

01. Brand Refresh

A focused update for businesses that are solid—but whose brand no longer reflects the quality of their work.

What's included:

- Brand and messaging audit
- Refined positioning and key messages
- Updated visual direction: colours, typography, imagery, and style
- Refresh of core branded materials, such as social templates or a one-page document
- Simple brand guide to keep everything consistent

What you'll leave with:

A clearer, more professional brand that is easier for customers to understand and trust.

What's not included:

A full logo redesign, a complete rebrand from scratch, website development, paid advertising, or ongoing social media management. These services can be quoted separately if needed.

Typical timeline: 3-5 weeks