



2019

Branding Information Pack

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Hi!

Thanks for taking an interest in working together - super exciting!

So you can make an informed decision about pursuing a project together, this information pack covers who I am, what I do, my process, price list and examples of previous work. Like speed dating, but better!

If you have any further questions or comments, feel free to drop me a message. I look forward to potentially working with you.

Best wishes,

Laura
NIFTY FOX CREATIVE

think visually to think differently

visual storytelling to engage audiences, inspire action & drive change

Nice to meet you!

Hi, I'm Laura & I'm a visual storyteller.

I help organisations use meaningful pictures to tell stories, captivate audiences and get things done.

With a decade's social research experience, I'm an **expert 'people understander'**; I'll work with you to understand your business and your clients, **to tell your story so audiences will listen.**



What I do



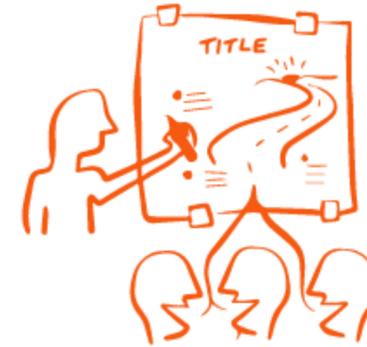
BRANDING & GRAPHIC DESIGN

Attract your ideal clients and grow your business by telling your business story visually.



VISUAL STORYTELLING

Engage audiences & communicate the complex clearly through infographics, sketchnotes & meaningful pictures.



LIVE SCRIBING

Record great ideas & make new connections to solve problems by capturing events through pictures.



MURALS

Communicate strategy & captivate teams & customers through office murals & chalk boards.

Process

01. DISCOVER

Interactive discovery sessions where we'll define your unique business story, understand target customers and goals to ensure your visuals resonate with the right people.

02. DEFINE

We'll devise a visual strategy to make sure we're going in the right direction before we even start designing for keeps.

03. DESIGN

The juicy bit - I'll design your visuals to tell your story & inspire audiences to action. I stay in touch with you throughout the whole process, & welcome regular feedback.

04. DELIVER

I'll help you to strategically disseminate your visuals, whether that be supporting with print and distribution or social media. I'll work with you to track impact so we can evidence that we've achieved your goals.

Happy clients



investment & timeline

Brand Design Investment

1.0 LOGO DESIGN

Logo design package that includes: 2 hour strategy session to work out your business goals and brand story; 3 x logo options to choose from; 2 rounds of revision; all final logo digital files and a logo style guide.

FROM £500

2.0 BRAND ASSETS

All of the assets that you need to market your business effectively. Please note that these prices DO NOT include printing.

Business cards

£150

Letterheads

£150

Leaflets (price varies by size, number of pages e.g. bi-fold or tri-fold, original illustrations required)

FROM £150

Brochures (price varies by size, number of pages, original illustrations required)

FROM £200

Banners and signs (including bespoke chalkboards)

FROM £200

Social media banners and profile pictures

£100

Squarespace website design of up to 5 pages with social media integration (NOT including a Squarespace subscription - this is an additional £120 annually for the personal price plan, £140 for the business price plan)

