The background is a dark grey field filled with a repeating pattern of white line-art icons. These icons include lightbulbs, lightning bolts, magnifying glasses, beakers, flasks, and atomic symbols, representing a blend of science and branding.

THE **BRANDOLOGY** **LAB**

Services Guide & Prices

www.thebrandologylab.co.uk

**WHERE CREATIVITY
MEETS SCIENCE.**

@thebrandologylabuk

What do we do? 01

Strategy Services 02

Design Services 03

Content Services 04

We help creative brands **shape perception
and spark connection.**



A CREATIVE LAB FOR **VISIONARY BUSINESS OWNERS.**

We don't just help your brand to look good, we help you to think differently about how your brand connects with it's customers.

We help creative brands shape perception and spark connection.

Every brand has it's own unique formula, a mix of purpose, personality and presence.

WE CALL IT YOUR BRAND DNA.

When you get those three working together, that's when the magic happens, your brand starts clicking, your message feels clear, and you start to make your mark in the industry.

YOUR BRAND DNA IS MADE UP OF **THREE ELEMENTS.**

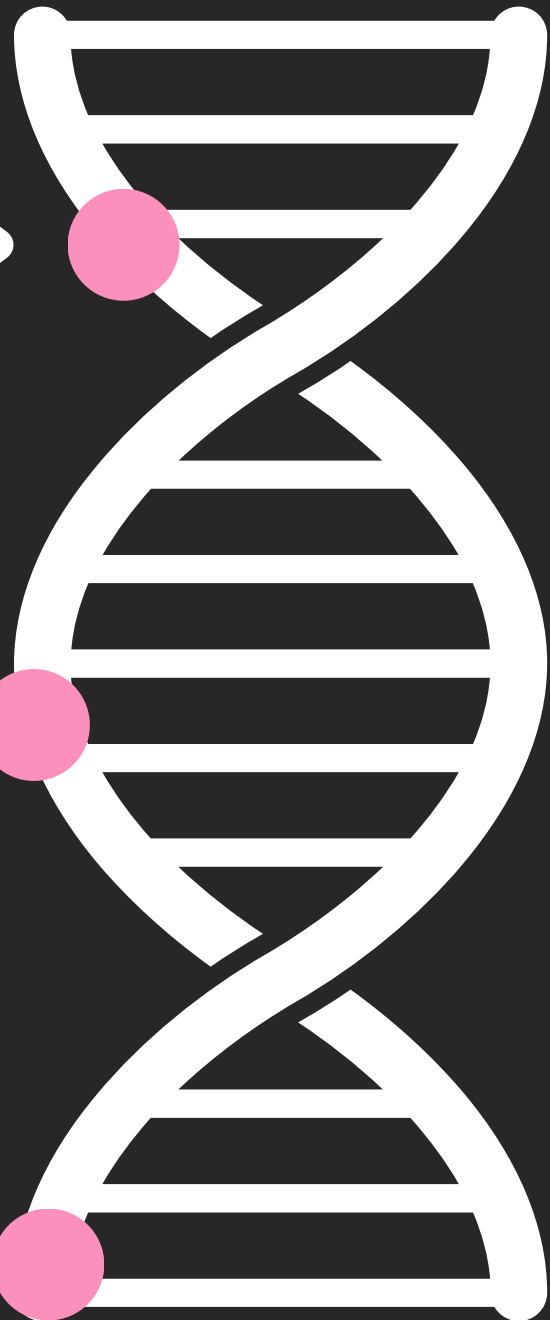
Strategy



Identity



Communication



I. STRATEGY



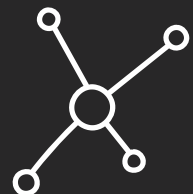
Strategy uncovers your brand's purpose, defines your audience, and positions your brand clearly and confidently. Strategy isn't just a plan; it's your roadmap to clear communication.



