



INVESTMENT GUIDE

Created by Blank Canvas

PACKAGING BASED PACKAGES | PACKAGING BASED PACKAGES |
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Silki BASIC

1,5%
HYALURONIC
ACID

Hydration Booster

All Skin Types

Water Based

30ml
1 fl oz

vegan & cruelty free

Silki BASIC

4% NIACINAMIDE +
3% LIQUORICE

Tone Booster

All Skin Types

Water Based

30ml
1 fl oz

vegan & cruelty free

Silki
ROSEHIP OIL
Organic
Cold Pressed

30ml
1.0 FL OZ



I am so excited you reached out!

Welcome to Blank Canvas!

Firstly, I want to say a big thank you for considering us to create your packaging and strategic branding. At Blank Canvas we pride ourselves on strategic design and passion which ultimately leads us to helping you create a brand that works for you and your business.

I'm so excited to open a further conversation about what we can do for your brand and how we believe that I can help you achieve your goals. This proposal will give you an outline of what your project may look like should you decide to work with Blank Canvas. If you have any questions, don't hesitate to send me an email at (taylor@blankcanvasdesigns.co.za)



THE MISSION

We are on a mission to change the way in which packaging design is perceived in the marketplace. We view packaging as one of the most magical design niches – it is through the creation of beautiful packaging that dreams are literally transformed from vision to reality. It is both empowering and sacred to hold your vision within your hands, and we are here to guide and teach our clients through a beautiful process that is light-hearted and fun along every step of the way. We are all about making your dreams come true.



ABOUT ME

Hey, I'm Taylor, but you can call me Tay. I founded Blank Canvas back in 2021 and I couldn't be more thankful for how much we've grown in this time.

I love seeing a brand come together and working closely with a client to make their vision, or dream come true. I am super passionate about packaging and strategic branding designs. Let me help you take that next step to kick-start your successful business!

If we work together, you'll get my passion and determination, so strap in, because it's going to be an exciting journey.

YOU HAVE BEEN WORKING REALLY HARD ON YOUR BUSINESS BUT YOU ARE BATTLING TO REACH YOUR AUDIENCE

YOU'RE FEELING FRUSTRATED, OVERWHELMED & MORE THAN A LITTLE BIT STUCK.

- You're starting a new business
- You have been in business for a few years but you are ready to grow your brand
- You're struggling to understand and share your brand values and connect with your audience in a meaningful (and profitable) way
- You want a brand that gives you #allthefeels instead of that dreaded brand shame.
- You have an amazing product idea but no idea on how to get it to market
- You're not seeing the steady growth you imagined you would
- Your brand lacks direction

NOW IMAGINE THIS:

- + Your brand gives you and your audience #allthefeels
- + You're seeing consistent growth and you know it's because you've invested your time, love and energy into making your brand work for, and with you
- + Your brand has a clear direction
- + Your product has launched with strategically designed packaging and is making an impact on the shelves.
- + You're seeing consistent growth and you know it's because you've invested your time, love and energy into making your brand work for, and with you.
- + Your brand has a clear direction

You are our

Ideal

Client if:



Working together is about finding the right mixture of magic that's going to spark joy in this project and make it run smoothly. Blank Canvas is built on a strong passion to help others achieve their goals.

We have a process that allows us to work together to get everything from you in order to allow me to create something special just for you (unique and special)

We will definitely be the perfect fit if you are looking for the following:

Strategic Design

Fun ————— **Bold**

Energetic

Deliberate

Eye-catching

Organised

Exciting

Product Focused

YOUR BRANDING IS NOT A JUST A LOGO

LET'S TALK THE BLANK CANVAS PROCESS

1

Brand Strategy

I believe that strategy is the key to a successful brand and for this reason we start with a clear visual strategy.

Through the use of a detailed branding workbook which you will work through and complete, I get to know you, your brand and where you want to take it. We focus on strategic design that creates a connection and trust between you and your clients.

The aim is to create a brand geared at your growth and that elevates your business within your industry.

2

Let's get Designing

Branding with me is more than just a logo. After going through your brand workbook and identifying your ideal client and unique voice I will craft a brand focused on an authentic identity that visually communicates who your brand is and what makes you unique.

You will get full brand identity crafted in alignment with the strategy and we will then create packaging that perfectly aligns with that and speaks directly to your target market.

3

Getting out there

The importance of branding comes in its consistency, so we will create brand collateral that brings your brand identity to life and gives your business consistency at each touch point. Packaging design is magic in action. It is a journey of self-discovery and empowerment.

4

Let's Launch

Last but by no means least, I will take your brand from logo to full experience, creating a home for your brand online or on the shelf. Holding the finished product in your hand is a feeling like no other.





The packaging Pro

INVESTMENT FROM
R54 000

Designing packaging can be intimidating but I am here to create the start of your wildest dreams! This has everything you need to create a powerful brand identity and packaging system that will make a lasting impression on your customers. I'll work with you to develop a comprehensive brand strategy, including logo design, brand messaging, and brand identity design, that will ensure your brand is positioned for success.

We'll then apply this strategy to your packaging design, creating a cohesive and memorable system that will set your product apart on the shelf. All packaging and branding is designed with purpose and will ensure your star product doesn't look like an afterthought.

THIS IS PERFECT FOR YOU IF

This is best for companies that are in the start up phase. They have no branding and are looking at launching with bold packaging that is ready to enter the market with a splash.

PAYMENTS:

Payments plans are available for this package in 4/6 installments each Month. Each project requires a first payment before we start.

WHAT'S INCLUDED?

