



# PETITE AGENCY CO

## SERVICES GUIDE

Explore our services, investment details & FAQ's to see which package aligns with your brand's next chapter.





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# MEET THE FOUNDER



HI, I'M EMILY!

I help brands grow with thoughtful, timeless design and social strategy that tells your story. From full branding to websites and content creation, I make sure your business looks and feels its best.

# THE EXPERIENCE



## METHOTICAL

Our carefully considered design decisions are based on extensive research and are tailored to meet your company's objectives.

## SEAMLESS

Your projects will go from idea to outcome with ease thanks to our streamlined processes, guaranteeing a positive experience.



## SUPPORTIVE

We provide ongoing support and encourage them to come back for further designs and projects so that their changing needs are constantly satisfied.



# OUR PROCESS

01

## DISCOVERY

WE START WITH A DEEP DIVE INTO YOUR BRAND, YOUR GOALS, AUDIENCE & VISION, TO SET A STRONG FOUNDATION.

02

## PLANNING

WE CREATE A CLEAR STRATEGY, MOODBOARD, AND CREATIVE DIRECTION TO GUIDE THE DESIGN PROCESS.

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03

## DESIGN & DEVELOPMENT

YOUR BRAND COMES TO LIFE THROUGH THOUGHTFUL DESIGN, REFINED DETAILS, AND COHESIVE VISUALS.

04

## LAUNCH

WE FINALIZE EVERYTHING, DELIVER YOUR BRAND ASSETS, AND HELP YOU CONFIDENTLY SHARE YOUR NEW LOOK WITH THE WORLD.

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BRANDING

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WEB DESIGN

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SOCIAL MEDIA

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# OUR SERVICES



## BRANDING

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1. FULL BRAND IDENTITY
2. MINI BRANDING
3. BRAND COLLATERAL

starts from

\$1,850  
\$1,250  
\$85

## WEB DESIGN

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1. CUSTOM WEB DESIGN
2. CUSTOM LANDING PAGE
3. WEB DESIGN REFRESH

starts from

\$2,300  
\$900  
\$1,200

## SOCIAL MEDIA

1. SOCIAL MEDIA MANAGEMENT
2. SOCIAL STRATEGY & AESTHETICS

starts from

\$900  
\$700

# PETITE AGENCY CO

# FULL BRAND IDENTITY

who its for:

*Perfect for businesses ready for a complete, strategic brand build. Ideal if you want a polished, cohesive identity that reflects your vision and supports long-term growth.*

## WHAT YOU'LL GET

- Telephone consultation + brand strategy
- Client questionnaire
- Moodboard & creative direction
- 2 rounds of refinements
- 3-4 logo variations
- Typography suite (2-3 fonts)
- Custom color palette
- Brand pattern & icons
- 1 extra brand collateral item (e.g., business cards or social templates)
- Brand guidelines
- Delivery of all files in high resolution

## TIMELINE

Typically takes 4-6 Weeks

## INVESTMENT

Starts at \$1,850.00

**2 PAYMENTS OF \$925**

# MINI BRANDING

## WHAT YOU'LL GET

- Telephone consultation + brand strategy
- Client questionnaire
- Moodboard
- 2 rounds of refinements
- 3 logo alternatives (Primary, Secondary & Icon)
- 2 brand fonts
- Custom color palette
- Mini brand style guide
- Delivery of all files in high resolution

## who its for:

*Great for new or growing businesses that need a simple, professional visual identity. Ideal if you want elevated branding without the full-scale package, just the essentials done well.*

## TIMELINE

Typically takes 2-3 Weeks

## INVESTMENT

Starts at \$1,250.00

**2 PAYMENTS OF \$625**

# BRAND COLLATERAL

who its for:

*Perfect for businesses looking to elevate their brand through thoughtful, cohesive design assets. Ideal if you want polished materials that match your branding and create a seamless client experience, from presentations to packaging.*

