

the *smol* creative *Services*

JULY 2025

About

The Smol Creative

Designing to

connect

transform

and

empower



Hey, it's Ashley

Graphics Girlie

Millennial Mom

Caffeinated Creative

Why work with The Smol Creative?

- 🦋 Tailored, High-Quality Design
- 🦋 Balance of Creativity & Strategy
- 🦋 Personalized, Hands-On Approach
- 🦋 Support Beyond Design

Our Services

**Logo & Visual
Identity Packages**

**Graphic Design
Services**

**The Grounding
Session**

The Flow Plan

What kind of *Grows & Glows* are you looking for?



Let's narrow down your search - Choose your start point

I'm growing a Brand or Business

(I want to build presence, connect with my audience, and step into my brand power.)

Is your business just starting or ready for a rebrand?

Already have a logo, but need consistent visuals?

YES!
We're just starting or in early growth.

YES!
We want to level up/align our visuals

YES!
We need help creating assets

YES!
We want ongoing design support

I'm glowing up a personal project

(I'm exploring my creative identity, launching a passion project, or just want beautiful, intentional design.)

What are you working on right now?

Need help turning your ideas into visuals?

A personal logo or brand for myself or a passion project

Art Prints, event invites, podcast covers, content

I'm not sure where to begin. I need clarity and guidance

I want a creative partnership over time for evolving needs

Logo & Visual Identity Packages

Graphic Design Services

The Flow Plan

The Grounding Session

Logo & Visual Identity Packages



The Radiant Package

Expanded. Empressive. Fully Realized.

This is **your brand in full bloom**—fully expressed, deeply aligned, and ready to lead. The Radiant is **for brands stepping into their purpose** with power and poise. It's more than a visual identity—**it's a transformation.**

Includes:

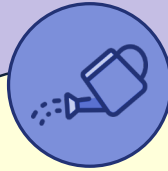
- 🌸 Logo Suite (2 Concepts + 2 Rounds)
- 🌸 Custom Color Palette (5 Colors)
- 🌸 Typography Pairing & Brand Fonts
- 🌸 Brand Moodboard
- 🌸 Custom Icons & Illustrations Set (8)
- 🌸 Full Brand Guidelines
- 🌸 Mini Brand Guidelines
- 🌸 Social Media Rollout:
 - 2 Profile Icons
 - 5-8 Story Highlight Covers
 - 1 Brand Rollout Carousel Post
 - 5-10 Brand or Product Photos
- 🌸 Post Project File Guides + Resources

Timeline: 5-8 Weeks

\$2,500USD

Add-Ons

Need Promotional, Print, or Packaging design services to grow + glow your brand? View our [Graphic Design Services](#) to expand your growth.



The Rise Package

Structured. Aligned. Evolving.

Your brand is growing—and it's time your visuals reflect that. The Rise helps you **show up with confidence, consistency, and character.** This package **brings shape and structure to your story.**

Includes:

- 🌸 Logo Suite (2 Concepts + 2 Rounds)
- 🌸 Custom Color Palette (5 Colors)
- 🌸 Typography Pairing & Brand Fonts
- 🌸 Brand Moodboard
- 🌸 Custom Icons & Illustrations Set (8)
- 🌸 Full Brand Guidelines
- 🌸 Mini Brand Guidelines
- 🌸 Post Project File Guides + Resources

Timeline: 5-6 Weeks

\$1,250USD

Not sure yet?

Do you have questions? Feel free to browse our [FAQs](#) or book a call for clarity! View the [Contact](#) page for more info.



The Root Package

Grounded. Clear. Intentional.

This is **your brand's starting point**—simple, strategic, and **rooted in clarity.** The Root is **for visionaries who know where they're going** and just need a **clean, aligned visual system** to get there.

Includes:

- 🌸 Logo Suite (2 Concepts + 1 Round)
- 🌸 Custom Color Palette (3 Colors)
- 🌸 Typography Pairing & Brand Fonts
- 🌸 Post Project File Guides + Resources

Timeline: 2-4 Weeks

\$600USD

Ready to start?

Are you ready to get started? View [Process Overview](#) and [Next Steps](#) to take the leap! We're so excited to grow + glow with you!

Graphic Design Services

The Post Suite

Promotional Design Services

Captivating designs for campaigns, events, and launches. This suite is all about motion—designs that capture attention and spread the word with style.

Timeline: 2-5 Weeks
Varies by project.

