



UPALA DESIGN

# Services Guide





## Let's bring your vision to life

A holistic design process, rooted in purpose, built on strategy and crafted with care

Branding is more than just beautiful design - it's about *connection*. Crafting a brand that resonates with your ideal clients will help you to stand out from the competition, build loyalty and long-term success.

Whether you're a new or established brand, we will work together to create something meaningful and authentic - so you can focus on doing what you love and grow your business with confidence.

*Let's get started!*

# Lovely to meet you

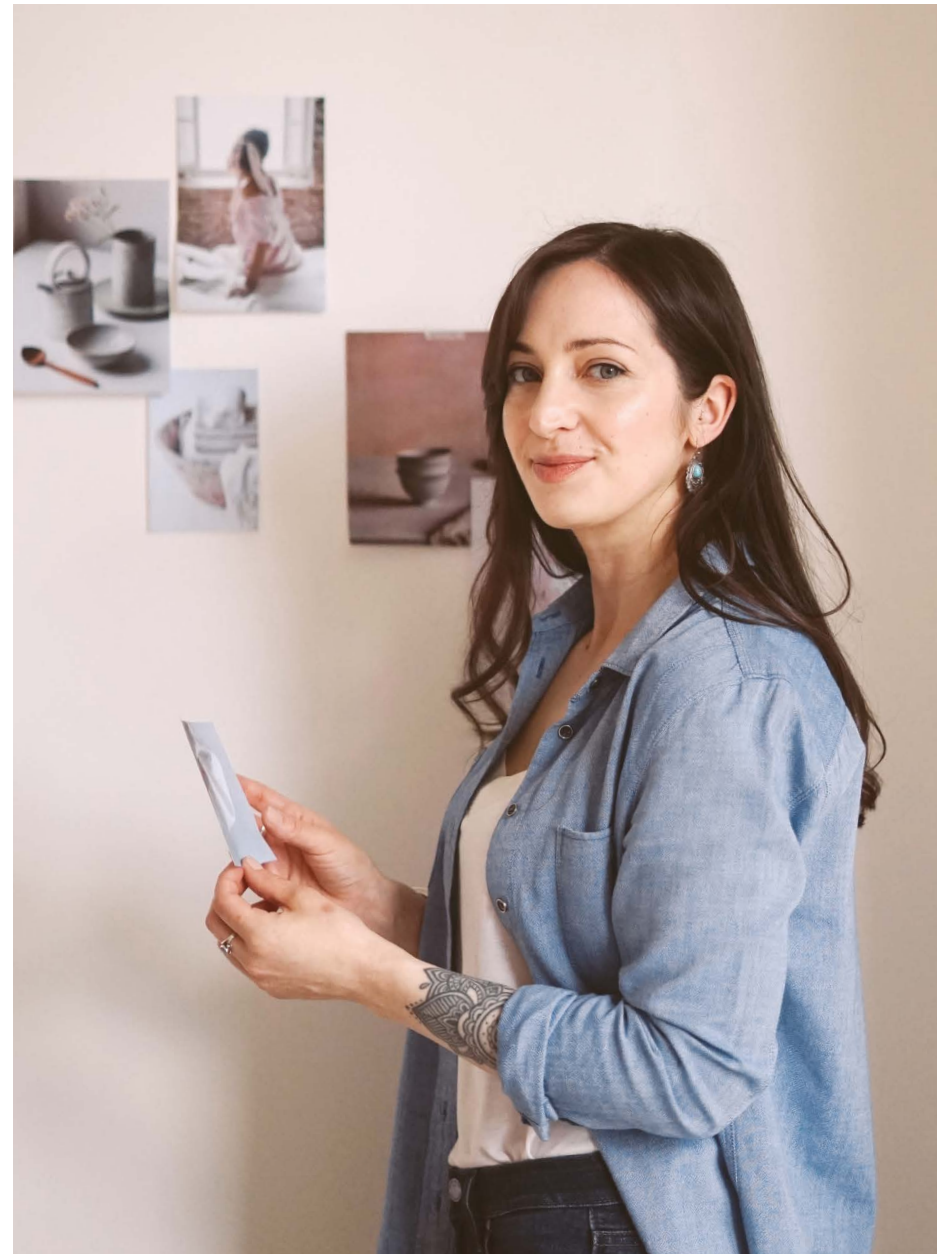
Upala Design is a boutique branding and website studio with a personal touch

Anchored in simplicity, we specialise in minimal, elegant visuals and go the extra mile to elevate your business and help you create a lasting impression. We believe in an integrated approach, where the process of working together is just as considered as the final work.

