

Services & Pricing Guide



Hi there, we're Wandering Design House

At Wandering Design House, we approach branding differently. Instead of starting with what looks good, we start with how your customers actually think and behave. We map their entire journey first—from the moment they discover you to when they become loyal advocates—then design the brand system that guides them through it.

This isn't about creating pretty logos that sit in a portfolio. It's about building brands that actually help your business grow. We work with hospitality, lifestyle, and CPG founders who understand that great branding

is strategy made visual, and we're here to make sure every touchpoint feels intentional, not accidental.

Whether you're just getting started or ready to scale, we meet you where you are with options that fit your stage and budget—from accessible brand foundations to comprehensive strategic partnerships.



About Our Brand

We design brands that drive conversions by mapping your customer journey first, then building the brand system that turns visitors into customers and customers into advocates.



We partner with hospitality, lifestyle, and CPG founders who want brands that actually help their businesses grow—not just look good.



Founder & Creative Director

Meet Izzy

I'm Izzy, and I started Wandering Design House because I kept seeing founders struggle with brands that looked professional but didn't actually drive results. After years of watching beautiful designs fail to convert, I realized the problem: most designers start with aesthetics, but customers make decisions based on how they feel throughout their entire journey with your brand.

My approach is different. I map how your customers really think and behave first, then design the brand system that guides them toward choosing you, coming back, and telling their friends. It's strategy-led design that actually helps your business grow.

Favorite Font

Perfectly Nineties

First Ever Project

SwimShow

Favorite Treatment

Embossing

Studio Offers



Offer One

Strategic Brand Foundations

Building The Strategic Foundation Your Business Needs To Grow

You're just starting out or you've outgrown your DIY approach and know it's time for professional design. You need the foundational pieces to show up consistently, but you're not ready for a full-scale brand with packaging, websites, and extensive marketing materials.

Right now, you're either unsure what you actually need to get started or you're tired of your pieced-together visuals not reflecting the quality of your work. You want professional brand foundations that give you everything you need to start building credibly.

Our Solution

Through our customer journey-informed process, we'll create your foundational brand system: complete logo suite, strategic typography, color palette, and brand guidelines that show you exactly how to apply everything as you grow. You'll have the professional building blocks you need to start showing up with confidence.

Investment

Timeline

\$3k - \$5k

4-5 Weeks

Project Details

Your Project Will Include:

- Direct access to our creative director
- 2-hour brand strategy workshop
- 20 page brand strategy guide
- 1 brand identity concept (3 logo variations, colour palette, typography, brand marks, and brand application)
- Brand Elements
- 2 rounds of revision / feedback for each phase
- Brand Guidelines
- JPEG, PNG, EPS and SVG file formats

You will need to be prepared with:

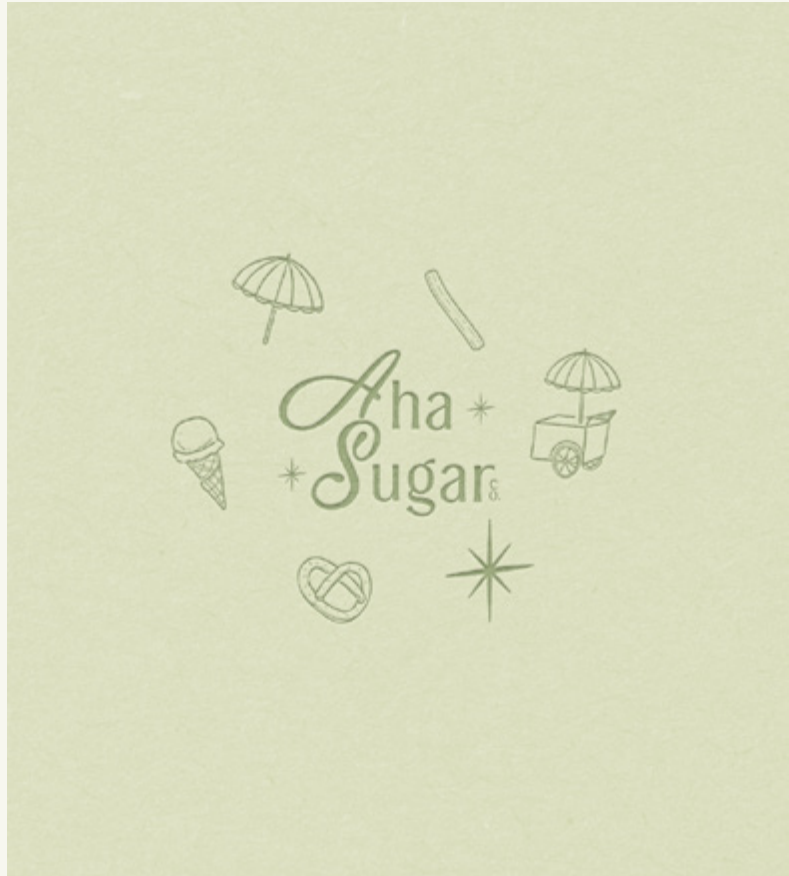
- A finalised brand name
- Availability to provide prompt feedback
- A vision in mind for your brand





