

DON'T TELL  
PEOPLE YOUR  
DREAMS

Show  
them.



*black fox creative pricelist*

[www.blackfox.nz](http://www.blackfox.nz)

# personality plus

So many businesses start and so many fail. There isn't just one recipe for success, however, there is definitely proof in the power of branding.

You can dream up many ideas for products and services, and then try to make it happen, but if your brand doesn't have it's own personality, you will struggle to stand out, and engage with your target audience. Branding is your way of telling your story.

Design doesn't just mean looking the part. Having a kick ass colour pallet, and frilly fonts are important, but to take things from just design to a thought provoking business, you need to dive deeper. Truly great design considers the way your customers are interacting with your business.

If used correctly, branding will allow a business to thrive by telling a story through digital marketing which captivates your customers, like Mandarin and Ginger to Whitikers Chocolate - a marriage made in heaven! *(we'll in my opinion anyway).*

Really it's as much about strategy as it is style.  
And that's what I'm all about.

So if you want a strategic, authentic and cohesive brand experience for your loyal customers, then you have come to the right place.

*i am here to make the  
step-by-step process  
to creating your  
brand a breeze*

I want you to own your brand

I want you to love your business

To convert leads into sales and to capture those  
loving feelings into the heart of your tribe.

If you dream, I will dream with you

If you soar, I will soar with you

Together, we will succeed





*kia ora, hello, welcome  
to black fox creative*

I'm Taryn Lyford, or as everyone knows me; Taz. I'm the Director of Black Fox Creative, based in Cambridge, New Zealand. I've been a graphic designer for 15+ years and have been the director of my own businesses for the last five years.

I'm also the founder and event director of Bloom Collective an artisan makers market, and Alfresco Bites, an artisan food truck market, which is changing the way people consider their experiences within our world. On top of all that, I'm also a business mentor for some of the most brilliantly passionate small businesses out there. I'm a strong believer that you can achieve *anything* you put your mind to.

I passionately believe that great design can change the world and that your brand deserves to be seen, heard and felt by your tribe. I celebrate innovation, entrepreneurship, intelligent solutions and the rise of the rule breaker who can lead and think in new ways. I celebrate working with Artisans who are passionate about their business, and their customers. I work as a team with my clients to create desirable brands.

After all, you love your work, and you want to make a living from it, so it's important that you create an authentic, positive, and memorable brand experience for your customers so that they become very LOYAL customers.

You don't get second chances at first impressions.

## *design bundles*

### **BASIC DESIGN BUNDLE \$2,000 (+GST)**

- 120min 1:1 Strategy Session
- Research and Development
- Email Questionnaire
- **Branding Mood Board**, indicating the brand vibe
- **Logo Design**
- **Final Style Guide** outlining fonts, colours and consistent design elements
- **Your choice of two item designs;**  
Business Card, Facebook Page Image, Mailchimp Design, or email signature

### **SIGNATURE DESIGN BUNDLE \$4,000 (+GST)**

- 30min 1:1 Strategy Session
- Research and Development
- Email Questionnaire
- **Branding Mood Board**, indicating the brand vibe
- **Logo Design**
- **Final Style Guide** outlining fonts, colours and consistent design elements
- **Your choice of two item designs;**  
Business Card, Facebook Page Image, Mailchimp Design, or email signature
- **Basic Single Page Website Design includes;**  
Landing Page design, eg. "website to come", with lead magnet / database subscription form (does not include website development, however I can provide a quote), with one completed rolling page website live design

### **DELUXE DESIGN BUNDLE \$10,000 (+GST)**

- 120min 1:1 Strategy Session (split into two separate sessions if required)
- Research and Development
- Email Questionnaire
- **Branding Mood Board**, indicating the brand vibe
- **Logo Design**
- **Final Style Guide** outlining fonts, colours and consistent design elements
- **Your choice of two item designs;**  
Business Card, Facebook Page Images (FB Cover and Profile Pic), Facebook Post, Mailchimp (Email Newsletter) Header Design, or email signature
- **x250 Printed Business Cards** (Matt Laminated)
- **Your choice of one additional item design;**  
Mini e-book up to 8 pages, or 8 Social Media Posts
- **Professional Website Design includes;** Landing Page design, eg. "website to come", with lead magnet / database subscription form, website pages up to 10 pages, developed on Rocketspark (hosting not included), basic SEO and Metatag setups
- **Launch website email, with feedback form**