## WHAT YOU'LL GET

- Branded Presentation Decks
- Marketing Stationery
- Wedding & Personalized Stationery
- Social Media Templates
- Instagram Highlight Covers
- Custom Packaging
- Business Card Design
- Signage
- + More

## TIMELINE

Depends on scope of work

## INVESTMENT

Starts at \$85.00+

# CUSTOM WEB DESIGN

who its for:

*Perfect for businesses that want a fully custom, strategic website that's elevated, easy to use, and built to convert. Great for brands ready to level up their online presence with a professional, cohesive experience.*

## WHAT YOU'LL GET

- Telephone consultation Strategy
- Creative Direction
- Client questionnaire
- 5-8 Custom Pages
- Fundamental SEO setup
- Homepage and subpage layout
- Mobile and Desktop Optimization
- Social media integration
- Domain Name Registration & Support
- Post Launch Support

## TIMELINE

Typically takes 5-6 Weeks

## INVESTMENT

Starts at \$2,300.00

**2 PAYMENTS OF \$1,150**

# CUSTOM LANDING PAGE

who its for:

*Ideal for launches, promotions, or service-based businesses that need a high-impact, single-page website. Great if you want a clean, branded page that guides your audience to take action.*

## WHAT YOU'LL GET

- Telephone consultation + strategy session
- Creative Direction
- Client questionnaire
- Fully custom, branded single-page layout
- Fundamental SEO setup
- Mobile and Desktop Optimization
- Social media integration
- Domain Name Registration & Support
- Post Launch Support

## TIMELINE

Typically takes 3-4 Weeks

## INVESTMENT

Starts at \$900.00

**2 PAYMENTS OF \$450**

# WEB DESIGN REFRESH

who its for:

*Great for businesses that already have a website but need updated visuals, improved flow, and better performance. Perfect if you want your site to feel more modern without starting from scratch.*

## WHAT YOU'LL GET

- Telephone consultation + strategy session
- Client questionnaire
- Updating visuals and layout tweaks
- Improving SEO for existing pages
- Minor branding updates (fonts, colors, small elements)
- Mobile and desktop optimization
- Post-launch support

## TIMELINE

Typically takes 3-6 Weeks

## INVESTMENT

Starts at \$1,200.00

**2 PAYMENTS OF \$600**

# SOCIAL MEDIA MANAGEMENT

who its for:

*Perfect for brands that want hands-off, fully managed social content. Ideal if you want strategic posting, branded content, consistent engagement and monthly analytics, without doing any of the work yourself.*

## WHAT YOU'LL GET

- Content strategy & trend research
- Content calendar & scheduling
- Caption writing, hashtag & SEO strategy
- Custom branded visuals (mix of static & carousels)
- Custom stories
- Reel creation (client provides raw footage)
- Engagement & community outreach
- Tracking & measuring analytics
- Monthly analytics report
- Ongoing strategy adjustments

**Add ons:** *Monthly content shoot & custom shot list template (Muskoka based only)*

## CONTRACT

*Contract is by a monthly basis*

## INVESTMENT

Starts at \$900.00

# SOCIAL STRATEGY & AESTHETICS

who its for:

*Ideal for businesses who want strong branded visuals and a clear content strategy but prefer to handle posting and engagement themselves. Great for creators or small businesses that need direction and on-brand content support.*

## WHAT YOU'LL GET

- Custom branded visuals (mix of static & carousels)
- Custom stories (if requested)
- Reel creation (client provides raw footage)
- Content strategy & trend research
- No engagement or scheduling
- Basic monthly insights report
- Monthly strategy call

**Add ons:** *Monthly content shoot & custom shot list template (Muskoka based only)*

## CONTRACT

*Contract is by a monthly basis*

## INVESTMENT

Starts at \$700.00

# NEXT STEPS



## 01 CONNECT

Schedule a complimentary discovery call & evaluate which service is most suited to your needs.



01.

## 02 PROPOSAL

Obtain a proposal that includes a recap of our discussion, a breakdown of the project and investment.



02.

## 03 LET'S START!

The most exciting part! Starting your service & collaborating on the design process.



03.



# CONTACT US

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