



Peel  
design co.



WHAT'S THE UH-PEEL?

MINNEAPOLIS, MN | 2023



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**AN INTRO TO**  
**PEEL DESIGN CO.**



**WHAT'S THE UH-PEEL**  
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# WHAT'S THE UH-PEEL?

Hello there, my name is Hannah Herrig and I am the owner of Peel Design Co., a creative boutique based in Minneapolis, MN. Established in 2020, this creative boutique is the product of my love for designing as well as my eagerness to collaborate creatively with others. Peel Design Co. was built on the notion that if everything in the world has to be designed in one way or another, why not fill it with designs that are, well, uh-peeling.

So what's with the name? I'm so glad you asked. With a name like "Hannah," it was only right that the long-standing nickname, "Hannah Banana" plays a key role in the naming of my own business. With that, I hope the light bulbs in your head are going off as you smile at the thought of naming a business after a banana. If you know me, however, you know it's the perfect fit.



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**SERVICES &**

**CAPABILITIES**



**WHAT'S THE UH-PEEL**  
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**01 Branding & Identity**

**02 Social Media**

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**SERVICES & CAPABILITIES**

# **BRANDING & IDENTITY**



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**BRANDING & INDENTITY**

# DESIGN PROCESS



## Discovery

In the “Discovery” Phase, it’s all about researching what’s working and what’s not working. If your business has a current branding system, let’s peel back the layers of what we’re loving about it, and what we’d like to toss out going forward. This phase also involves backend research on what your competitors are doing to ensure your Brand is the standout amongst others.



## Design

This is the the part where you can sit back and relax. After the Discovery portion of the process, it’s time to start designing (AKA the fun part)! In this phase, anywhere between 3 and 5 concepts will be created and sent your way in a fun presentation. We will then have some fun going back and forth providing feedback to make sure you’re absolutely in love with your shiny new Branding system.



## Delivery

Following the solidification of your Branding system, it’s time to package everything up and send your way. In this phase, you’ll be receiving a digital folder that includes every type of file under the sun that will set you up for success in showcasing your brand to the world! This little, but packed folder will be an organized culmination of files, how-to guides, and brand playbooks.



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**SMALL BIZ**

# **BRANDING PACKAGES**



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## PACKAGE 1



### 15 minute discovery call via phone

(This discovery phone call will be used as a tool to get to know you and your business, your expectations, and all the details that will be helpful in establishing your brand.)



**Logo Ideation & Concepting** (2 to 3 initial concepts will be sent to you. After providing feedback, one direction will be chosen.)



**Color Palette** (Once the direction is clear and revisions are made, a color palette will be generated and applied.)



**All File Types Delivered** (You will receive all file types including .AI, .PNG, .JPEG, .PDF, .EPS, .SVG)

Package starts at

**\$400**

## PACKAGE 2



### 20 minute discovery call via phone

(This discovery phone call will be used as a tool to get to know you and your business, your expectations, and all the details that will be helpful in establishing your brand.)



**Logo Ideation & Concepting** (3 to 4 initial concepts will be sent to you. After providing feedback, one direction will be chosen.)



**Color Palette** (Once the direction is clear and revisions are made, a color palette will be generated and applied.)



**Secondary Logo or Symbol** (Now is where things get fun...After the logo and color palette are solidified, its time to create an additional branding element such as a secondary logo or symbol.)



**Branding Guideline** (this is essentially the **playbook for your brand. Here you'll find the rules on how to use your logo, color palette, and the ways in which the type should be treated.**)



**All File Types Delivered** (You will receive all file types including .AI, .PNG, .JPEG, .PDF, .EPS, .SVG)

Package starts at

**\$550**

## PACKAGE 3



### 30 minute discovery call via phone

(This discovery phone call will be used as a tool to get to know you and your business, your expectations, and all the details that will be helpful in establishing your brand.)



**Logo Ideation & Concepting** (4 to 5 initial concepts will be sent to you. After providing feedback, one direction will be chosen.)