FROM £1000

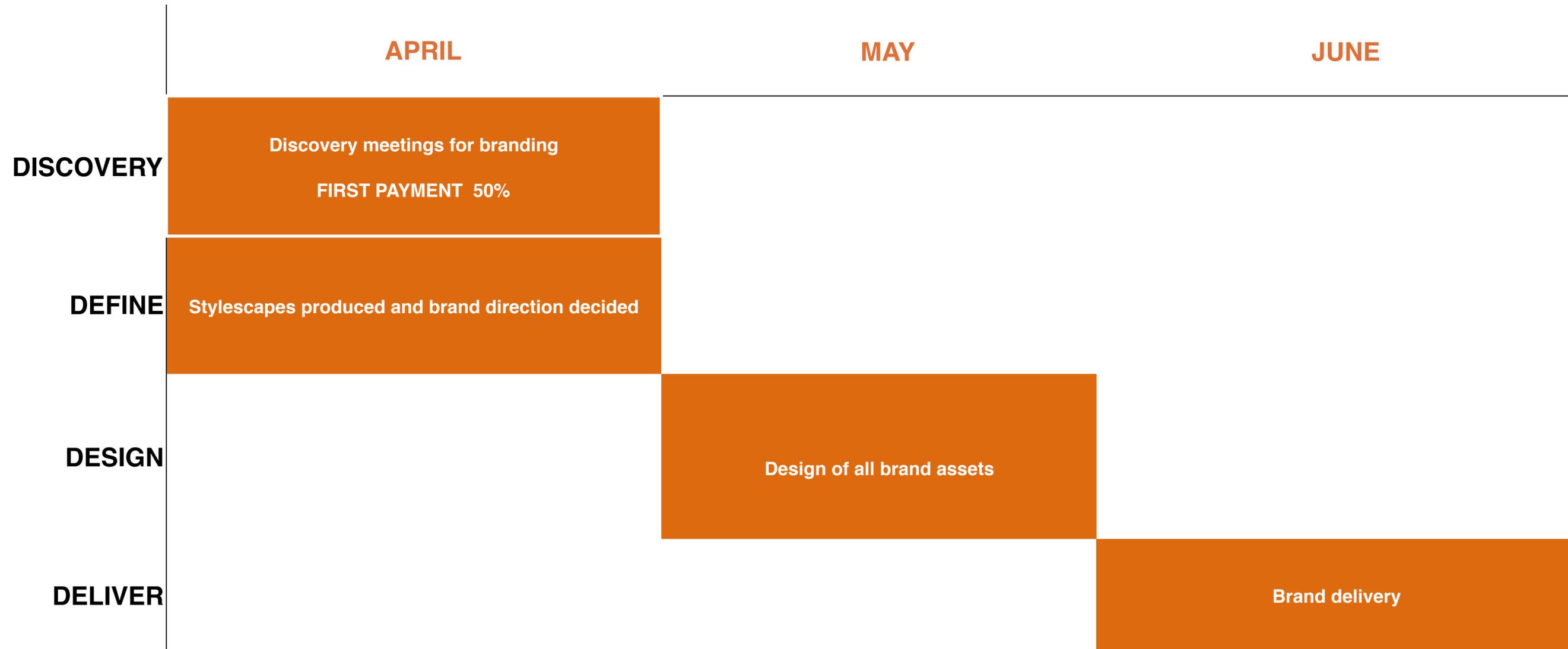
3.0 NIFTY FOX BRAND PACKAGE

The ultimate brand package including brand strategy session, logo design, Squarespace website design (5 pages), social media banners and profile pictures, business card design and one item of print collateral design.

£3000

Please note: payment is split into 50% up front and 50% on delivery via BACS payment