Project Timeline





Offer Two

Strategic Digital Branding

Creating A Seamless Brand Experience From Discovery To Purchase

You have a digital product or service and you need your brand and website working together seamlessly. You're selling online and you know that your brand identity and digital experience need to feel like one cohesive system, not separate pieces.

You've got your business plan figured out and your signature offers defined—now you need the brand strategy and digital presence that converts visitors into customers.

Our Solution

We'll map your customer's digital journey and design both your brand identity and website to support each stage. From discovery to purchase, every touchpoint will feel intentional and conversion-focused. You'll launch with everything working together to actually grow your business.

Investment

\$10k-\$15k*

Timeline

8-10 Weeks

**Payment plan available for up to 4 months*

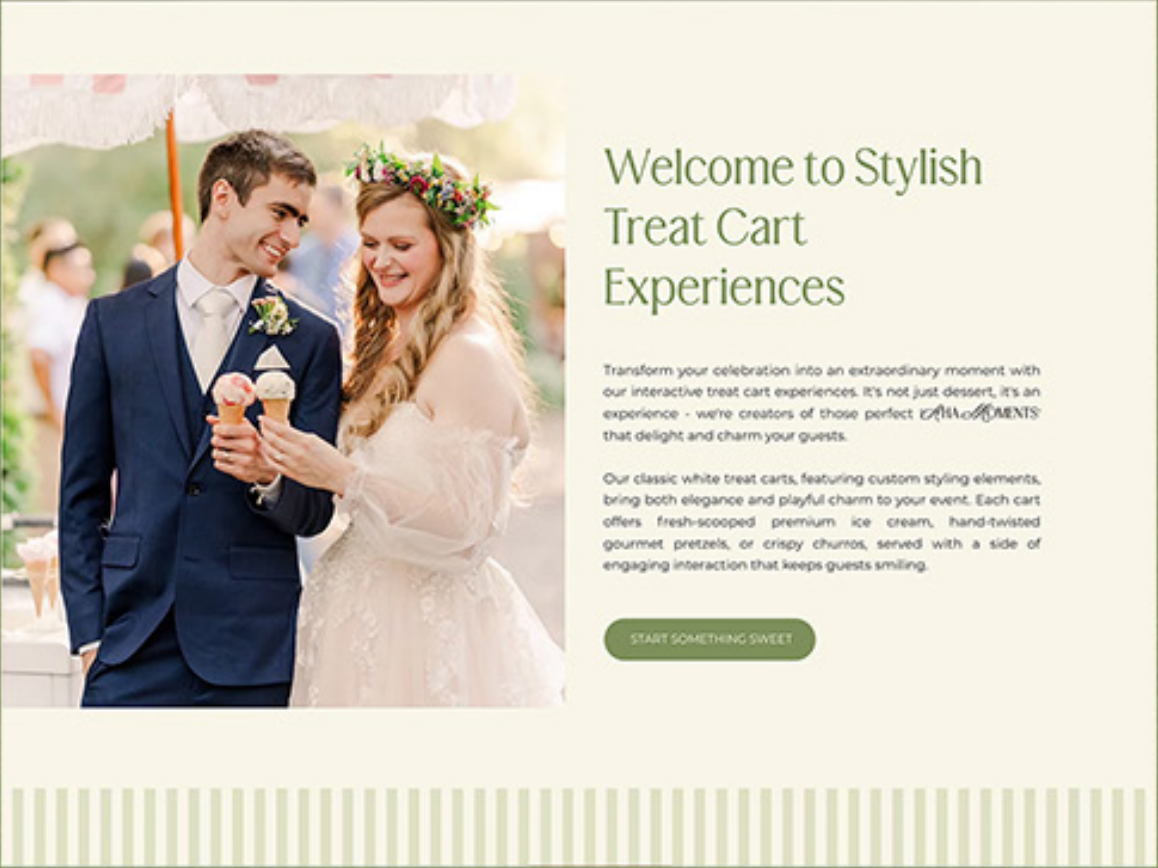
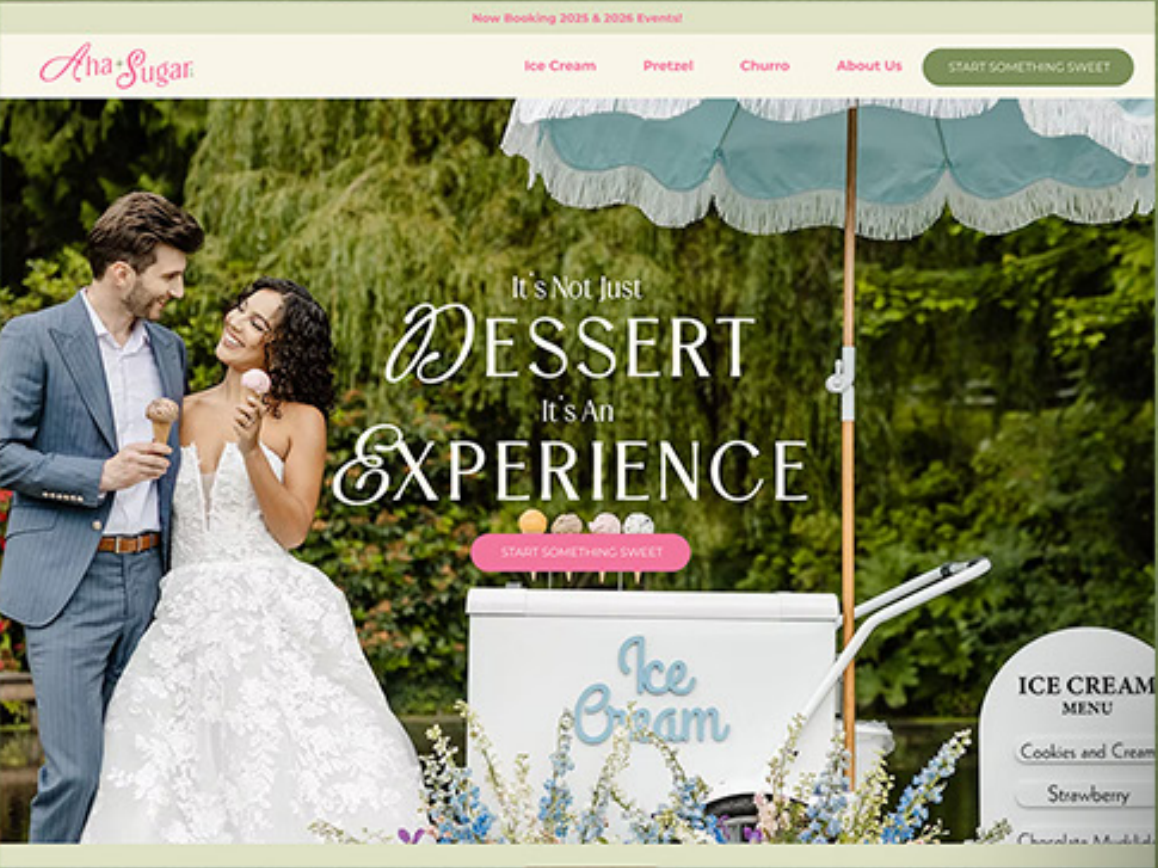
Project Details