**Color Palette** (Once the direction is clear and revisions are made, a color palette will be generated and applied.)



**Secondary Logo or Symbol** (Now is where things get fun...After the logo and color palette are solidified, its time to create an additional branding element such as a secondary logo or symbol.)



**Branding Guideline** (this is essentially the **playbook for your brand. Here you'll find the rules on how to use your logo, color palette, and the ways in which the type should be treated.**)



**Designed Business Cards** (You will also receive the print ready version of double-sided business cards)



**Social Media Assets** (Facebook, Instagram, & Twitter profile images)



**All File Types Delivered** (You will receive all file types including .AI, .PNG, .JPEG, .PDF, .EPS, .SVG)

Package starts at

**\$700**

**MID-LARGE BIZ**

# **BRANDING PACKAGES**




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## PACKAGE 1

-  **20 minute discovery call via phone** (This discovery phone call will be used as a tool to get to know you and your business, your expectations, and all the details that will be helpful in establishing your brand.)
-  **Imaging and Moodboarding** (Following the discovery call, a moodboard will be created to establish a clear direction in which the brand will be taken. This is where we really get on the same page.)
-  **Logo Ideation & Concepting** (3 concepts will be sent to you. After providing feedback, one direction will be chosen.)
-  **Color Palette** (Once the direction is clear and revisions are made, a color palette will be generated and applied.)
-  **Secondary Logo or Symbol** (Now is where things get fun...After the logo and color palette are solidified, its time to create an additional branding element such as a secondary logo or symbol.)
-  **Branding Guideline** (this is essentially the playbook for your brand. Here you'll find the rules on how to use your logo, color palette, and the ways in which the type should be treated.)
-  **All File Types Delivered** (You will receive all file types including .AI, .PNG, .JPEG, .PDF, .EPS, .SVG)










Package is STARTING at  
**\$4,000**

## PACKAGE 2

-  **25 minute discovery call via phone** (This discovery phone call will be used as a tool to get to know you and your business, your expectations, and all the details that will be helpful in establishing your brand.)
-  **Imaging and Moodboarding** (Following the discovery call, a moodboard will be created to establish a clear direction in which the brand will be taken. This is where we really get on the same page.)
-  **Logo Ideation & Concepting** (4 initial concepts will be sent to you. After providing feedback, one direction will be chosen.)
-  **Color Palette** (Once the direction is clear and revisions are made, a color palette will be generated and applied.)
-  **Secondary Logo or Symbol** (Now is where things get fun...After the logo and color palette are solidified, its time to create an additional branding element such as a secondary logo or symbol.)
-  **Branding Guideline** (this is essentially the playbook for your brand. Here you'll find the rules on how to use your logo, color palette, and the ways in which the type should be treated.)
-  **Designed Stationary System** (You will also receive the print ready version of double-sided business cards, letterhead, and sticker design)
-  **All File Types Delivered** (You will receive all file types including .AI, .PNG, .JPEG, .PDF, .EPS, .SVG)

Package is STARTING at  
**\$5,500**

## PACKAGE 3

-  **30 minute discovery call via phone** (This discovery phone call will be used as a tool to get to know you and your business, your expectations, and all the details that will be helpful in establishing your brand.)
-  **Imaging and Moodboarding** (Following the discovery call, a moodboard will be created to establish a clear direction in which the brand will be taken. This is where we really get on the same page.)
-  **Logo Ideation & Concepting** (5 initial concepts will be sent to you. After providing feedback, one direction will be chosen.)
-  **Color Palette** (Once the direction is clear and revisions are made, a color palette will be generated and applied.)
-  **Secondary Logo or Symbol** (Now is where things get fun...After the logo and color palette are solidified, its time to create an additional branding element such as a secondary logo or symbol.)
-  **Branding Guideline** (this is essentially the playbook for your brand. Here you'll find the rules on how to use your logo, color palette, and the ways in which the type should be treated.)
-  **Designed Stationary System** (You will also receive the print ready version of double-sided business cards, letterhead, and sticker design)
-  **Social Media Assets** (show off your brand on social with customized profile pictures)
-  **All File Types Delivered** (You will receive all file types including .AI, .PNG, .JPEG, .PDF, .EPS, .SVG)

Package is STARTING at  
**\$7,000**

THE PEEL DESIGN CO.