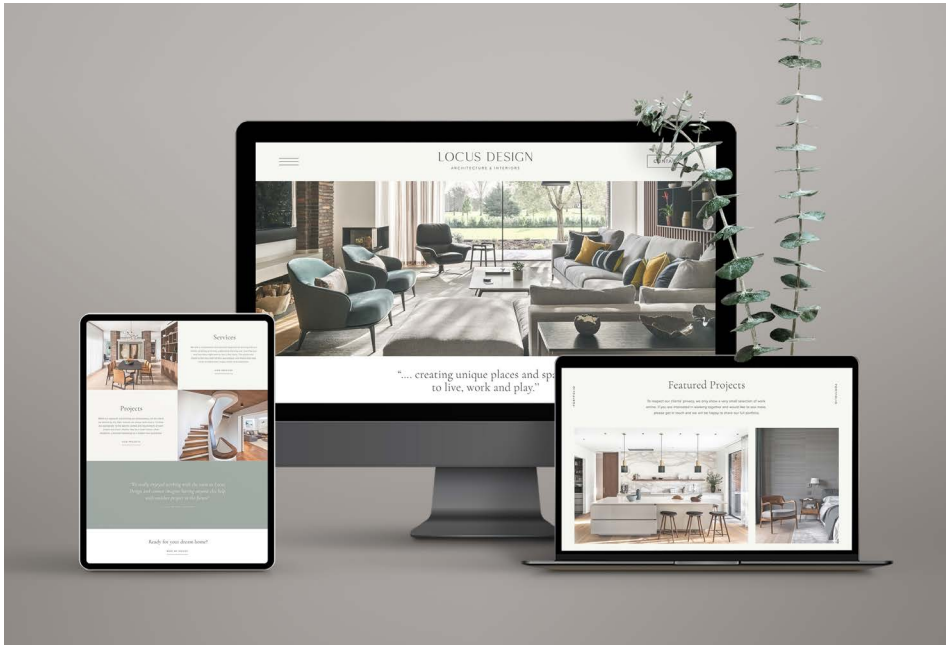
We take a personalised approach and work with one client at a time in order to give our full creative attention and bring your vision to life with style, clarity and intention. We love collaborating with passionate small business owners and creative entrepreneurs who value beautiful design, simplicity and authenticity. During our partnership, you can count on us to be with you every step of the way.

*Chandra Casali-Bell*

Founder & Designer



# 01 / Recent Work



LOCUS DESIGN

Locus Design is an architecture and interior design studio based in London, specialising in the fully integrated design and delivery of unique private residencies. We wanted the brand to feel grounded, timeless and expert and developed a complete visual brand identity and new website to elevate their position in the industry.



ARBORVIDA

Rebecca Wilson, founder of Arborvida, is a conscious Leadership Coach and Facilitator based in Canada. She is passionate about empowering leaders with the insight and tools to elevate their self-awareness and impact through Leadership & Coaching, Workshops, Yoga and Mindfulness - in order to live and lead with intention.

## 02 / Recent Work



KATHRYN ANNE FLYNN

Kathryn Anne Flynn is an educator of yoga, Ayurveda and meditation based in Ottawa. She is a published author and popular yoga teacher in Canada, recognized for her inclusive and authentic approach. We worked with Kathryn to develop a complete new brand identity and website with online yoga studio.



ELLIE GILL

Ellie Gill is a flower grower and artisanal dyer creating one of a kind textiles and bespoke pieces using traditional methods and natural fibres. Her process is slow, sustainable and gentle on the earth. Each piece she creates is a work of art – a delicate painterly impression, imbued with the life and colour of her garden.



