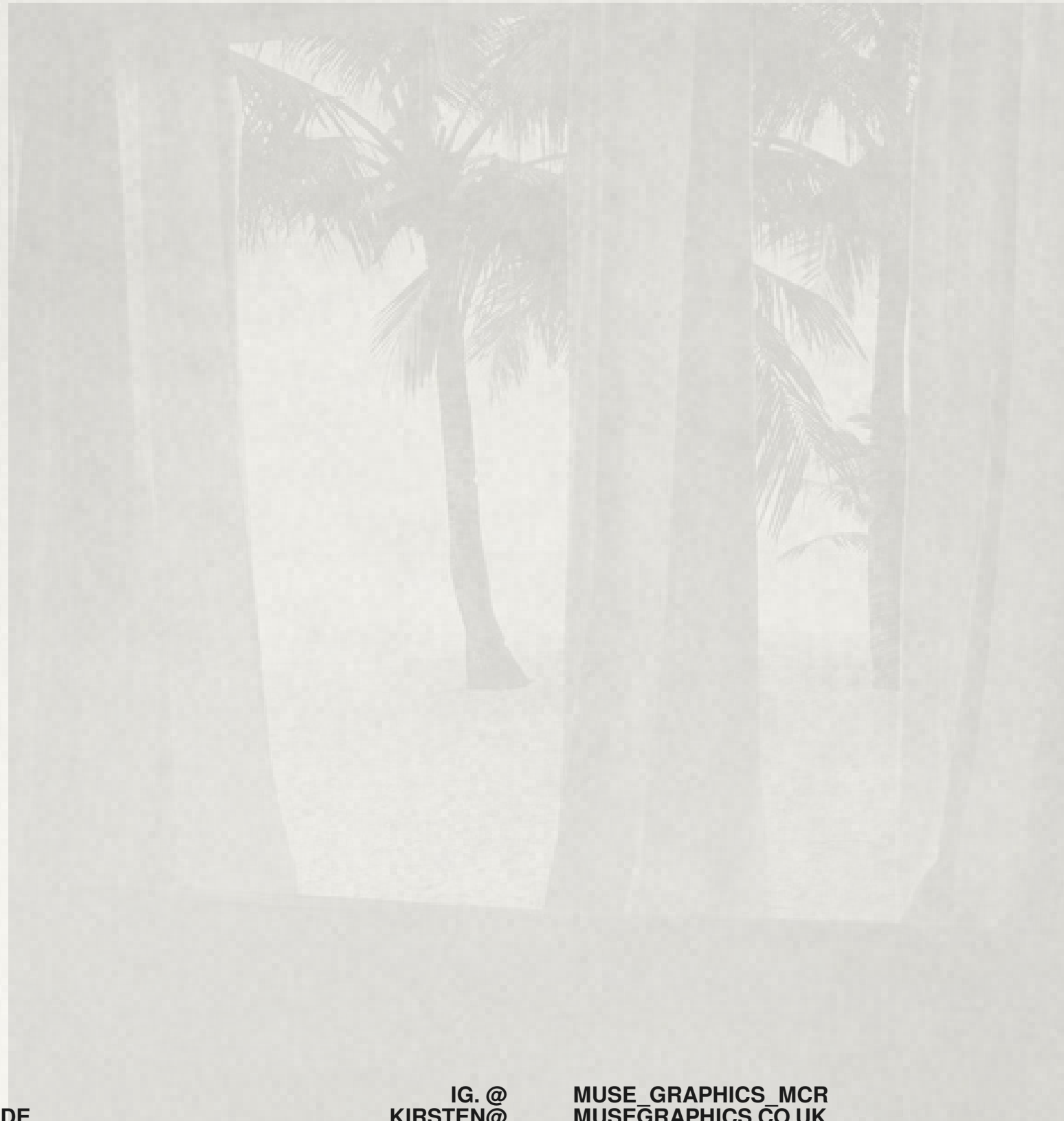
WE WERE INCREDIBLY PLEASED WITH ALL THE BRAND NEW CONTENT MUSE CREATED FOR US.

NAME PROJECT

TANNED PROFESSIONAL SIGNATURE BRAND PACKAGE

"We have used MUSE to completely re-design our brand. We needed a new look that was beneficial to our business as well as a new website and social media content to keep up our consistency."