# BRANDING TIMELINE

## WEEK ONE

- Onboarding Email
- Answer branding questions
- Research
- Send over 3-5 initial concepts to client

## WEEK TWO

- Client Provides Feedback
- Feedback is applied
- New round of iterations is sent to client

## WEEK THREE

- Client provides feedback
- New round of iterations is sent to client
- Client provides feedback
- New round of iterations is sent

## WEEK FOUR

- Create Secondary Logo
- Determine color palette
- Finalize branding
- Create branding guideline
- Create additional design elements if applicable

## WEEK FIVE

- Client approval and feedback
- Apply client feedback
- Final Branding package is sent to client
- Ongoing troubleshooting if needed.



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**01 Branding & Identity**

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**SERVICES & CAPABILITIES**

# **SOCIAL MEDIA**



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**SOCIAL MEDIA**

# DESIGN PROCESS



## Discovery

In the “Discovery” Phase, it’s all about researching what’s working and what’s not working. How are you currently handling your social media? Is there a strategy? Is the strategy working? In this phase, we will identify the components of the current process and develop a plan to get things moving in the right direction.



## Design

In this phase of the social media design process, the first step is to create a content calendar to ensure we’re all on the same page. Following the creation of the calendar, any and all branding assets should be shared in order to start designing. This may include a branding guideline. We’ll make sure the look and feel of all designs are in line with the company’s current branding standards.



## Delivery

Once the designs are created, sent back and forth for approval and feedback, they will be transferred via google drive or dropbox. This method will be utilized for all photography and social posts. When it comes to email designs, the designs will be created in the company’s current automation platform.



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**SMALL BIZ**

# **SOCIAL MEDIA PACKAGES**



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## SMALL RATES

- ✉ **Email Marketing: \$75/EMAIL**
- 🎨 **Content Creation: \$50/POST**
- 📷 **Photography: \$300/SHOOT**

## PACKAGE 1

- ✉ **Email Marketing** (2 emails designed and created with the intention of sending out one email every other week)
- 🎨 **Content Creation** (2 posts per month with the intention of posting every other week.)
- 📷 **Photography** (1 Photoshoot per month.)

Package starts at  
**\$550**

## PACKAGE 2

- ✉ **Email Marketing** (4 emails designed and created with the intention of sending out one email per week)
- 🎨 **Content Creation** (4 posts per month with the intention of posting 1x a week.)
- 📷 **Photography** (2 Photoshoot per month.)

Package starts at  
**\$1,100**

## PACKAGE 3

- ✉ **Email Marketing** (8 emails designed and created with the intention of sending out 2 emails per week)
- 🎨 **Content Creation** (8 posts per month with the intention of posting 2x a week.)
- 📷 **Photography** (3 Photoshoot per month.)