Popular Projects:

-  Social Media Graphics
-  Event or Promotional Flyers
-  Launch Graphics
-  Merch Design

\$150 USD per project

The Paper Suite

Print Design Services

Beautiful, tangible, brand-aligned assets you can hold in your hands. Designed to leave a lasting impression—from menus to brochures and beyond

Timeline: 2-5 Weeks
Varies by project.

Popular Projects:

-  Posters & Menus
-  Business Cards
-  Product Sheets
-  Custom Illustrations

\$150 USD per project

The Parcel Suite

Packaging Design Services

Where strategy meets structure. This suite helps you create packaging that speaks your brand's language and connects at first glance.

Timeline: 3-6 Weeks
Varies by complexity.

Popular Projects:

-  Product Labels
-  Box & Container Design
-  Branded Mailers
-  Custom Wrappers & Inserts

\$200 USD per project



The Flow Plan



Monthly Retainer

Ongoing Design, Seamless Flow

Think of this as your creative support system—consistent, flexible, and made to evolve with you. Designed for brands in growth mode who need on-call design help. **Choose your Flow** 📌

Go with the Flow

Focused and to the point.

Ideal for light design support across one or two project types. Perfect for brands needing a seasonal design refresh or launching a new offering.

What it can cover:

- 🌸 2 Promotional Designs
- 🌸 2 Print Designs
- 🌸 Light revisions for existing packaging designs

Timeline: The Flow Plan covers a monthly block of design support. Each project's turnaround time may vary based on complexity and scope.

\$625 USD per month

You save \$175 with this retainer bundle!

Steady Flow

Consistent and reliable.

Designed for brands with regular campaign needs or varied design deliverables.

What it can cover:

- 🌸 5 Promotional Designs
- 🌸 2 Print Designs
- 🌸 2 Packaging/Product Labels
- 🌸 On-call creative edits & graphic touch ups

Timeline: The Flow Plan covers a monthly block of design support. Each project's turnaround time may vary based on complexity and scope.

\$1,250 USD per month

You save \$200 with this retainer bundle!

Deep Flow

Dive into this flow for FULL Event or Product launches!

For businesses in full momentum—launching products, scaling marketing, or building a robust visual presence for upcoming events.

What it can cover:

- 🌸 Full promo kit: flyers, social posts, merch
- 🌸 3-5 Print Designs
- 🌸 Custom Packaging Design + Mockups
- 🌸 Strategy meetings, revisions, and file prep support

Timeline: The Flow Plan covers a monthly block of design support. Each project's turnaround time may vary based on complexity and scope.

Custom Quote

Cohesive design ALL ACROSS in one stop!

The Grounding Session

1:1 Creative Consultation

A clarity-boosting session to help you reconnect with your brand vision and move forward with confidence. Whether you're launching, refining, or recalibrating, we'll help you align and act.

What's included:

- 🌸 Strategy Call (Video Call or In-Person)
- 🌸 Deep Dive into Your Brand or Project
- 🌸 Visual/Marketing Direction
- 🌸 Actionable Insights + Follow-Up Recap

Perfect for:

- ✨ Brand Clarity
- ✨ Design Reviews
- ✨ Launch Planning
- ✨ Visual Strategy Check-Ins

\$150 USD 60-90 mins

Our Process



Planting the Seed

Step 1: Select your design experience

Choose the design service that fits your project needs.

Step 2: Deep Dive Questionnaire

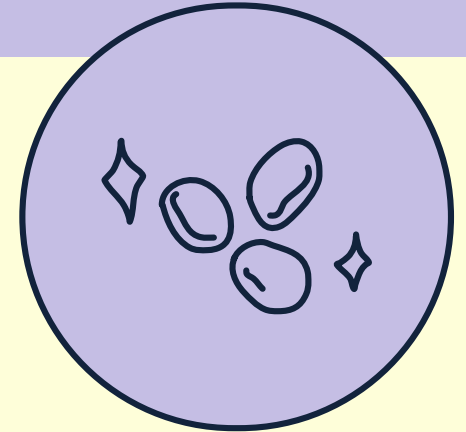
Provide details about your project goals, style preferences, and vision

Step 3: Discovery Conversation

Connect to clarify your ideas and align on the creative direction.

Step 4: Proposal & Agreement

Receive a custom proposal and agreement to confirm the project scope and secure your booking slot.



