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CJ INK DESIGNS SERVICES GUIDE

G'day! Clint here. I'm your friendly neighbourhood designer. I help established owner led service brands when the biz has moved forward, but the way it presents or explains itself has not fully kept pace. That's something a lot of biz owners can relate to, right!

We'll work out what should stay, change and what actually needs design attention, then turn those decisions into a clear, practical brand system you can use with confidence and, more importantly, your audience can understand, trust and recognise.

AI and design tools can create options quickly as we know! The harder part is knowing what is right for the biz and making the right calls. That is where judgement, direction and outside perspective matter, alongside my design skills, style and experience.

Still curious?

VIEW MY WORK

WORK WITH ME

- Starter Pack
- Plus Pack
- Strategy Session
- Casual Support
- Custom Work
- Design Subscription

WHAT YOU GET

- Clear direction on what actually needs attention
- A brand identity system built for real business use
- Files, guidance and usage rights explained clearly
- More control over your own brand
- Professional support when something bigger or more important comes up

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HOW WE CAN WORK TOGETHER

Clear options, clear scope and no guessing, right! You choose the level of help that fits where the biz is right now, I'll handle the design.

01 STARTER PACK

$2,500.00 Excluding GST | 2 to 3 weeks
Best for biz needing a focused rebrand without an entire overhaul.

Includes:

- Brand discovery/direction
- Logo, colour, type systems
- Essential brand assets
- Mini Brand guidelines
- Final files and usage rights
- 30 days aftercare up to 8hrs

Best fit if:
The biz is established, but the visual identity needs to catch up.

02 PLUS PACK

$7,500.00 Excluding GST | 4 to 5 weeks
Best for biz ready for a more comprehensive rebrand and system.

Includes:

- Same as the Starter Pack
- Deeper brand discovery
- Extended Brand Guidlines
- Brand rollout
- Practical templates
- 60 days aftercare up to 16hrs

Best fit if:
The biz has changed and the brand needs more than a refresh.

03 STRATEGY SESSION

$200 | 60 Minutes
For when you know something's up and you need advice.

Includes:

- Clear direction
- What should stay
- What should change
- What to focus on next

You might leave knowing a full rebrand is not the right move yet.

04 ONGOING SUPPORT

Good for For businesses that already have a brand and need professional design help..

Casual Support
Quoted to suit the job
Custom Work

Design Subscriptions
$624.00 Excl GST up to 8 hrs
12 Month agreement

Payment Plan, interest free, over 12 Months, subject to approval.

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WHAT MY CLIENTS SAY

Are you my next success story? The finished work matters, but so does how we get there. Here's what a couple of clients had to say.

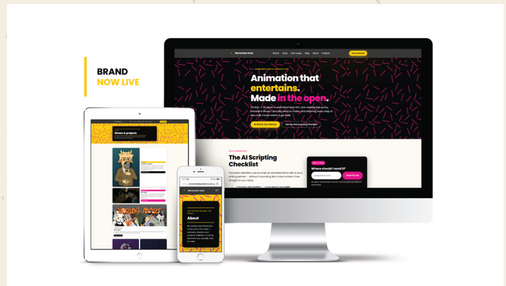
IF NOTHING CHANGES, NOTHING CHANGES

Kim came to me for a rebrand while RKP was growing. Since then, the channel has hit 1K YouTube subscribers in under six months. He now uses the identity foundation and style guide himself across social, content, web and documentation, keeping the brand consistent without needing me for every asset.

"When we decided our brand aesthetic had outlived its chaotic early life, we turned to CJ Ink Designs to rebuild it and that exceeded our expectations."

~ Kim Allen, Director/Creator, Remember Kate Production





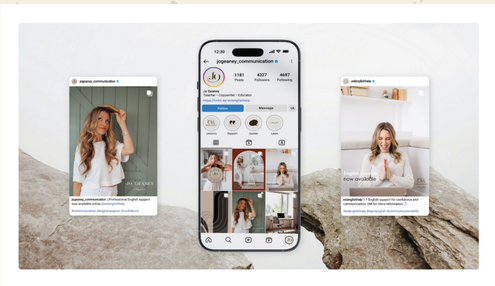
WHAT ARE YOU WAITING FOR?

Jo came to me while building ESL English Help alongside her personal brand Jo Geaney. She's now fully booked and launching a new podcast called Speak UP. She uses her design identity as the guardrails for everyday Canva post, then brings me in when something important needs a designer.

"Working with CJ has been one of the best investments I've made in my business because he took a half-finished idea and masterfully translated it into beautiful assets."

~ Jo Geaney, Workplace Communication Coach, ESL





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WHAT HAPPENS NEXT

I have a simple process that keeps things clear from the first conversation through to handover and ongoing support, when you need it.

LET'S SEE IF WE'RE A GOOD FIT

Thinking about Starter or Plus? Complete the quick qualifier so I can understand whether I can genuinely help.

CLEAR SCOPE BEFORE WE START

If we're a good fit, we'll work through brand audit and proposal so you know what's included, costs & whats next.

FIND THE RIGHT WAY FORWARD

I'll review your answers personally and recommend the most suitable next step.

DESIGN, HANDOVER & SUPPORT

You run the biz, I handle the design, keep the process focused and leave you with a practical system you can actually use.

ARE YOU READY TO TALK?

If something in this guide feels like the right fit, let's have a chat.

Free 15 min intro call

BOOK A CALL

Still figuring it out?

SEE IF YOU QUALIFY

QUESTIONS?

Phone calls not your jam?

Email
hello@cjinkdesigns.com.au

GET IN TOUCH



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