Package starts at  
**\$1,900**



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**MID TO LARGE BIZ**

# **SOCIAL MEDIA PACKAGES**



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## MID-LARGE RATES


 **Email Marketing: \$150/EMAIL**


 **Content Creation: \$100/POST**

 **Photography: \$1,000/SHOOT**

## PACKAGE 1


 **Email Marketing** (4 emails designed and created with the intention of sending out one email per week)


 **Content Creation** (8 posts per month with the intention of posting 2x a week.)


 **Photography** (1 Photoshoot per month.)

Package starts at  
**\$2,400**

## PACKAGE 2


 **Email Marketing** (8 emails designed and created with the intention of sending out two emails per week)


 **Content Creation** (12 posts per month with the intention of posting 3x a week.)


 **Photography** (2 Photoshoot per month.)

Package starts at  
**\$4,400**

## PACKAGE 3

 **Email Marketing** (12 emails designed and created with the intention of sending out three emails per week)

 **Content Creation** (16 posts per month with the intention of posting 4x a week.)

 **Photography** (3 Photoshoot per month.)

Package starts at  
**\$6,400**

**01 Branding & Identity**

**02 Social Media**

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**SERVICES & CAPABILITIES**

# PHOTOGRAPHY



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**PHOTOGRAPHY**

# PROCESS

In this day and age, photography is essential not only for individuals but for businesses as well. Peel Design Co. can tackle almost any photography need from photographing your products, photographing content for your social media, or even refreshing an old headshot. The best part? The process is so simple!

This process usually begins with an email or a phone call. Either way, we'll iron out all of the details. We will discuss what needs photographing, how many images will be needed, and for what platform they'll be used. After discussing those details, we will figure out a proper timeframe for the scope of the project. When do you need these images by? When would you like to post or print them? If needed, we will also discuss a shot list. What shots do you need? What shots do you think would be fun? What should we avoid when shooting?

Once the shoot day arrives, the Peel team will take the time to set up (if needed), and then we can have some fun. Depending upon the scope of the project, you will receive the images with one to four weeks following the shoot date.



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## PRODUCT PHOTOGRAPHY

Does your company sell a product? If so, Peel is happy to assist in photographing the product for use on e-commerce sites and/or social media.

## HEADSHOTS

Ranging from creative to corporate, and everything in between, Peel can handle your headshot needs.

## LIFESTYLE PHOTOGRAPHY

Looking to showcase your skills and/or hobbies in a professional way? Using your environment, Peel is happy to help put your lifestyle on a pedestal.

## SOCIAL MEDIA CONTENT

Selling and showcasing your product on social media has never been easier. Let Peel elevate your social content.

## SENIOR PORTRAITS

Graduating high school is a BIG deal. Let's celebrate this accomplishment with a photoshoot that encompasses all things "you" during this exciting stage of your life.

## EVENT PHOTOGRAPHY

Looking to capture the energy of an upcoming event? Peel is happy to help provide an authentic visual of any event.



**01 Branding & Identity**

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**SERVICES & CAPABILITIES**

# VIDEOGRAPHY



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**VIDEOGRAPHY**

# PROCESS

Just as important as photography, video is another way to make your business, your content, or your product stand out. Luckily, at Peel Design Co., we love holding a camera. (And a gimbal, and a microphone, and lighting too!) Similar to the photography process we employ, the same process holds for videos as well!

This process usually begins with an email or a phone call. Either way, we'll iron out all of the details. The main point we want to hit home with video is — what is the story you're trying to tell the viewer? Is the video a testimonial about the company? Is it about the history of the company? What about the company's process? Will there be multiple shoot days? How long are you aiming for the video to be? Where is the ideal shoot location? Is there a script established? Will audio be needed? Do you need any b-roll to accompany the shots? What about aerial footage? Once we figure these details out, we can then move on to discussing a proper timeframe for the scope of the project. If needed, a shot list will also be discussed and planned out in further detail. What shots do you need? What shots do you think would be fun? What should we avoid when shooting?

Once the shoot day arrives, the Peel team will take the time to set up. This can take anywhere from an hour to an hour and a half. Then the fun begins. Depending upon the scope of the project, you will receive drafts of the video one to four weeks following the shoot day.



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## PRODUCT VIDEOS

Does your company sell a product? If so, Peel is happy to assist in creating video content that captures the product for use on e-commerce sites and/or social media.

## INTERVIEWS

Ranging from creative to corporate, and everything in between, Peel can capture video interviews and testimonials.

## LIFESTYLE VIDEOS

Looking to showcase your skills and/or hobbies in a professional way? Using your environment, Peel is happy to help put your lifestyle on a pedestal.

## SOCIAL MEDIA CONTENT

Selling and showcasing your product on social media has never been easier. Let Peel elevate your social content.