Your Project Will Include:

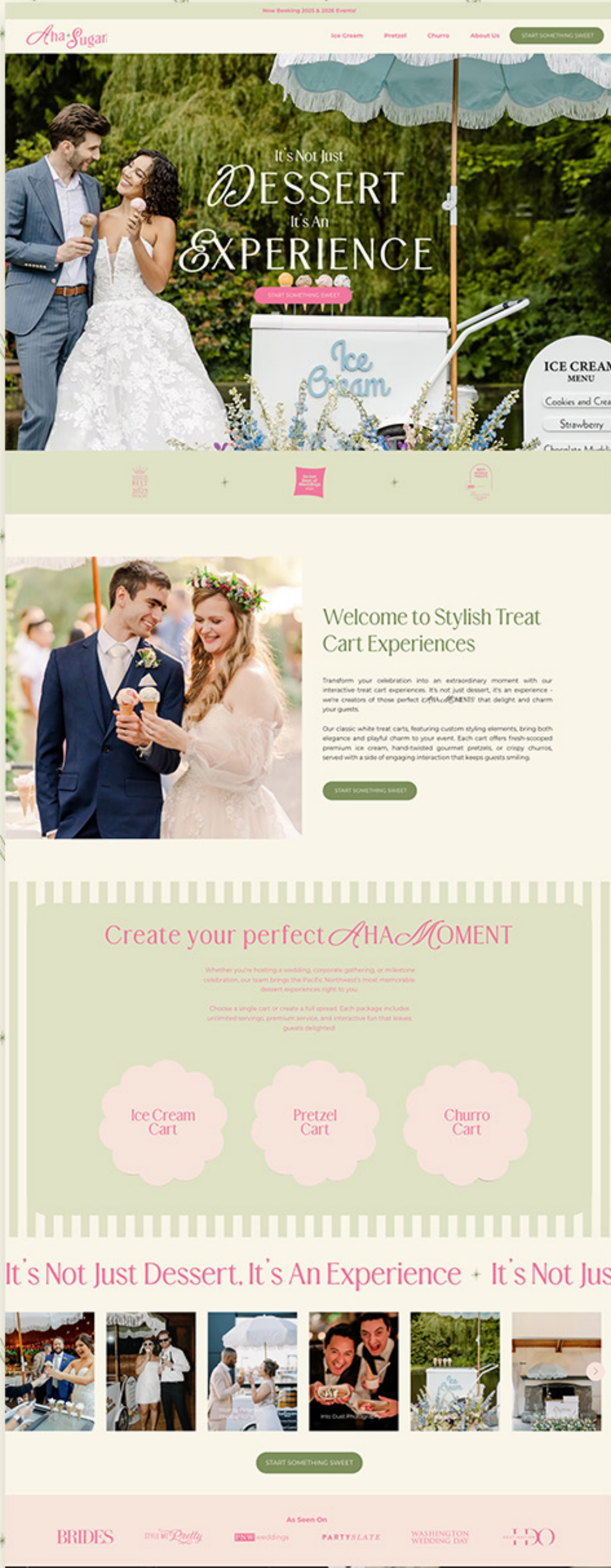
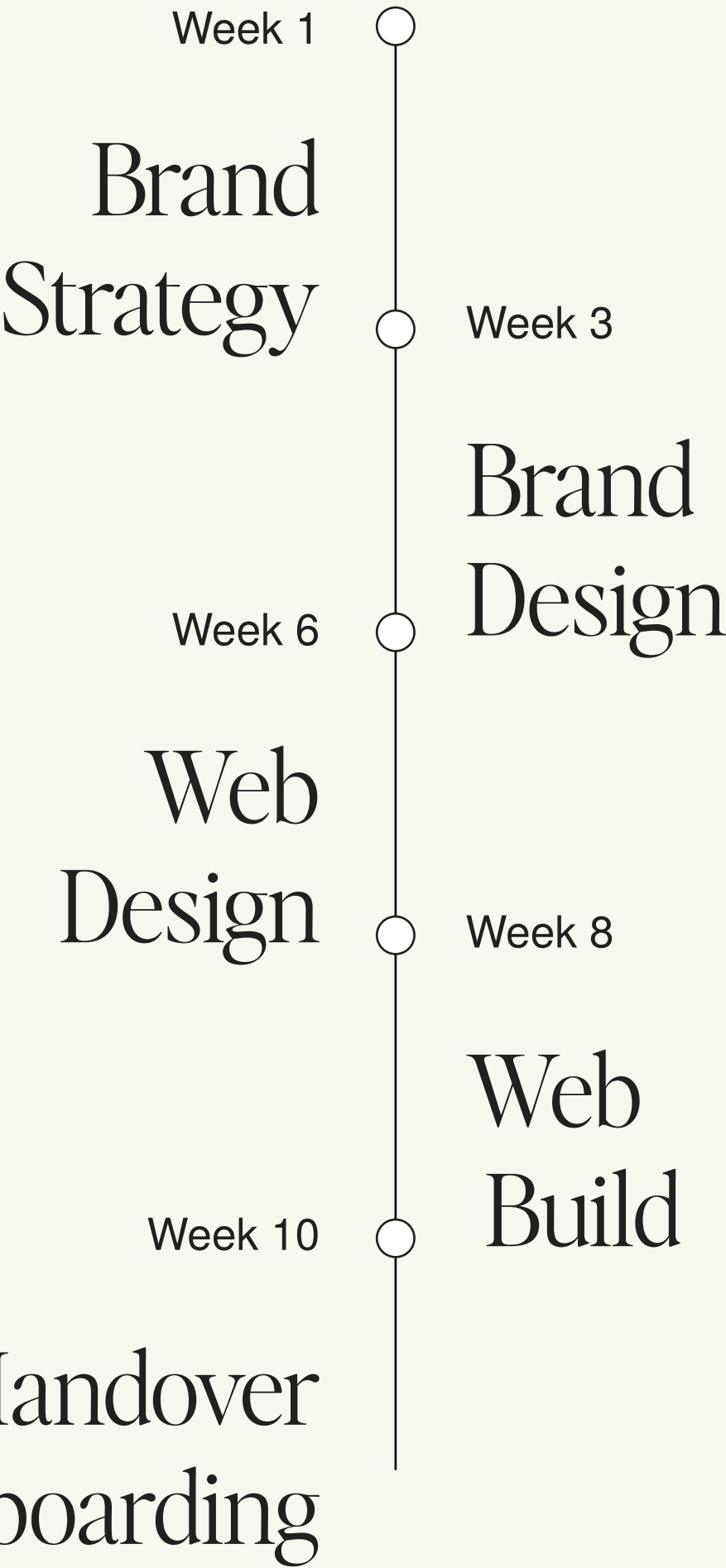
- Direct access to our creative director
- 2-hour brand strategy workshop
- 20 page brand strategy guide
- 1 brand identity concept (3 logo variations, colour palette, typography, brand marks, brand pattern, brand assets and brand application)
- Brand Guidelines
- 2 rounds of revision / feedback for each phase
- Brand Guidelines
- JPEG, PNG, EPS and SVG file formats
- Custom web design on Wix Studio or Shopify
- Basic SEO setup (titles, descriptions, alt text)
- Redirects + technical setup
- Post-launch training and resource support