# Brand Identity Design

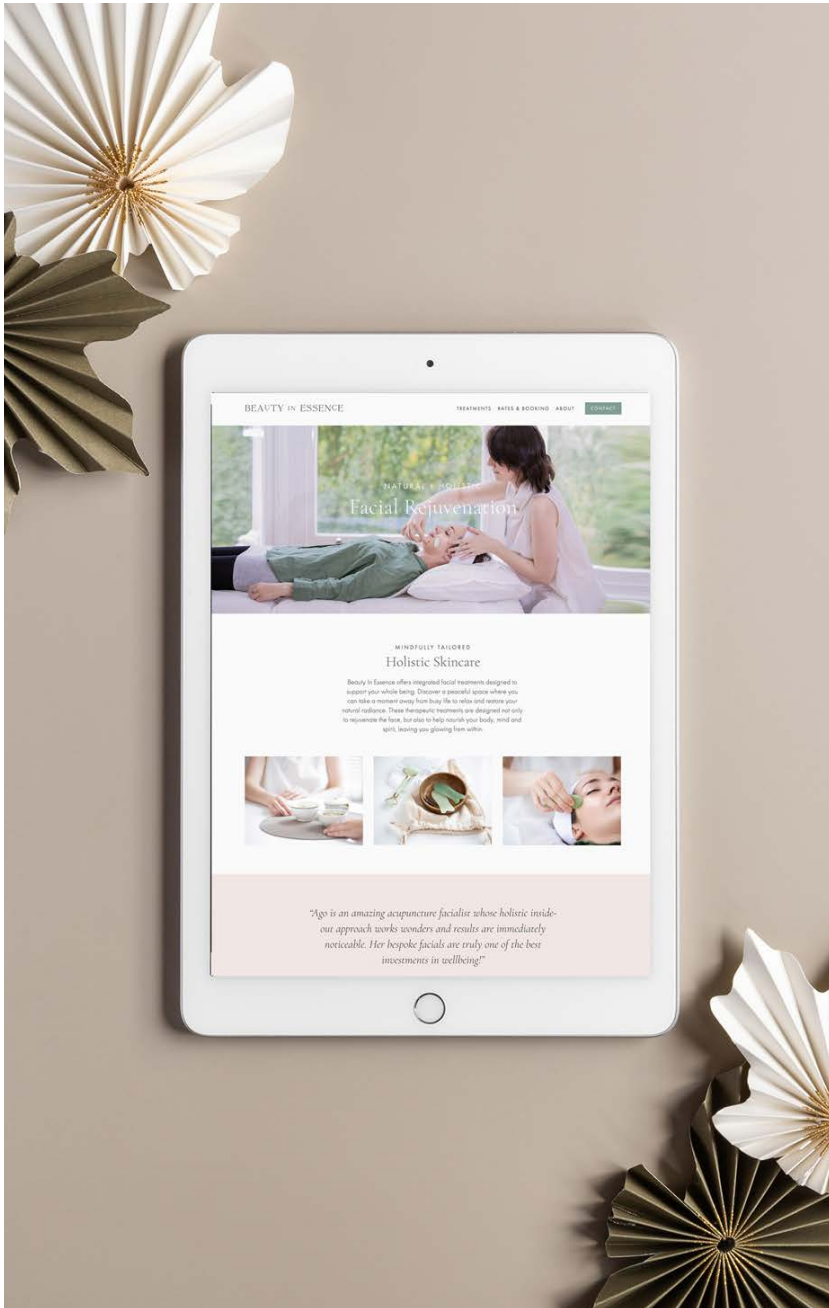
## What it is

This package provides all the essentials for a beautifully tailored visual identity. Based in strategy, clarity and vision - a custom, cohesive brand identity will embody the unique personality of your business, helping you to communicate your brand values effectively across all your channels and connect with your target audience.

## What's Included

Our design process isn't just about creating a logo - it's a complete visual identity that encompasses your brand story and values. We include up to 3 rounds of revision to refine every last detail. The final deliverables include a suite of custom logo designs, brand colour palette, typographic system, pattern/illustration where necessary, and a final Brand Guide inclusive of your strategy, to house all your assets for easy reference. We include business card design as part of the package but you can also choose to add on social media templates and branded collateral.

INVESTMENT: £1,850 | 6 WEEKS



# Website Design

## What it is

A digital home that looks and functions beautifully - a branded website will showcase your business with consistency and create a lasting impression on your audience. Built in Squarespace, this user-friendly platform allows you to confidently control your site post-launch.

## What's Included

We begin with solid strategy and ensure you have the tools to gather your website content. We then develop the structure and navigation of the site with highly considered user experience and build up to 10 custom-built pages. We implement custom-coding and premium plugins to ensure the website looks unique and stylish. The website is optimised for desktop, tablet and mobile screens and includes basic search engine optimisation. We offer a training session so you can update your website with ease and feel confident about maintaining it post-launch.

