



ICONIC DETAILS

ICONIC DETAILS

Iconic Details serves established business owners, industry leaders and thought leaders,
looking to uplevel the business through their branding.

It's a collaborative & synergistic process detailing everything from your brand concept to an implementation plan.

Clients choose Iconic Details because of Ashley's intuitive ability to see them, get them and design for them.
It's so much more than just a design package.

Ashley does this because she believes in curating the reality you want to live in
& aligning with the opportunities and clientele you want to attract.

Ashley Roda

Founder & Creative Director

"The Persona Stylist"

CONSULTING SERVICES

IDENTIFY THE DETAILS THAT MAKE YOU ICONIC AND MEMORABLE

Complementary 30 Minute Discovery Session

Let's discuss your branding and see how I can be a positive resource for you.

- 30-minute phone call for Q/A

Brand Audit ~ \$250 *(If you choose to move forward, amount is credited toward brand design)*

Do you know the 1st impression your brand is making for you and your business? Are you curious to have a second pair of eyes look over your online and offline presence (website ~ social media ~ marketing materials)? Allow me to be that unbiased viewer and offer you my perspective and take-aways.

- Full Report of My Assessment & Suggestions
- 1 Hour Recap of my findings and time for Q/A
 - Video Call Recording (via Zoom)

Brand Discovery Intensive ~ \$975 *(If you choose to move forward, amount is credited toward brand design)*

Need some time to think, reflect, dream and make plans for the BIG vision you have in mind for your business? Here's 3 Hours to do just that.

- 3 Hour Intensive:
 - Brainstorm your big vision, brand concept + goals
 - Leverage a Pinterest Inspiration Board
 - Focus yourself: Where are you now (Point A), where do you want to be (Point B) & Bridge the gap
 - 2-Weeks of follow up support (via Voxer App)
 - In Person Session or Video Call Recording (via Zoom)

Iconic Brand Design

Project Set Up (\$1,000) + Project Management (up to \$2,000 per month) + any additional A-Team Vendor Fees (Paid to vendor)

On average Brand Design projects takes 3 Months and run around \$10,000 total

Ready to give up good for GREAT!? Does your business feel like its in a rut and your branding no longer inspire you or attract the clients you really want to be working with? Let's curate the reality you want to live in and align you with the opportunities and clientele you want to attract.

- Reserved weekly 2 hour meetings
- Creative Direction & 3-Phase Project Management
 - Phase 1: Discovery
 - Phase 2: Design
 - Phase 3: DIY/DFY Integration & Implementation, Launch Plans (DFY = "Done For You")
- Concierge service of A-Team vendors
- Iconic Brand Binder:
 - Branded Runway
 - Branded Target Board
 - Style Guide
 - Brand Core: Identity, Message & Marketing
 - Integration & Implementation Plan
 - Launch Plan
 - & More (depending on goals, desires & deliverables)

~ MY PROVEN PROCESS ~

DISCOVERY		DESIGN		PROJECT MANAGEMENT	
1	2	3	4	5	6
Deep Dive Intensive	Brand Concept	Build Brand Binder	Style Guide	A-Team Concierge Service	DIY/DFY Integration Launch

DISCOVERY

(PHASE 1)

Brand Design Package	Investment
<p>1. Deep Dive Intensive:</p> <ul style="list-style-type: none"> ➤ Brand Audit ➤ Brainstorm your big vision: Discovery Questions & Worksheets ➤ Research: Ask 10 friends/clients about your Iconic Details ➤ Build a Pinterest inspiration board <p>2. Brainstorm Your Brand Concept: <i>The overall theme of your brand & business.</i></p> <ul style="list-style-type: none"> ➤ Focus your brand strategy: Elevator pitch, mission, vision and values ➤ Outline your big vision ➤ Identify your brand persona ➤ Design your brand target board ➤ Build your branding runway <p>3. The Brand Binder <i>You will have both a digital and hard copy of this.</i></p> <ul style="list-style-type: none"> ➤ Set your creative standards ➤ Organize your brand's core, it's Identity, Message & Marketing specifics to keep you "on brand." 	<p style="text-align: center;">Project Set Up = \$1,000 (1 Time Fee)</p> <p style="text-align: center;">Project Management & Consultation Fee = up to \$2,000 per month</p> <p>Includes:</p> <ul style="list-style-type: none"> ➤ Reserved weekly 2HR meeting. ➤ Behind the scene agency work needed to complete the your brand project. <p style="text-align: center;"><i>Generally speaking projects take on average 90 Days to complete.</i></p>

DESIGN

(PHASE 2)

