BRAND ALIGNMENT BLUEPRINT

BRINGING YOUR CREATIVE VISION TO LIFE THROUGH
ALIGNED STRATEGY, DESIGN AND DIGITAL PRESENCE.



YOUR VISION DESERVES CLARITY

Most founders don't struggle because they lack vision. They struggle because their ideas are difficult to translate into a clear, consistent and meaningful brand.

Your messaging feels scattered. Your visuals don't quite feel like you. Your website isn't communicating what makes your business different.
I bring strategy, branding, digital presence and communications together to create a brand that feels clear, cohesive and confidently you.

Danelle

MY CLIENT TRANSFORMATIONS:

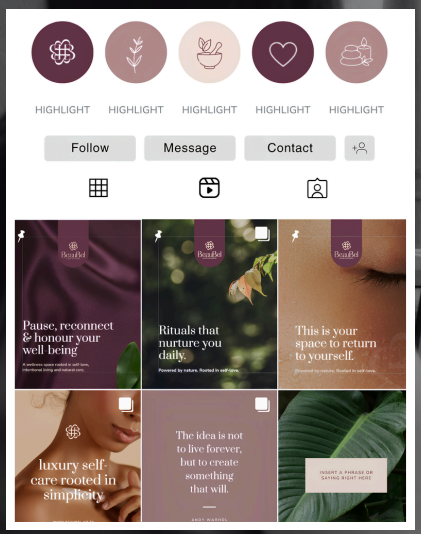
From disconnect to clarity.
➔ **A clear foundation for your brand.**

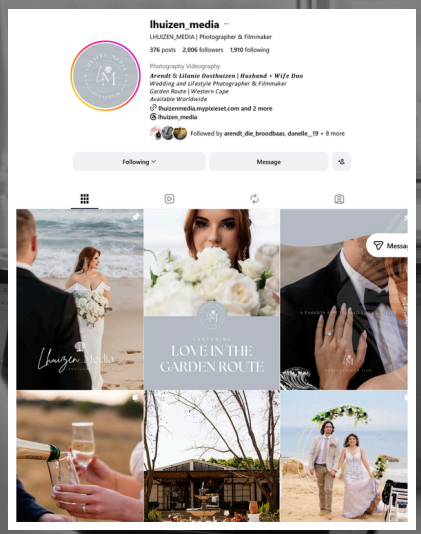
From disconnected to aligned.
➔ **A cohesive brand across every touchpoint.**

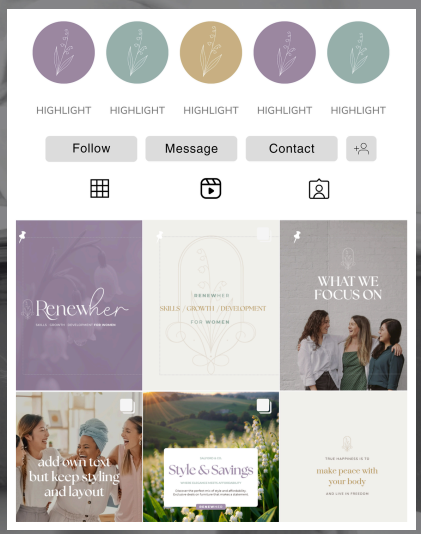
From "I don't know what to say" to confident communication.
➔ **Clear messaging that sounds like you.**