You will need to be prepared with:

- A finalised brand name
- Photography, copy and purchased domain
- Availability to provide prompt feedback



Project Timeline





Offer Three

The Complete Brand Experience

The Comprehensive Solution For Founders Ready To Scale

You're launching a physical product or you're a CPG brand that needs every touchpoint working together. From first impression to website ordering to the actual unboxing experience, you need it all to feel like one seamless brand story.

You've figured out your sourcing and packaging dimensions—now you need a designer to create the complete visual ecosystem that turns customers into loyal advocates.

Our Solution

We'll map your customer's entire journey and design every touchpoint they'll encounter: brand identity, website, social media, packaging, unboxing experience, and marketing materials. This isn't just about looking professional—it's about creating a brand experience that builds loyalty and drives repeat purchases.

Investment

\$18k-\$20k*

Timeline

3-4 Months

**Payment plan available for up to 4 months*

The Complete Brand Experience

Project Details

Your Project Will Include:

- Direct access to our creative director
- 2-hour brand strategy workshop
- 20+ page brand strategy guide
- 1 brand identity concept (3 logo variations, colour palette, typography, brand marks, brand patterns, icons, elements and brand application)
- Social Media Templates
- Shopify Web Design
- Packaging design for up to 3 SKU's
- 2 rounds of revision / feedback for each phase
- Brand Guidelines
- JPEG, PNG, EPS and SVG file formats
- Print-ready artwork

You will need to be prepared with:

- A finalised brand name
- Cutterguides, ingredients list, copy, any applicable icons, and barcodes for your packaging
- Photography, copy and purchased domain for your website
- Availability to provide prompt feedback



Project Timeline



Week 1-2

Brand
Strategy

Week 3-6

Brand
Design

Week 6-10

Packaging
& Collaterals

Week 10-14

Web Design
& Build

Week 15

File Handover
& Offboarding

Add-Ons

Social Media Templates | \$1,000

Our social media kit includes a minimum of 20 editable templates designed specifically for your brand, including static feed posts, carousel designs, reel covers, and highlight covers that actually work together as a system.

Web Design | \$5-8k

If you've chosen our Strategic Brand Foundations package but realize you need a website too, we'll create a custom quote based on what you actually need. We typically build sites on Wix Studio or Shopify, depending on your business model and goals.

Print And Marketing Materials | \$500-\$2k

Whether you need graphics for a pop-up, business cards that don't look generic, or packaging inserts that feel on-brand, we approach any additional print work as custom projects. We quote each piece individually because your needs are specific to your business, not a one-size-fits-all template.



Social Media Templates

Our social media kit gives you everything you need to show up consistently online without starting from scratch every time. You'll get a minimum of 20 editable templates designed specifically for your brand, including static feed posts, carousel designs, reel covers, and highlight covers that actually work together as a system.

Can be added onto Strategic Brand Foundations or Strategic Digital Branding

- A pack of 20 (minimum) editable social media templates including carousels, static posts and reel covers
- 1 round of revisions

Investment

\$1,000

Timeline

2-3 Weeks



Pricing Plans

Pay in Full

Milestone Payments

Pay Monthly →

At Wandering Design House, we are flexible with our pricing plans.
Contact izzy@wanderingdesignhouse.com if you have any questions

Monthly Instalments

We offer three ways to pay: in full, at agreed upon milestones, or through monthly installments.

Our monthly plan is the most flexible and preferred option, allowing you to spread the investment evenly across your project timeline while maintaining a smooth, consistent workflow from start to finish.

Example

Based on Strategic Digital Branding with a total project fee of \$10,000

Deposit: \$2,500

Month 1: \$2,500

Month 2: \$2,500

Month 3: \$2,500

Frequently Asked Questions

I'm not sure which package is right for me, can you help?

Absolutely! Every collaboration starts with a discovery call where we'll talk through your current stage, goals, and budget to recommend the package that actually fits your needs.

Do you offer payment plans?

Yes, we offer flexible payment options including pay-in-full, milestone, and monthly installments spread across your project timeline. Monthly plans are our most popular option.

How long does the process take?

Timelines vary by package—Strategic Brand Foundations takes 4-5 weeks, while The Complete Brand Experience can take 3-4 months. Each project is paced to allow for proper strategy and collaboration, not rushed delivery

What do I need to have ready before we start?

You'll need a finalized business name, a clear idea of your target audience, and availability to provide feedback during the process. We'll guide you through everything else during our strategy session.

What if I need changes after the project is complete?

We offer ongoing support for design updates, additional assets, or guidance as your business evolves. Think of us as your brand partner, not just a one-time service provider.

Let's Talk About Your Brand

If our approach feels like the right fit for your business, we'd love to learn more about what you're building. Click the button below to fill out our questionnaire—it'll automatically take you to our scheduler so you can pick a time for our call that actually works with your schedule.

We'll chat about where you are now, where you want to go, and figure out the best way to get you there.

Let's Talk About Your Brand

Thank you for considering Wandering Design House

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@wanderingdesignhouse