Brand Design Package	Investment
<p>4. Branded Style Guide Consisting of:</p> <ul style="list-style-type: none"> ➤ Mood Board (collage) ➤ Logo Variations ➤ Typography (fonts) ➤ Your color palette and the psychology behind your brand colors ➤ Brand Patterns ➤ Symbolism & Brand related graphic elements ➤ Photography Inspiration ➤ Social Media: Graphics + Banners <p>5. Additional Concierge Services & Integration Add-on Services. <i>Some businesses already have partnerships or employees in place while others need connection to resources, that is where the A-Team comes into play.</i></p> <p style="text-align: center;">* FINAL BRAND PRESENTATION *</p> <p><i>Presenting you with your new branding and completed project(s).</i></p> <ul style="list-style-type: none"> ➤ Brand Binder <ul style="list-style-type: none"> ○ Style Guide ○ Brand Core: Identity, Message & Marketing ○ Integration & Implementation Plan ○ Launch Plan ○ Print Materials ○ Google Site Map ○ Review of project & completion 	<p>A-Team Vendors: <i>Access and connection to Iconic Details vetted A-Team vendors. Services outsourced to these vendors will incur additional fees based on the vendors pricing. Ex: Photoshoots will be priced based on the photographers set prices.</i></p> <ul style="list-style-type: none"> ➤ Event Coordination ➤ Graphic Design ➤ Website Design ➤ Social Media Management ➤ Marketing (Ads to PR) ➤ Promotional Products ➤ Print Materials ➤ Print On Demand (Book + Swag) <p>Integration Add-ons = My Fee = \$125/hr <i>Some project elements you may want my presence and/or perspective on. These services are possible add-ons to the base package if you so choose them.</i></p> <ul style="list-style-type: none"> ➤ Website Audit/Suggestions ➤ Basic Social Media Plan ➤ Photo Shoot Direction/Style ➤ Wardrobe Styling (see below) ➤ Launch Plan

PROJECT MANAGEMENT

DIY OR DFY ~ INTEGRATION & IMPLEMENTATION

(PHASE 3)

Brand Design Package	Investment
<p>➤ 6a. Integration ~ Implementation Plan</p> <ul style="list-style-type: none"> ➤ Integration Checklist ➤ Implementation Plan ➤ Show & Tell: Share with 10 people about your new branding ➤ Trips for good vs. great branding ➤ A list of tech tools to help you manage your brand ➤ A quarterly branding exercise to keep your brand current with your continual evolution <p>➤ 6b. Launch Plan</p> <ul style="list-style-type: none"> ➤ 90 Days ➤ Marketing ➤ Social Media ➤ Day before ➤ Day of ➤ Day after ➤ 2 weeks after <p style="text-align: center;"><i>For both options I will inform you when "We've reached budget, would you like us to stop or continue?" as we progress throughout the project.</i></p>	<p style="text-align: center;"><u>DIY (DO IT FOR YOU) OPTION</u></p> <p><i>This option is best for those with trained staff or professional resources/connections who can help them integrate final details into their business and brand.</i></p> <p><i>For example: You may already be working with or have on staff a website developer who can make suggested edits to your site.</i></p> <p><i>For those who choose this, I recommend signing up for a 3 Hour Brand Intensive if you feel you may still need some follow up help but don't want to pay for the full integration retainer.</i></p> <p style="text-align: center;"><u>DFY (DONE FOR YOU) OPTION</u></p> <p><i>This option is best for those who want me to direct and oversee the transition from your old branding to the integration of your new branding. I will work alongside you and your staff/team to make sure every detail of your new branding is integrated appropriately. This is great additional training for your team and leveraging the people you already have in place.</i></p> <ul style="list-style-type: none"> ● Project management to making sure every integration is completed and done so "on-brand." ● Event coordination for your launch plan and assistance at your event. ● \$2,000 monthly integration retainer

WARDROBE STYLING SERVICES

The fastest way to align your mind, body and soul is to change your clothes. It's not about brands, trends or fads. It's about creating a visual statement that reflects who you are in your everyday presence. Dressing like your life depends on it.

- Identify Your Style (\$125, 1 Hour)
- Wardrobe Assessment (\$350, 3 Hours)
- Outfit Assembly (\$125, 1 Hour)
- Event Styling (\$95, 30 Minutes)
- Personal Shopping (\$500, 3 Hours)
- Photo Shoot Styling (\$125 per hour, \$95 on referral) (Pre-shoot Hour \$95)
- Video Shoot Styling (\$125 per hour, \$95 on referral) (Pre-shoot Hour \$95)

SERVICE ANNOUNCEMENT

** IMPORTANT ~ PLEASE NOTE **

Embarking on the journey to refine or design an iconic brand & style may require the support of a team of professionals. To list a few:

- Photographers
 - Hair & makeup
 - Wardrobe stylist
- Videographer
- Graphic Designer
- Website Developer
- Social Media Managers
- Printing (business cards, flyers, postcards, etc.)

Whether we leverage your team or hire my A-Team, please understand **it takes a team of professionals who specialize in their unique skills, therefore additional fees will be incurred from work required by other service providers.** My role is as a consultant, creative director and project manager. While I may do some of the execution, based on the project I will be outsourcing and delegating tasks to the appropriate service providers as well, such as photography to my photographers. Understand it takes 9 months to make a baby so expecting yourself to reinvent in any less time is unrealistic. If you've done your personal work, have a clear direction and know your "why," it's possible to design a brand or rebrand in as few as 90 days. If you're still on a path of self-discovery, I honor that and hope you will be realistic with yourself, myself and my team if we choose to move forward in working together.