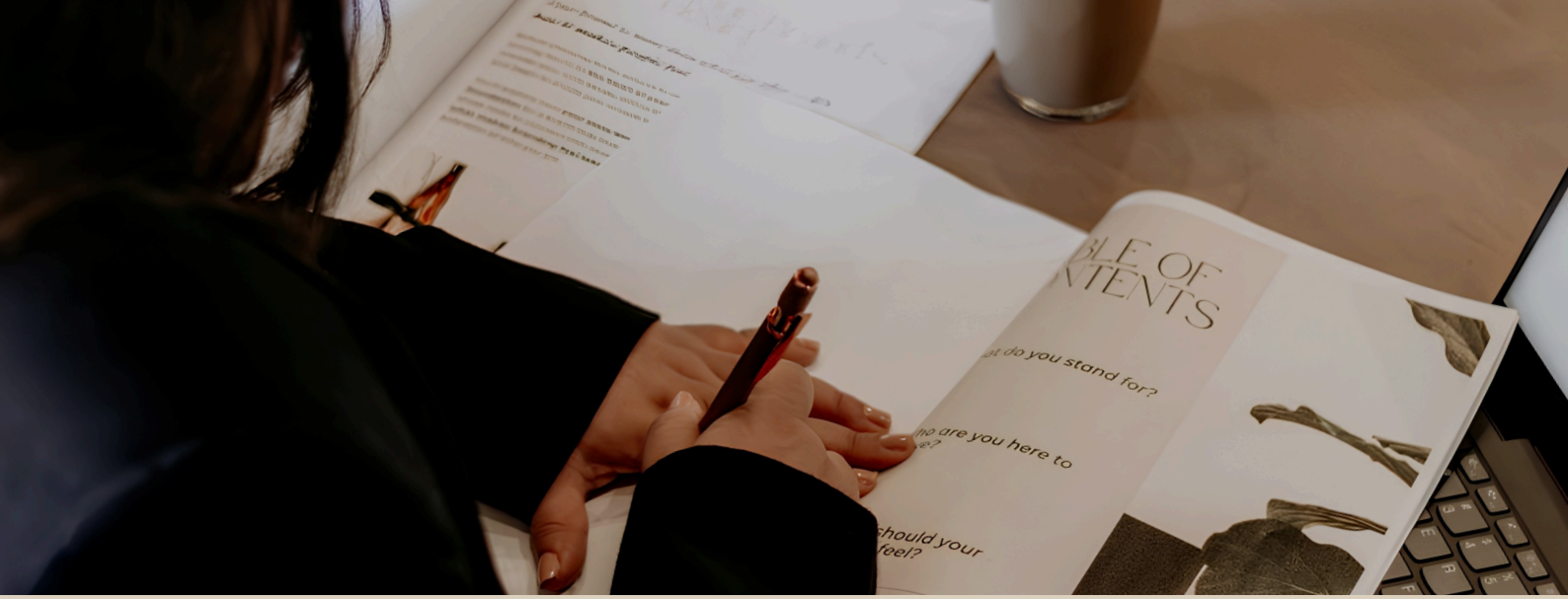
From overwhelm to structure.
➔ **Simple systems for consistent marketing.**

From being overlooked to being remembered.
➔ **A brand presence that builds trust.**









CHOOSE YOUR PATH

OPTION 1

THE BRAND LAUNCH & ALIGNMENT

For businesses ready to build a strong foundation and show up professionally.

A focused brand and digital launch designed to bring your vision to life with clarity and consistency.

WHAT'S INCLUDED:

- Brand strategy & creative direction
- Visual brand identity
- WordPress website
- Essential launch assets
- Social media setup
- Content templates
- Practical marketing direction

INVESTMENT

R32 500

Payment plans available

OPTION 2

THE BRAND GROWTH PARTNERSHIP

For established businesses ready for ongoing creative and marketing support.

Strategic support to keep your brand consistent, visible and growing.

WHAT'S INCLUDED:

- Brand & marketing strategy
- Social media management
- Content planning & creation
- Email marketing
- Website updates
- Branded marketing materials
- PR & communications
- Monthly performance insights

INVESTMENT:

R12 500 / MONTH

6-month minimum partnership

HOW WE WORK TOGETHER

STAGE 01 | THE FOUNDATION

GET CLEAR

We clarify your positioning, establish your brand foundation and create a strong visual direction.

Brand strategy • Creative direction • Visual identity • Website foundations





STAGE 02 | THE BUILD

BRING IT TO LIFE

Your strategy becomes a cohesive brand presence across the platforms that matter.

Website development • Social setup • Content systems • Marketing assets

STAGE 03 | THE GROWTH

SHOW UP WITH CONFIDENCE

With your foundation in place, we focus on consistency, visibility and strategic growth.

Ongoing content • Digital marketing • Performance insights • Strategic refinement



READY TO BRING YOUR BRAND INTO ALIGNMENT?

A SIMPLE, STRUCTURED PROCESS

01 / ENQUIRE
Tell me about your business, your goals and what you need support with.

02 / DISCOVER
We'll schedule a 60-minute Strategy Discovery Call at a mutually convenient time.

03 / ALIGN
I'll recommend the right level of support and provide a tailored proposal.

04 / CREATE
Once we're aligned, we'll agree on the project scope, timeline and next steps before work begins.

THOUGHTFUL WORK TAKES TIME.
I work with a limited number of clients at a time so that every project receives the attention it deserves.

ENQUIRE ABOUT WORKING TOGETHER



LET'S CREATE SOMETHING ALIGNED.

Whether you're building something new or ready to take an established brand further, I'd love to hear what you're creating.

DANELLE

Founder & Creative Strategist

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