Sample timeline



previous work

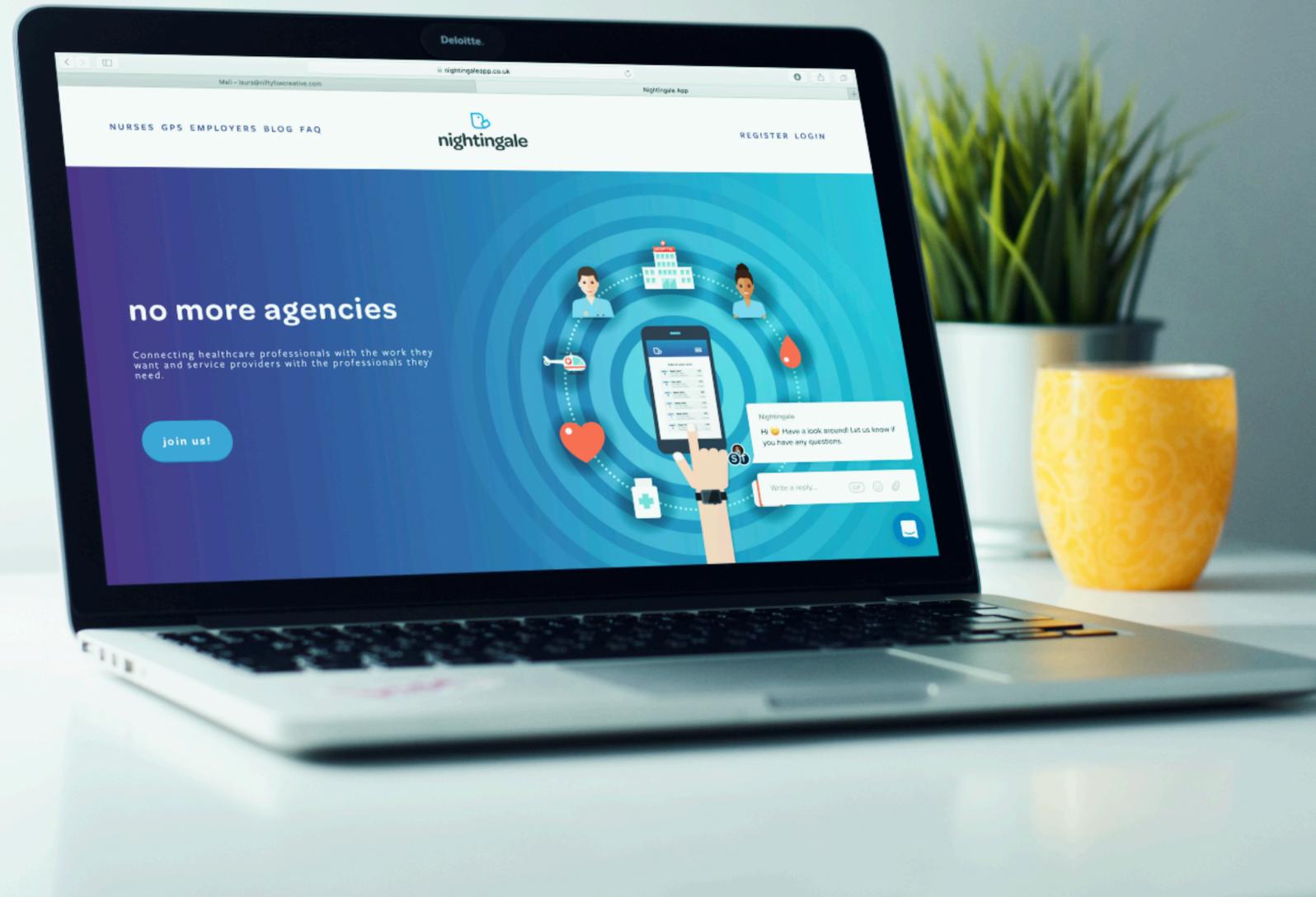


nightingale

NO MORE AGENCIES.



nightingale
NO MORE AGENCIES.



Work Example

The Nightingale team needed a look that was friendly, modern and utilised a variety of factors to elevate them straight to the leading platform for finding nurse and doctor shifts.

NFC took them through the Boss Your Brand journey, including VIP strategy day, brand asset design and website development. With a clear content strategy, the website and app launched simultaneously and is now successfully recruiting doctors and nurses across the U.K.

“As a start-up business it gives us our own, amazing brand and digital marketing team but without having to hire our own people. NFC have helped us realise our vision for the brand and how we communicate that to our target audience. We are looking forward to continuing to work with them in the future as our business grows.”