## *website design bundles*

### **BASIC WEBSITE DESIGN \$2,500 (+GST)**

- 120min 1:1 Strategy Session (split into two separate sessions if required)
- Research and Development
- Email Questionnaire
- **Branding Mood Board**, indicating the brand vibe
- **Website Design** website pages up to 10 pages, developed on Rocketspark (hosting not included), basic SEO and Metatag setups
- Includes up to 10 Stock Images, or company images
- Does not include: Copy writing for the entire website

### **PROFESSIONAL WEBSITE PACKAGE \$3,250 (+GST)**

- Same as basic package, but has added features
- Landing Page design, eg. "website to come", with lead magnet / database subscription form
- Mailchimp Integration or Active Campaign Integration
- Social Media Design, to keep your brand cohesive we will provide you with 3 posts, a cover photo and profile pic
- One "Our website is live" campaign

### **THE ALMIGHTY FOX WEBSITE PACKAGE**

- Same as the professional package, but has added features
- Email Nurturing Sequences
- Lead Magnet Creation (E-Book)
- Ad Graphics to sell your lead magnet on social media
- One Blog Post

### **ADDITIONAL ADD-ONS (PRICES+GST)**

- **CONTENT WRITTEN FOR YOU - \$3,500**  
Content developed by our dedicated Biz Story writing team, which is specialist Easy-to-read website content that is ranked by Google, Specific SEO (Search Engine Optimisation) keyword research and mapping, Search engine meta info, page titles, image tags and headers - all the cogs to get your business found and ranked highest in search engines such as Google

### **PROFESSIONAL PHOTOGRAPHY - \$1,000**

- Up to 2 hours on-location photography
- Product Images
- Staff Images
- Online Gallery Selection Process
- High Res Custom Edited Digital Files with full print release



## *additional design options*

### **LOGO DESIGN \$1,500 (+GST)**

- 30min 1:1 Strategy Session
- Research and Development
- Email Questionnaire
- **Logo Design**
- **Final Style Guide** outlining fonts, colours and consistent design elements
- **Choose either** a Business Card Design Template, or Social Media Post Template

### **OUR RECOMMENDATIONS**

With the new branding implementation, you will need a marketing strategy, which includes incentivising the social media platforms to increase your engagement from your online audience, and implementing value proposition strategies, eg.; slow reveals of branding and imagery, overhaul of social media graphics, behind the scenes videos and creating consistent instagram stories.

- Monthly Service to create the above - packages start at \$250 per month, and options to create your email campaigns, and a Biz Story written Blog Post.

### **ADDITIONAL DESIGN OPTIONS (PRICES+GST)**

- Business Card Design Template \$150, each name change \$30
- Gift Voucher Design \$180
- Facebook Images (profile & timeline) \$50 per image
- Sticker Design 30-60mm \$120
- A6 Promotional Flyer \$175
- Single DL (99x210mm) \$175
- Folded DL (A4 Folded to DL) \$375
- Website Sales (E-commerce) Page Design \$600
- 4 Page Mini ebook / lead magnet Design \$450
- Branding Mood Boards - \$450
- Tagline Exploration - \$450
- 900x600mm Sign - \$175
- 12 Page Proposal Document - \$1500
- Email Campaign / Newsletter - \$250 per month

**PLUS SOOOO MANY MORE  
OPTIONS, PLEASE CONTACT US  
TO DISCUSS YOUR IDEAS.**

*Black Fox creative provides a comprehensive package of design, ideas, online marketing know-how, and connecting with the appropriate industries regarding production of products or printing needs.*

*Taz is always full of enthusiasm and ideas, if you give her a hint of what you're looking for she has the amazing ability to tease it out and bring it into being"*

- TRACY FILMER-CLARK

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Be Desirable  
Be Unique

Be You!