# TEAM



**KIRSTEN ROSTRON**

**ROLE** CREATIVE DIRECTOR  
**KIRSTEN @** MUSEGRAPHICS.CO.UK  
**@** MUSE\_GRAPHICS\_MCR

Kirsten is the founder and senior creative director at MUSE. She will be delivering and overseeing the majority of projects, making sure that all tasks are completed on time to a high standard.



**AMY ROSTRON**

**ROLE** ILLUSTRATION ARTIST  
**@** MUSE\_GRAPHICS\_MCR

Amy is our Illustration and content specialist. She helps with designing and creating engaging content for clients to use on their social media & websites.



**JADE ANDERSON**

**ROLE** STRATEGY EXPERT  
**@** MUSE\_GRAPHICS\_MCR

Jade is our brand strategy expert and will be conducting all the market research and analysis to help build your brand strategy. Jade is also our content day manager and will oversee and plan any content day projects

FE

FEEDBACK



**MUSE WAS GREAT AT UNDERSTANDING OUR VISION AND DELIVERING SOME STUNNING WORK FOR REBRAND.**

**NAME  
PROJECT**

**BROW ENVY  
MINI ANATOMY**

"We had MUSE create a strategy for us as we wanted to stand out from our competitors and to also have our new branding and vision tell our story. It's safe to say that MUSE has absolutely smashed it with this one, we are so happy with the overall outcome!"



## MEETING

## DISCOVERY

## PLANNING

## DESIGN STAGE

## SIGN OFF

## DELIVERY

# PROCESS

(A)

### MEETING

We introduce ourselves, via email or via phone call (this may have already happened) and give you a walkthrough of our offerings and capabilities.

(D)

### DESIGN STAGE

This can include anything from designing the visual elements of your brand to shooting on location or building your website.

(B)

### DISCOVERY

The first step is to get to know you and your business. We want to understand your goals, target audience, and what makes you unique. We will arrange a discovery call once you have enquired with us.

(E)

### SIGN OFF

Through this process, MUSE will ensure that all expectations have been met and everyone is satisfied with the results.

(C)

### PLANNING

In this phase, we develop a strategy that will guide the direction of your project. We also create detailed timelines and budgets so that there are no surprises down the road.

(F)

### DELIVERY

Finally, we round out our process by delivering high-quality work that capture the essence of your project. We will proceed with the off boarding process

# SERVICES

# LIST

# /OFFERINGS

LOGO DESIGN

(01)

WEBSITE DESIGN

(02)

SOCIAL MEDIA CONTENT

(03)

PACKAGING DESIGN

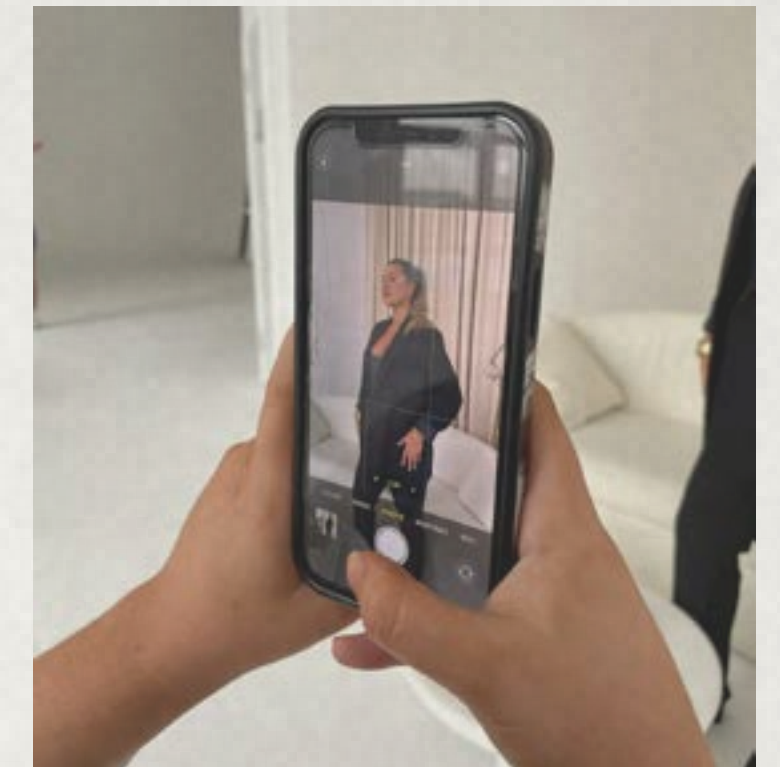
(04)