- Scott I Director,
Nightingale



nightingale
NO MORE AGENCIES.

logos



nightingale



nightingale

app icons



typography

omnes semibold

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wWxXyYzZ | 0123456789 | !@£\$%^&*()_+`

frutiger lt std 55 roman

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colour palette



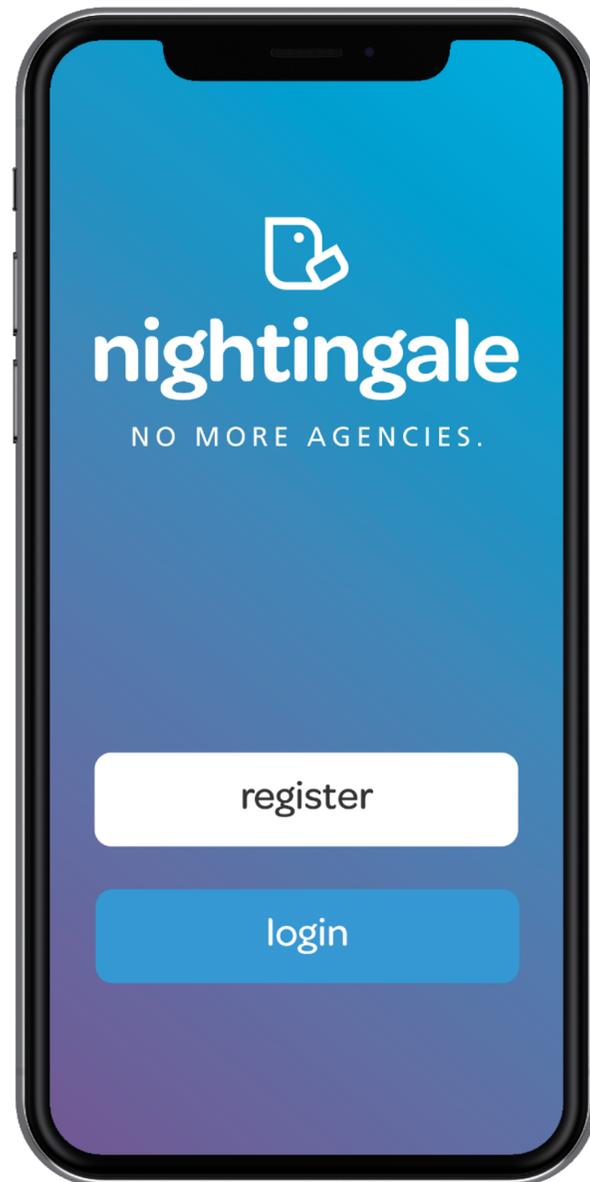
app layout



icons



empowered
valued
secure



BLEND KITCHEN



Logo | Type | Colour Palette

Primary



Secondary

BLEND KITCHEN

DIN MEDIUM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

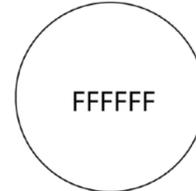
0123456789?!£#%

DIN Alternate

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

0123456789?!£#%



Work Example

Blend CIC use food as a catalyst to change people's lives. They needed a new brand that reflected the commercial arm of their business (a restaurant and catering services) and the education arm (hospitality training for the homeless and unemployed).

NFC took them through the Boss Your Brand journey, including VIP strategy day, brand asset design and website development. They now have a consistent brand that appeals to their two diverse audiences (vulnerable service users and restaurant goers) and secured £40,000 of Big Lottery Funding as a result.

"Laura designed our new brand and been great to work with. I'd have no hesitation in recommending her for anyone looking for good quality design work."

