

CREATIVE PARTNER

Retainer Service

Your affordable in-house Creative Direction solution!

Is your creative team sitting idle waiting on you for assignments? Or you're just strapped for time on strategic ideation, project management and effective design aligned with business goals & need to desperately get the ball rolling. This program is all that and more.

BI-WEEKLY CALLS

Renewal Options:

30 Days

90 Days

Who's it for

- Brand's needing a mentor and resource for a entry-level design hire(s) to bring the best out of them.
- Brand's needing to proactively have designs in the pipeline rather than reacting to design needs.
- Brand's needing Senior Creative Expertise in a flexible, affordable service model.
- Marketing Director's needing to take off the hat of being the Creative Director to focus on other areas.

What you get

- ✓ **Weekly Strategy Calls:** Valuable (up to) 1 hour calls to align on strategy, ideation, and insights that align the assigned designs to your business goals.
- ✓ **Free Resources:** effective creative brief templates, brain storming work shop templates, websites for asset creation and more for you or your creative team to learn and leverage.
- ✓ **Project Management:** Full access to your own trello board (Project management system) managed by me where you will be able to see the progress of projects in real time.
- ✓ **Asset Organization and Management:** Dedicated DAM (DAM subscription not included in price)
- ✓ **Communication:** Access to dedicated slack channel for direct communication with me.
- ✓ **Design:** As many assets as your team can handle.

Book call for pricing

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LET'S GET
TO WORK!

Are you an Advertising or Digital Marketing Agency looking for a Design Partner for multiple brands? Perfect! Inquire about our Enterprise Partnership

if you have any additional questions regarding the service tiers feel free to email info@minervacreative.co for more details.

CREATIVE COMMAND

Retainer Service

No designers? No problem! My team & I are your dedicated Creative Department.

Unlike other design services, you won't have to handle everything on your own, from coming up with assignments to dealing with back-and-forth. I got you covered as your Creative Director, supporting you with strategy, ideation, and project management. This way, you can focus on the business side, confidently running and gunning, while knowing that you're proactively getting the designs you need for success.

Most Popular

FOUNDATION

8 Design Credits

Renewal Options:

30 Days

90 Days

Who's it for

- Brand's that are sick of doing the free-lancer dance spending time and money on designs that are 🤪
- Brand's needing to proactively have designs in the pipeline rather than reacting to design needs.
- Brand's needing Senior Creative Expertise in a flexible, affordable service model.
- Marketing Director's needing to take off the hat of being the Creative Director to focus on other areas.

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- ✓ **Free Resources:** Effective creative brief templates, brain storming work shop templates, websites for asset creation and more for you or your creative team to learn and leverage.
- ✓ **Project Management:** Full access to your own trello board (Project management system) managed by me where you will be able to see the progress of projects in real time.
- ✓ **Asset Organization and Management:** Dedicated DAM (DAM subscription not included in price).
- ✓ **Communication:** Access to dedicated slack channel for direct communication with me.
- ✓ **Design:** 8 professionally designed assets per month. Prioritizing 2 assets per week.

Print

- Brochures
- Sales Sheets
- Magazine Ads
- Promo Materials
- Catalogs
- POP materials
- In-Store Materials
- Packaging Design (Continued)

Digital

- Product Mock-Ups
- Email Design
- Landing page design
- Illustrations
- Pitch & Sales Decks
- Social Media Graphics
- Digital Ads
- Info Graphics
- Motion Graphics

[Book call for pricing](#)

MOMENTUM

12 Design Credits

Renewal Options:

30 Days

90 Days

Who's it for

- Brand's that are sick of doing the free-lancer dance spending time and money on designs that are 🤪
- Brand's needing to proactively have designs in the pipeline rather than reacting to design needs.
- Brand's needing Senior Creative Expertise in a flexible, affordable service model.
- Marketing Director's needing to take off the hat of being the Creative Director to focus on other areas.