BRAND COLATTERAL & PRINT

(05)

CONTENT DAYS

(06)



X1 CONTENT POST  
 CARD DESIGN  
 PACKAGING FROM  
 WEBSITE DESIGN FROM  
 4HR CONTENT DAY SHOOT FROM  
 PRICE LIST  
 E-BOOK/MANUAL PER PAGE  
 SOCIAL MEDIA HIGHLIGHTS X5  
 GIFT VOUCHER DESIGN  
 CERTIFICATE

£50  
 £65  
 £140  
 £1,400  
 £800  
 £70  
 £14.50  
 £40  
 £65  
 £70



# STRATEGIC BRANDING

INFO.

BRAND STRATEGY EXPLAINED

MUSE is a strategy led design studio which means before we even start to think about your visual brand elements we will create a brand strategy based off your brands why, goals, vision, tone of voice, brand personality and more. We learn all about your business and conduct in depth market research to ensure when it comes to designing your visual elements that this aligns with your strategy and your vision allowing you to connect and attract your dream clients and charge your worth.

Strategic branding is so important because it helps businesses create a unique identity and differentiate yourself from your competitors. It involves developing a clear brand message, values and personality that will resonate with your ideal target audience. Having consistent branding across multiple platforms builds trust and recognition leading to customer loyalty and increased sales. It also helps businesses establish an emotional connection with their customers making them more likely to choose their products or services over other.

Brand design created with strategy



# MUSE

© MUSE GRAPHICS 2023

MUSE

# WEBSITE DESIGN

INFO.

MUSE is available for website design services, our websites are screen responsive, include SEO key words, user friendly and of course beautifully designed. We offer e-commerce capabilities as well as help with SEO features. Our design platform is WIX Studio.

# MUSE

© MUSE GRAPHICS 2023

Web design



[1]

TANNED PROFESSIONAL

# SOCIAL MEDIA CONTENT VIDEO PRODUCTION AND COPYWRITING, AND ALL FORMS OF CONTENT CREATION.



**CONTENT DAYS ARE SO IMPORTANT WHEN SHOWING THE FACE OF YOUR BRAND AND HELP TO MANAGE YOUR CUSTOMER EXPECTATIONS**

MUSE can design and create content for social media platforms. We work with businesses or individuals to create engaging and compelling content that will help them reach their target audience. This could include photography, video production, content posts and reels. MUSE has the creative skills necessary to make these projects a success. Whether you're looking to create high-end editorials, fashion campaigns

or simply need an experienced photographer and videographer for your next content day, MUSE can provide the perfect solution.

[11]

# PACKAGES

## INFO

MUSE offers a variety of business branding services to fit any budget. We specialise in feminine minimalistic branding but are not limited to this. All packages include complimentary consultations with MUSE prior to starting your design package. This is an opportunity for you to discuss your project in detail and get our insight on how best to achieve it. We also offer custom packages tailored to your specific needs. If you're interested in discussing this option, please reach out and we can create something special just for you.

# ADD ONS

X1 CONTENT POST  
 CARD DESIGN  
 PACKAGING FROM  
 WEBSITE DESIGN FROM  
 4HR CONTENT DAY SHOOT FROM  
 CERTIFICATE / PRICE LIST  
 E-BOOK/MANUAL PER PAGE  
 SOCIAL MEDIA HIGHLIGHTS X5  
 GIFT VOUCHER DESIGN  
 FLYER DESIGN  
 EDIT HOURLY RATE