- Chris I Director, Blend CIC



eat and do good for your community



STROKE

THE MATCH



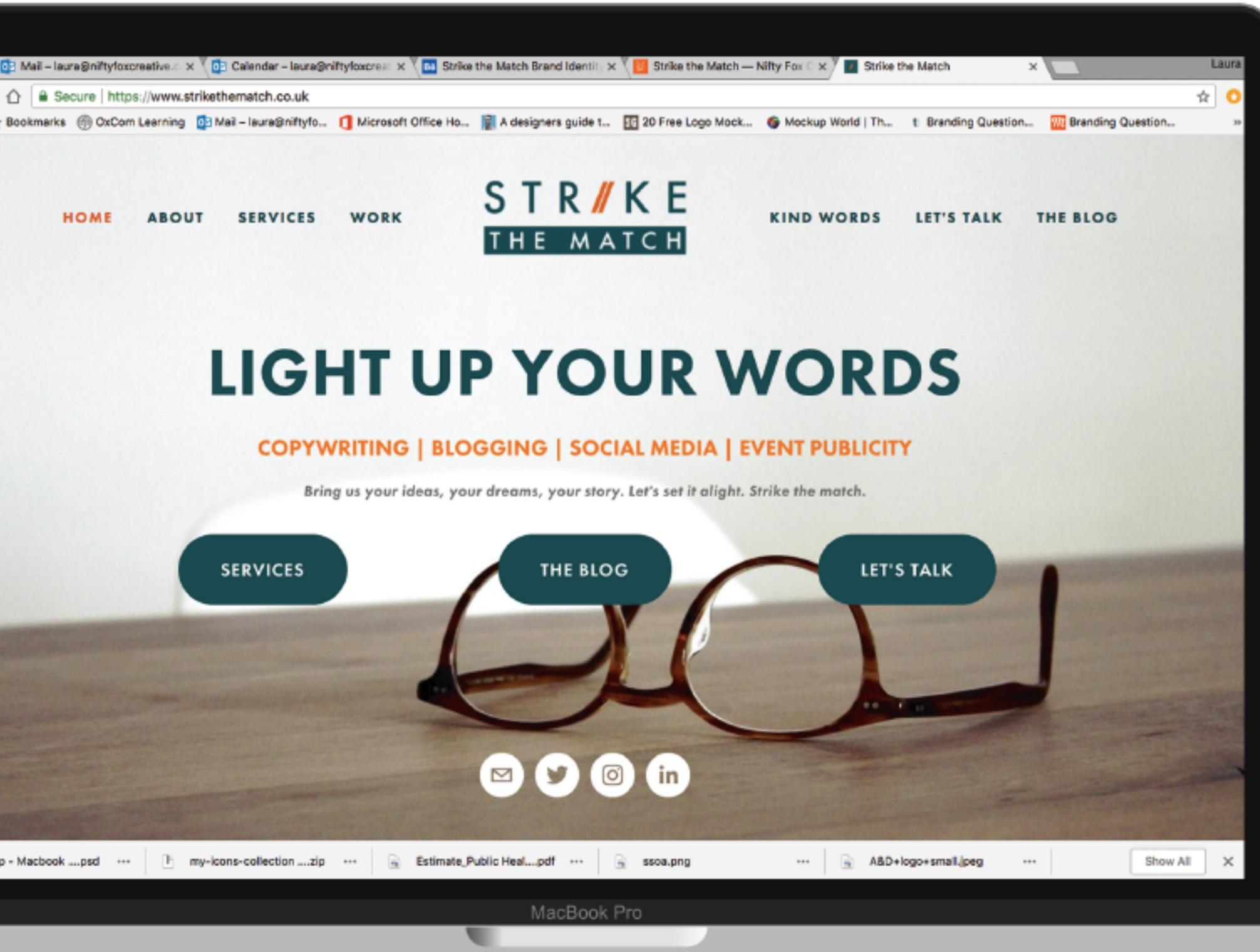
Work Example

Laura - Strike the Match - is a freelance copywriter from York, UK. She wanted to develop a simple, type driven brand appealing to small business owners wanting personality driven content to engage audiences and grow.

NFC took them through the Boss Your Brand journey, including VIP strategy day, brand asset design and website development. Within a week of the brand going live, Laura signed up five new paying clients, including an international law firm and an international consulting firm.

"Laura did an amazing job building my branding and website. She was transparent from the outset, full of great advice and REALLY listened to my brief, The whole process was a pleasure from start to finish."

- Laura | Strike the Match





Let's tell your story so audiences will listen.

Please contact laura@niftyfoxcreative.com if you have any further comments