2. IDENTITY

Identity brings your brand's personality to life through design, voice, and visuals. Identity makes your brand memorable, stand out from the crowd and magnetic to the people you want to attract.

3. COMMUNICATION



Communication helps to create clear & consistent content that resonates and converts your audience. Communication turns browsers into loyal customers.

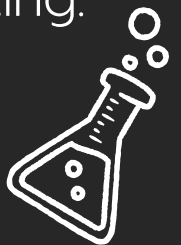
OUR SERVICES

1:1 BRAND CHEMISTRY CALL

£50

**Struggling to find the right formula
for your brand? Let's jump on a call
and experiment together!**

In this 60-minute 1:1 session, we will help you get clarity on your brand's unique formula. From your messaging to your visuals. We'll uncover what's working, what's not, and what needs re-formulating.



Perfect for you if you're feeling..

- Unaligned with your brand
- Confused about what direction to go
- Ready to rebrand but need a fresh perspective first!.

Whats included?

- 60-minute Zoom call
- Prep questionnaire
- Action summary with next steps and ideas to test out!

£350

THE VISUAL FORMULA (BRAND IDENTITY KIT)

Our brand identity package is **perfect** for businesses that already have some strategic foundation but need visual elements to tie it all together.

Whether you're rebranding or just launching, this package provides the essentials to ensure you present yourself consistently and confidently in your industry.



Perfect for you if you've..

- Outgrown your DIY branding
- Feel like your current branding doesn't convey your level of expertise
- Lack visual consistency across your brand

Whats included?

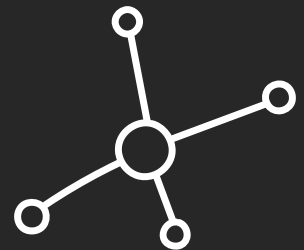
- What's included?
- Moodboard & Visual Direction
- Primary, Sub + Alt Logos
- Fonts & Colour Scheme
- Visual Brand Identity Guide

THE BRAND FORMULA SUITE

*£1200

Ready to go all in on your brand and build something **memorable**?

This is the complete brand transformation, a done-for-you experience combining strategy, design, visuals and web to create a brand that truly reflects your value, shapes your perception and connects you with your audience.



Perfect for you if ..

- You're ready to go all in and invest in your business
- You want to bring your brand to life with a cohesive visual identity across all touch points
- Your goals are to connect & grow

Whats included?

- Brand strategy deep-dive
- Brand identity design
- Brand messaging & positioning
- Brand photography or content creation
- 1-page or multi-page website

(* = prices start from)

THE ONE PAGE WEBSITE

***£399**

One page. All the impact!

The One Page Website is perfect if you're a businesses that needs a professional online presence, but don't have the time or budget for a full website.

Need more than 1 page? We do that too, contact us to discuss full web builds!



Perfect for you if ..

- You're a personal brand, coach or creative that needs a professional online presence
- You don't have the budget to invest into a multipage website

Whats included?

- Discovery + messaging clarity call
- Custom design aligned with your brand
- Mobile responsive, SEO-friendly
- Contact form or main CTA

(* = prices start from)

CONTENT CREATION & BRAND SHOOTS

From scroll-stopping photos to behind-the-scenes content that actually reflects your brand, our shoot days are all about creating visuals that bring your brand to life and shape your perception in the online space.

Our Brand shoots & Content days are perfect if you want to step up your content game, need a refresh or elevate your online presence.

Perfect for you if ..

- Your lack professional imagery across your social media platforms and website
- You struggle to find the time to bulk capture your own content for socials

Whats included?

- Half or full-day shoot
- Location planning & creative direction
- 100 - 150 edited images (based on session)
- All RAW content
- Optional: short-form video content for socials

***£275**

(* = prices start from)

CONTACT US

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www.thebrandologylab.co.uk

FOLLOW US

[@thebrandologylabuk](https://www.instagram.com/thebrandologylabuk)