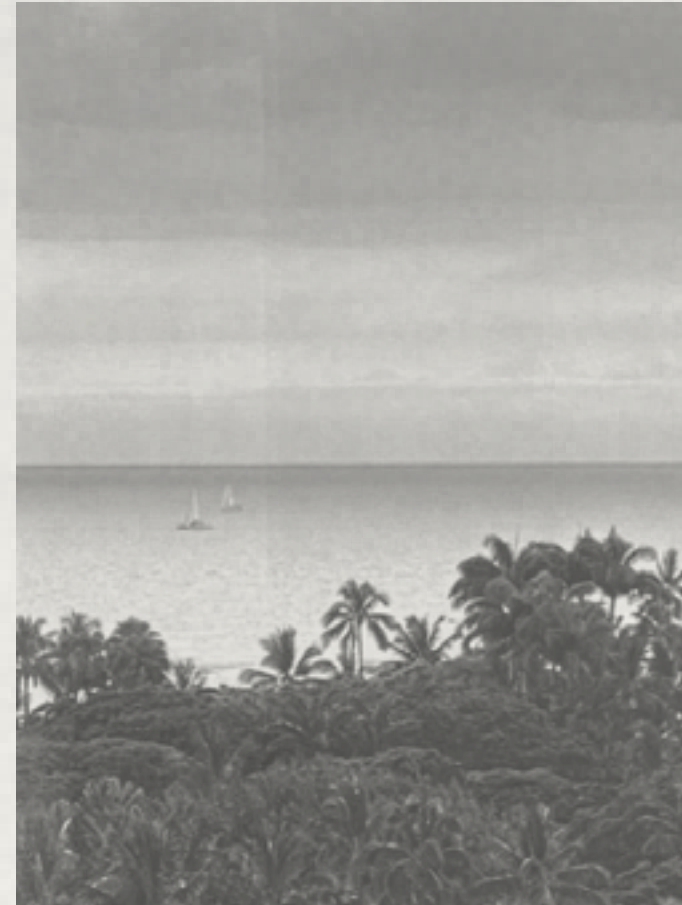
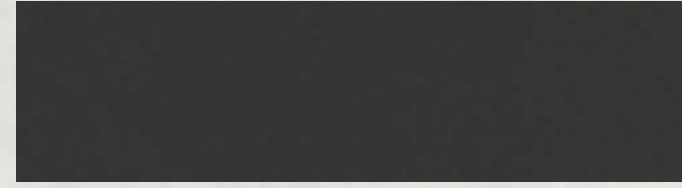
£50  
 £65  
 £140  
 £1,400  
 £800  
 £70  
 £14.50  
 £30  
 £65  
 £120P/H