- Clarity Call
(To get a deep understanding of what you are looking for and what you need)
- Project Management & Private Client Portal
(To assist with timelines, feedback and overall guidance during the whole design process)
- Concept Brand Strategy
(Includes target audience, brand values, and design direction)
- Brand Identity
 - Primary logo design
 - Secondary logo design
 - Alternative logo design
 - Submark design
 - Brandmark design
- Full color palette selection + Brand fonts
- Brand Pattern / Custom Illustration / Custom Iconography
- Brand Strategy Doc:
 - Brand why
 - Target market break down
 - Brand voice
 - Visual direction
 - And more..
- Market research:
 - Competitive analysis
 - Shelf study
 - Brand positioning
 - And more..
- 4 SKUs primary and secondary packaging
- A Brand Guide Board
(With color codes, logo usage, and font usage guides)



Browser to Buyer

INVESTMENT FROM
R68 000

Time to start manifesting those dreams and making it all a reality, this package includes all the bits and bobs you need to establish a strong online presence and start attracting customers from day one. I will work with you to develop a cohesive brand strategy, including logo design, brand messaging, and brand identity design. We'll also create a professional, user-friendly website that showcases your brand and provides a seamless customer experience, capturing those browsers online and turning them into your biggest fans. You will be confident that your brand will look great and function flawlessly, setting you up for success in the online world. Plus, we'll provide ongoing support and maintenance to ensure that your website stays up-to-date and relevant as your business grows. This is a direct line to launch your products and sell them directly to those ideal customers online. Creating visually striking packaging that tells a story and connects with your clients will ensure those sales keep rolling in.

THIS IS PERFECT FOR YOU IF

You are launching your business with a splash and need to show up online. Making your product directly available to your customers online, with impactful branding, packaging and design system that shines on your e-commerce website.

PAYMENTS:

Payments plans are available for this package in 6 installments each month. Each project requires a first payment before we start.

WHAT'S INCLUDED?

- Clarity Call
(To get a deep understanding of what you are looking for and what you need)
- Project Management & Private Client Portal
(To assist with timelines, feedback and overall guidance during the whole design process)
- Concept Brand Strategy
(Includes target audience, brand values, and design direction)
- Brand Identity
 - Primary logo design
 - Secondary logo design
 - Alternative logo design
 - Submark design
 - Brandmark design
- Full color palette selection + Brand fonts
- Brand Pattern / Custom Illustration / Custom Iconography
- Brand Strategy Doc:
 - Brand why
 - Target market break down
 - Brand voice
 - Visual direction
 - And more..
- Market research:
 - Competitive analysis
 - Shelf study
 - Brand positioning
 - And more..
- A Brand Guide Document
(With color codes, logo usage, and font usage guides)
- Online store
- Up to 6 SKUs primary and secondary packaging
- A Brand Guide Board
(With color codes, logo usage, and font usage guides)

GOT SOME QUESTIONS?

ARE THERE PAYMENT PLANS AVAILIABLE?

Yes, of course we want to work together to creat magic and we want that to be as easy as possible for you. When bokking your slots we can discuss the details.

WHAT'S THE TIMELINE LIKE FOR DESIGN?

Each package is different, but approx timeline can be found on each package's page. Timeline will vary depending on add-ons and revisions. Please let us know of your ideal Timeline when inquiring.

WHAT IF I'M LOOKING FOR SOMETHING THAT'S NOT LISTED ON THE PRICE LIST?

No problem! I am ready to take on any design task.
If you'd like a custom quote please email us at hello@blankcanvasdesigns.co.za

HOW CAN WE GET STARTED?

I am so excited to work with you! If you're ready to pick a package and get started, please email [**hello@blankcanvasdesigns.co.za**](mailto:hello@blankcanvasdesigns.co.za) with a response to the questions and package you are interested in so we can get started

WHAT'S THE DESIGN PROCESS LIKE?

Our collaborative journey together begins with a detail-oriented dive into your business and what you do. I want to know everything; from your core mission right down to the reason you chose your brand name.

From there, we can begin dreaming and devising a tailored plan that will reveal your desires and prepare us for action.

Using what I've gathered from our discoveries, I'll begin the design process. Throughout my process, I'll refer back to our research to ensure my work is always intentional and on-par with your standards.

After concept finalisation, I'll provide you with all the files and guidance that will prepare a springboard for you to go live. I won't leave you with any loose ends or unanswered questions. The way I see it, our work together is only complete once you feel 100% prepared and informed.



Let's chat!

"Taylor did phenomenal work, was timely and got me everything I needed and delivered great working. She was creative, original and explained all her decisions when creating my branding and packaging. She will definitely be a big part of my brand going forward. Couldn't recomend her services enough."

Waseem, SZND Spices

"What an amazing experience. Taylor is creative and has done amazing work on refreshing our brand image and developing branding and packaging concepts for new product lines for Bob's Food Company. It is refreshing to work with a company that has such clear communication channels with its client. "

Andrew, Bob's Biltong

" I would highly recommend Taylor to anyone in need of a talented packaging designer. She is a true professional with a passion for great design and a commitment to her clients' satisfaction. It was a pleasure to work with her and I look forward to collaborating on future projects. Thanks, Taylor! "

Alyssa



SO, WHAT IS NEXT?

WE ARE SO EXCITED TO WORK WITH YOU

FILL OUT AN APPLICATION

After you submit your application, we'll either send you a custom quote or request a free call to get more information.

GET IT STARTED

Once the contract is signed and your deposit is paid, we get the ball rolling on your project.

More often this means a thorough creative direction call.

CELEBRATE!

Get the bubbly ready because once we're done, we'll send over all your files to share with the world!

You have everything you need to launch with a bang!