What you get

- ✓ **Weekly Strategy Calls:** Valuable (up to) 1 hour calls to align on strategy, ideation, and insights that align the assigned designs to your business goals.
- ✓ **Free Resources:** Effective creative brief templates, brain storming work shop templates, websites for asset creation and more for you or your creative team to learn and leverage.
- ✓ **Project Management:** Full access to your own trello board (Project management system) managed by me where you will be able to see the progress of projects in real time.
- ✓ **Asset Organization and Management:** Dedicated DAM (DAM subscription not included in price).
- ✓ **Communication:** Access to dedicated slack channel for direct communication with me.
- ✓ **Design:** 12 professionally designed assets per month. Prioritizing 3 assets per week.

Print

- Brochures
- Sales Sheets
- Magazine Ads
- Promo Materials
- Catalogs
- POP materials
- In-Store Materials
- Packaging Design (Continued)

Digital

- Product Mock-Ups
- Email Design
- Landing page design
- Illustrations
- Pitch & Sales Decks
- Social Media Graphics
- Digital Ads
- Info Graphics
- Motion Graphics

[Book call for pricing](#)

APEX

16 Design Credits

Renewal Options:

30 Days

90 Days

Who's it for

- Brand's that are sick of doing the free-lancer dance spending time and money on designs that are 🤪
- Brand's needing to proactively have designs in the pipeline rather than reacting to design needs.
- Brand's needing Senior Creative Expertise in a flexible, affordable service model.
- Marketing Director's needing to take off the hat of being the Creative Director to focus on other areas.

What you get

- ✓ **Weekly Strategy Calls:** Valuable (up to) 1 hour calls to align on strategy, ideation, and insights that align the assigned designs to your business goals.
- ✓ **Free Resources:** Effective creative brief templates, brain storming work shop templates, websites for asset creation and more for you or your creative team to learn and leverage.
- ✓ **Project Management:** Full access to your own trello board (Project management system) managed by me where you will be able to see the progress of projects in real time.
- ✓ **Asset Organization and Management:** Dedicated DAM (DAM subscription not included in price).
- ✓ **Communication:** Access to dedicated slack channel for direct communication with me.
- ✓ **Design:** 16 professionally designed assets per month. Prioritizing 3 assets per week.

Print

- Brochures
- Sales Sheets
- Magazine Ads
- Promo Materials
- Catalogs
- POP materials
- In-Store Materials
- Packaging Design (Continued)

Digital

- Product Mock-Ups
- Email Design
- Landing page design
- Illustrations
- Pitch & Sales Decks
- Social Media Graphics
- Digital Ads
- Info Graphics
- Motion Graphics

[Book call for pricing](#)

BRAND BUILDER

Project Service

94% of a brand's first impression is based off design. Make sure yours is done right!

If you're fully committed to making your brand pop and rise above the competition, or if you're worried that your current branding isn't cutting it, Brand Builder is crafted just for you. We kick off with a focused strategy to position your brand precisely, then dive into identity creation (including logos, colors, fonts, etc.), and wrap up with implementation through eye-catching packaging design and a sleek e-commerce website build. Brand Builder covers every consumer touchpoint, prepping you perfectly for a standout launch.

Most Popular

PILOT PLUS

4-6 Weeks

Who's it for

👍 Companies with tight budgets but seeking the X-Factor to distinguish themselves from competitors on shelf with packaging.

👍 Companies that want a quick way to test the market without investing too heavily.

👍 Companies aiming to convey professionalism and trustworthiness through their product packaging without actively seeking or being prepared to establish brand equity,

What you get

✅ **Simple Style Guide:** We'll create a simple Brand Style Guide including a logo, color palette, typography, and brand applications. This style guide will ensure uniformity, cohesion, and guidance in designing packaging and other brand materials moving forward. Think of it as your brand's visual roadmap.

✅ **New Packaging Design:** We the leverage your style guide to create packaging design. From the initial concept to strategic visual hierarchy, we ensure every element is thought out. This approach carries your packaging from design to press. We'll even include 3D mock-ups to use in marketing materials.

✅ **Branded Sales Sheet:** Hit the ground running with the final touch. A branded sales sheet to send out to your prospective clients.

Book call for pricing

BRAND STANDARD

8-10 Weeks

For Brand's Looking to Stand out On-Shelf

Who's it for

👍 Brand's seeking the X-Factor to distinguish themselves from competitors right from the start, or those struggling to stand out amid a crowded market or aiming to rebuild consumer trust.