# CONTENT BUNDLES

X2 CONTENT POSTS  
 X3 CONTENT POSTS  
 X5 CONTENT POSTS  
 X10 CONTENT POSTS  
 X15 CONTENT POSTS

£65  
 £85  
 £115  
 £190  
 £240

## BRANDING BASICS



BRAND DIRECTION

PRIMARY LOGO

BRAND GUIDELINES

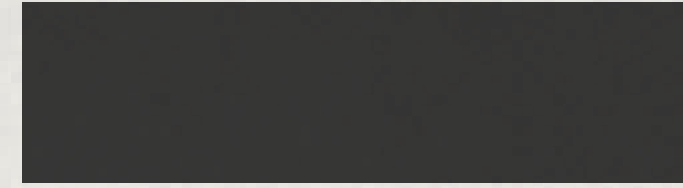
OFF BOARDING

£750

1-2WEEKS

PAYMENT PLANS AVAILABLE

## MINI ANATOMY



MINI BRAND STRATEGY

BRAND DIRECTION

PRIMARY LOGO

SUB MARK LOGO

BRAND GUIDELINES

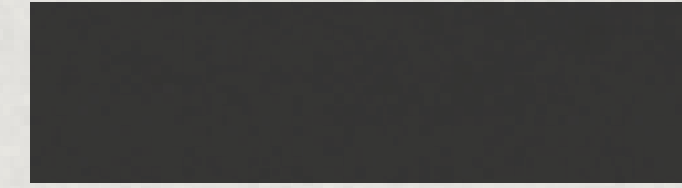
OFF BOARDING

£1,400

2-3WEEKS

PAYMENT PLANS AVAILABLE

## COMPLETE LOGO SUITE



BRAND STRATEGY

BRAND DIRECTION

PRIMARY LOGO

SECONDARY LOGO

SUB MARK LOGO

BRAND GUIDELINES

X2 BRAND COLLATERAL

X1 BRAND MOCKUP

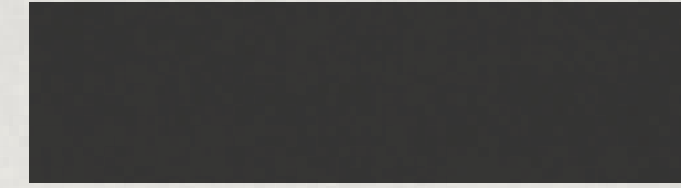
OFF BOARDING

£2,500

4WEEKS

PAYMENT PLANS AVAILABLE

## SIGNATURE BRAND PACKAGE



BRAND STRATEGY

BRAND DIRECTION

PRIMARY LOGO

SECONDARY LOGO

SUB MARK LOGO

BRAND PATTERN

X3 BRAND MOCKUPS

X5 BRANDED CONTENT

BRAND GUIDELINES

X4 BRAND COLLATERAL

OFF BOARDING

£4,500

7-8WEEKS

PAYMENT PLANS AVAILABLE

# PRINT

GOLD FOIL | SILVER FOIL | RAISED SPOT GLOSS FINISHES

## CARDS



88X55MM

- X50 CARDS £85
- X100 CARDS £140
- X150 CARDS £165
- X200 CARDS £190
- X400 CARDS £270
- X600 CARDS £410
- X1000 CARDS £510

POSTAGE QUOTED UPON ORDER

## A5 DOUBLE SIDED



- X50 PRICE LISTS £160
- X100 PRICE LISTS £220
- X150 PRICE LISTS £270
- X200 PRICE LISTS £310

POSTAGE QUOTED UPON ORDER

## DL VOUCHERS



- X25 VOUCHERS £85
- X50 VOUCHERS £140
- X100 VOUCHERS £180
- X250 VOUCHERS £320

POSTAGE QUOTED UPON ORDER

## A4 SINGLE SIDED



- X25 CERTIFICATES £160
- X50 CERTIFICATES £195
- X100 CERTIFICATES £240
- X150 CERTIFICATES £300

POSTAGE QUOTED UPON ORDER

## MEDIUM CARDS

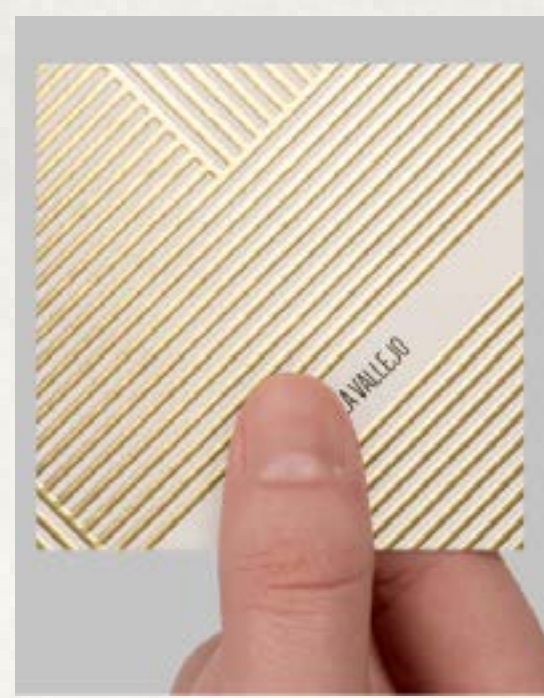


127X177.8MM

- X25 CARDS £105
- X50 CARDS £130
- X100 CARDS £180
- X250 CARDS £320
- X500 CARDS £540

POSTAGE QUOTED UPON ORDER

## SQUARE BUSINESS CARD



65X65MM (ROUNDED & SQUARE CORNERS)

- X50 CARDS £85
- X100 CARDS £140
- X150 CARDS £165
- X200 CARDS £190
- X400 CARDS £270
- X600 CARDS £410

POSTAGE QUOTED UPON ORDER



# CUSTOM PRINT OPTIONS

FOR THAT HIGH END AND COMPLETELY CUSTOM FEEL AND THOSE WITH A METICULOUS ATTENTION FOR DETAIL

FOIL BLOCKING



BLIND IMPRESSION



FOIL EMBOSING



BLIND EMBOSING



DIE CUTTING



CUSTOM FOIL COLOURS



DEBOSSING



CUSTOM PAPER STOCK



## & MORE

### REQUEST A QUOTE

Can't see exactly what you want to print? Get in touch and we can provide a custom quote for print on the following: Manuals, Folders & More!

Let us know what size, finishes and card stock/colour you are looking for so we are able to provide a print quotation for you.

Please note the above print prices are quotations only and are based off our suppliers current prices which can be subject to change from time to time.

Images above are a representation of finishes, paper stock and more and are not our work. these are via our suppliers site and are for illustration purposes only