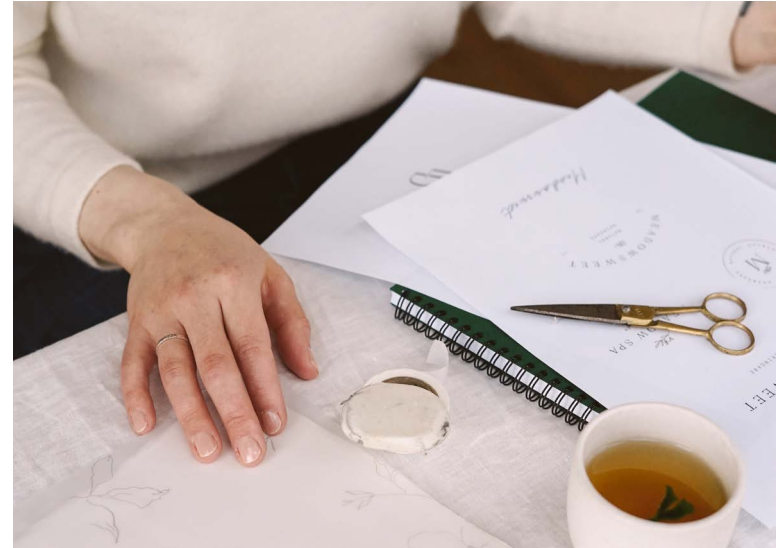
INVESTMENT: £2,750 | 8 WEEKS



## Mini Brand

This package is perfect for businesses who are just starting out and either aren't ready to invest in a full brand identity or perhaps have some existing elements. This package will provide the core basics.

INVESTMENT: £950



## Brand & Website

Our most popular service, this package encompasses everything in our Brand and Website Design services and will help you confidently launch your business with clarity and style to make the greatest impact.

INVESTMENT: £4,450



“Chandra took time and gave space to listen and drill down to the essence of my design brief. Then with the utmost attention to detail, she communicated with utter clarity the vision for my brand and website.

I am truly stunned by the finished product.”

— DR HUNG TRAN, MBBS, SOVEREIGN INSIGHT



“Chandra has consistently inspired us all with her care, attention to detail and flair for presentation. Her work is so thought through...it’s a beautiful, thoughtful and thoroughly compelling style.”

— FIONA HUMBERSTONE, THE BRAND STYLIST



# Frequently Asked Questions

## **1. How much does it cost to work with you?**

Each project cost is based on a custom proposal, after we have discussed your needs on a call to fully understand the scope and specifics of your requirements. Our popular packages above include rates to give you a general idea.

## **2. Do you offer payment plans?**

Yes! Working with a designer is a big investment so we try to make payment as simple as possible. Most projects are broken into 3-4 installments, with the first installment required to secure your spot in our calendar.

## **3. What if I just want a logo?**

We don't offer logo design as a separate service as we believe that a complete brand identity is far more powerful in its impact. However, if you have some brand elements in place or you're not ready to invest in a full identity, we offer a Mini Brand package to help you establish the core basics of a full visual identity, which you can build on later.

## **4. What website platform do you use?**

Our websites are built with Squarespace. We find it to be the perfect solution for almost any small business and use custom code to make sure it looks unique and not at all like a generic template. You will be able to manage it yourself with ease and we provide a training session so you feel confident updating content.

## **5. Do you write copy for websites?**

We generally prefer clients to provide the content themselves as you understand your business better than anyone. The copy you provide will be tweaked and edited to ensure it is cohesive but if you are interested in Copywriting services, please contact us and we can recommend writers.

## **6. What is the timeline of the project?**

Brand Identity Design is a 6 week process, and website design is generally 8-10 weeks. We often book several months in advance but please contact us to find out and we will try to accommodate your deadlines.



## Next Steps

Get in touch via email:

[chandra@upaladesign.com](mailto:chandra@upaladesign.com)

[upaladesign.com/contact](http://upaladesign.com/contact)

Once your inquiry has been received, we will schedule a 30-minute Discovery Call to discuss your specific needs and goals, following up with a personalised proposal and estimate for your project.

*Let's begin your journey!*