## USER GENERATED CONTENT

UGC content is a great way to showcase your product in an everyday environment used by everyday people. At the end of the day, people trust people.

## EVENT RECAPS

Looking to capture the energy of an upcoming event? Peel is happy to help provide an authentic visual of any event.



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**SERVICES & CAPABILITIES**

# WEB DESIGN






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## PACKAGE 1

-  **1 Custom Webbuild Design in Squarespace or Wix** (The client is responsible for creating and paying for the account on either platform.)
-  **Mobile-Friendly** (The website will be compatible with Desktop, Tablet & Phone usage)
-  **Migration of all current content and photos needed** (The client is responsible for sending over any and all content they wish to be on the website.)
-  **Social Media Buttons** (Direct links will be placed on website to enable viewers to head directly to social platforms.)
-  **Integrated Forms** (Creation of forms for visitors to utilize when requesting more information, signing up for subscriptions, or getting in contact with the client)
-  **Call-to-actions (CTAs) placed strategically throughout** (This includes links to external websites, social platforms, and contact forms.)
-  **PDF Downloads** (Applicable if the client has any downloadable content.)
-  **Launch site** (We will take care of the scary part!)
-  **100% Ownership of Website**

## PACKAGE 2

-  **1 Custom Webbuild Design in Squarespace or Wix** (The client is responsible for creating and paying for the account on either platform.)
-  **Mobile-Friendly** (The website will be compatible with Desktop, Tablet & Phone usage)
-  **Migration of all current content and photos needed** (The client is responsible for sending over any and all content they wish to be on the website.)
-  **2 hr. Content Capture** (This two hour content session helps establish a customized library of content to be utilized on the website.)
-  **Social Media Buttons** (Direct links will be placed on website to enable viewers to head directly to social platforms.)
-  **Integrated Forms** (Creation of forms for visitors to utilize when requesting more information, signing up for subscriptions, or getting in contact with the client)
-  **Call-to-actions (CTAs) placed strategically throughout** (This includes links to external websites, social platforms, and contact forms.)
-  **PDF Downloads** (Applicable if the client has any downloadable content.)
-  **Launch site** (We will take care of the scary part!)
-  **100% Ownership of Website**

## PACKAGE 1

Package 1 is priced at  
**\$5,500**

## PACKAGE 2

Package is priced at  
**\$7,000**



**ALA**

**CART**



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**PEEL DESIGN CO.**

# **A LA CART ELEMENTS**



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PEEL DESIGN CO.

## A LA CART ELEMENTS

### PRODUCT PACKAGING

Does your company sell a product? If so, Peel is happy to assist in designing the packaging for your product. Utilizing your company's branding system, we make it easy to transform your brand in 3D!

### SOCIAL MEDIA TEMPLATES

Using your company's branding system, Peel can implement those unique brand elements on all social platforms.

### DESIGNED ADS

Another great way to get your brand out there is through advertising. Whether that includes billboards or online ads via social channels, we can create eye catching designs.

### APPAREL DESIGN

In need of designs to put on your apparel or merchandise to show off the look of your brand? Peel can create designs that show your new brand in the best light! \*Please note, peel will not be printing or supplying merchandise — simply the design.

### DIGITAL & PRINT DESIGNS

Is it time to spruce up your pitch decks, worksheets, brochures, or company handouts? Peel can create a standard for how your business shows up on company collateral.



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## \*THE FINE PRINT

While you'll notice price tags on some of the items, these prices are merely **starting points** and can increase or decrease depending upon the scope of your project. While some projects may be billed as a "project rate" others may be billed "hourly." In the case that the hourly rate is utilized as the basis for how the project is priced, Peel Design Co charges \$75/hr. for any graphic design services, \$100/hr. for editing services, and \$150/hr. for shooting services.

Additionally, all projects require a 50% downpayment prior to the start. **Peel Design Co. will always send a quote following our initial call.** After the quote is approved, a link to provide the downpayment will be sent. Once the downpayment is received, the project will begin.



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