



PETITE AGENCY CO

Services Guide

Explore our packages, costs, and frequently asked questions
and discover which service best fits your business.





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MEET THE *Founder*



HI, I'M EMILY!

I help brands grow with thoughtful, timeless design and social media 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.

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.

BRANDING

WEB DESIGN

SOCIAL MEDIA

OUR *Services*



BRANDING

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

starts from

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

WEB DESIGN

- 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



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*

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.

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

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.



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