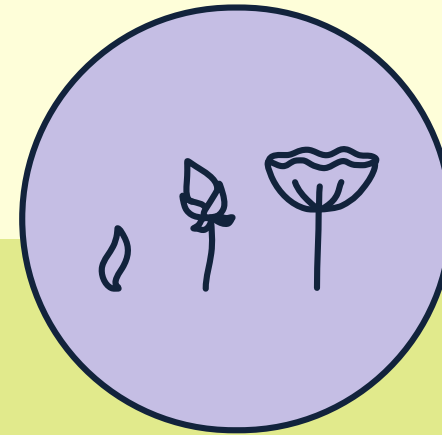
From Sprout to Bud

Step 5: Design Development

Research, sketch, and create your custom design assets.

Step 6: Refine the Details

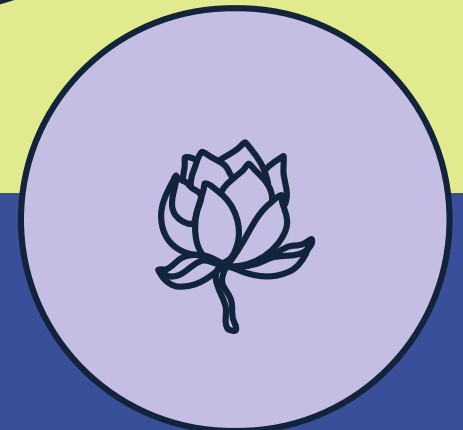
Collaborate to adjust and perfect your design until it's just right.



Full Bloom

Step 7: Finalizing, Delivery & Celebration

Receive your finalized files, ready to shine and be shared!



How do I know which service is right for me?

Start by taking our quick **Grow & Glow Quiz** in the guide! It's designed to point you to the service best suited for your goals—whether you're a business owner looking for a full rebrand or an individual needing polished design support.

What's included in the revision process?

Each service includes a **set number of revisions** (typically 2 rounds) to refine and perfect the design. We encourage open feedback to ensure you're happy with the final result, and additional revisions can be added if needed.

Can I book a discovery call before deciding on a service?

Yes! We highly recommend booking a free discovery call if you're unsure or need help aligning your vision with the right service. **It's a great way to explore your goals and make sure we're a good fit.**

What's the typical turnaround time for projects?

Turnaround **varies based on the service**. For most **logo & visual identity** projects, expect **2–8 weeks**. **Graphic design and Flow Plan work** is usually **5–10 business days per asset**. We'll always provide a clear timeline during onboarding.

I already have a logo. Can you help me with my other design needs?

Absolutely! Our **Graphic Design services (promo, print, packaging)** and The **Flow Plan** are **perfect for clients** who already have an existing brand but need consistent, elevated visuals to support it.

Do you work with clients outside of Guam?

Definitely. While we're proud to be Guam-based, The Smol Creative works with clients globally. All communications, file delivery, and project management can be handled remotely.

Do you offer payment plans?

Yes! We offer flexible payment options **depending on the service package**. Most branding packages are split into two payments, while retainer plans (like The Flow Plan) are billed monthly.

What's the difference between a one-time design and The Flow Plan?

A **one-time design** is just that—a **single deliverable** (e.g., a flyer, social media post, or packaging design). **The Flow Plan** is a **monthly creative partnership that gives you a set number of designs**, brand support, and light edits as needed.

What if I need something custom that doesn't fit into a listed package?

To ensure the quality of our work and maintain realistic timelines, **we focus on the packages offered in this guide**. However, if you're looking for something outside the scope, **we're open to discussing how we can thoughtfully add it to your project or recommend the best next steps**.

Next Steps



Ready to Start?

Logo & Visual Identity

Ready for a brand glow-up?
Fill out the **Logo & Visual Identity Questionnaire** so we can get to know your brand better!

LOGO & VISUAL IDENTITY QUESTIONNAIRE

Graphic Design

Already have an idea and design in mind?
Fill out the **Graphic Design Questionnaire** to get started!

GRAPHIC DESIGN QUESTIONNAIRE

The Flow Plan

Did you need ongoing design support?
Are you preparing for a big product launch or event?
Fill out the **Flow Plan Questionnaire**

THE FLOW PLAN QUESTIONNAIRE

The Grounding Session

Did you need clarity for your brand, visual identity, or promotions?
Book **The Grounding Session** for 1:1 Creative Consultation.

GROUNDING SESSION QUESTIONNAIRE

Not sure yet?

Do you have questions or need guidance? View the **FAQs** Sheet or **contact us** to get guidance.

Get in Touch!

Email us at **thesmolcreative@gmail.com**
DM us **@thesmolcreative**
or submit an **Inquiry Form**

INQUIRY FORM



VISIT OUR WEBSITE

the *smol* creative