👍 Brand's needing consistency. By handling everything from strategy to implementation, Brand Builder ensures your brand communicates consistently, whether through your logo, packaging, or in-store presence

👍 Brand's needing Senior Creative Expertise without the overhead of agency costs.

👍 Brand's looking to increase value. Strong branding can contribute to building brand equity, the added value brought to your products or services that allows you to charge more for your brand than what similar, unbranded products command. This perceived value is crucial for long-term growth and profitability.

What you get

✅ **Brand Strategy :** Brand strategy is the blue-print of your brand. It starts with research to understand the market, customer needs, and trends. Competitive analysis follows, identifying where rivals stand and uncovering opportunities. Finally, brand positioning crafts a unique space for the brand in the consumer's mind, distinguishing it from competitors.

✅ **Brand Identity:** Brand Identity is the collective look and feel of a brand based on the strategy work. It ensures a unique, consistent appearance across all materials and touchpoints. Your Brand Identity will include: -Brand Positioning -Logo -Color Palette -Typography -Usage Guidelines -Brand Application- Photography Style -Design Application - Communication style & tone

✅ **New Packaging Design:** We the leverage your brand identity to create packaging design that resonates directly to your core customers. From the initial concept to strategic visual hierarchy, we ensure every element is thought out. This approach carries your packaging from design to press, marrying attractiveness with functionality to stand out on-shelf or on-line.

✅ **Launch Plan:** Now that these specific consumer touchpoints of your brand are ready to be unveiled, I assist in devising a rollout plan. The smoothest transition involves shifting to Creative Command, ensuring ongoing design support for your brand on a month-to-month basis. This seamless approach guarantees continuity in maintaining and enhancing your brand's visual presence, creating consistent and impactful designs for your brand proactively.

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FULL MONTY

12-15 Weeks

For Brand's Looking to Stand out On-Shelf & On-Line

Who's it for

👍 Brand's seeking the X-Factor to distinguish themselves from competitors right from the start, or those struggling to stand out amid a crowded market and aiming to rebuild consumer trust.

👍 Brand's needing consistency. By handling everything from strategy to implementation, Brand Builder ensures your brand communicates consistently, whether through your logo, packaging, or online presence, fostering a stronger connection with your audience.

👍 Brand's needing Senior Creative Expertise without the overhead of agency costs.

👍 Brand's looking to increase value. Strong branding can contribute to building brand equity, the added value brought to your products or services that allows you to charge more for your brand than what similar, unbranded products command. This perceived value is crucial for long-term growth and profitability.

What you get

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✅ **New Packaging Design:** We the leverage your brand identity to create packaging design that resonates directly to your core customers. From the initial concept to strategic visual hierarchy, we ensure every element is thought out. This approach carries your packaging from design to press, marrying attractiveness with functionality to stand out on-shelf or on-line.

✅ **Website Design:** Lastly, we develop your e-commerce site, crafting every detail to ensure a seamless online shopping experience. From navigation to secure payment gateways, we prioritize functionality while maintaining the essence of your brand. With our expertise, your e-commerce site becomes the ultimate platform for driving sales and fostering customer loyalty.

✅ **Launch Plan:** Now that all consumer touchpoints of your brand are ready to be unveiled, I assist in devising a rollout plan. The smoothest transition involves shifting to Creative Command, ensuring ongoing design support for your brand on a month-to-month basis. This seamless approach guarantees continuity in maintaining and enhancing your brand's visual presence, facilitating a consistent and impactful consumer experience.

Book call for pricing

New Packaging (Only)

Who's it for

👍 Brand's seeking to enhance their current packaging or develop a completely new concept based on their current brand aesthetics.

What you get

✅ **New Packaging Design:** Based on your current logo, color palette and typography we craft refreshed or brand new packaging designs for your brand. From the initial concepts to strategic visual hierarchy, we ensure every element is thought out. This approach carries your packaging from design to press, marrying attractiveness with functionality to stand out on-shelf or on-line. An established logo, color palette and typography style is **mandatory** for this tier. If you d not have these in place "The Bare Essentials" tier is tailored to solve this issue.

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