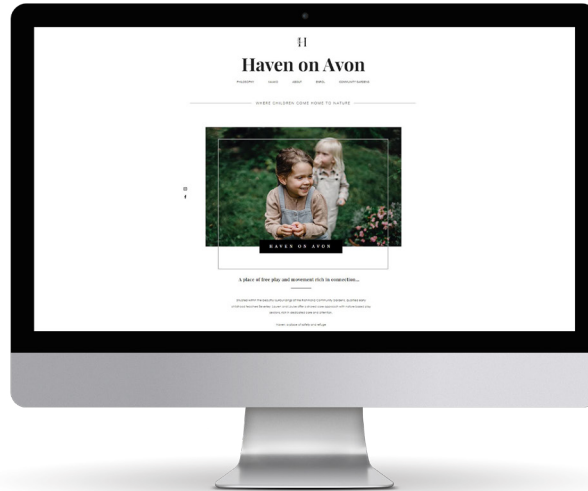


b.



Branding & Web Packages

bread.

Bread Design Studio specialises in graphic and web design, as well as print-ready publications. With years of experience spanning both commercial and not-for-profit sectors, we bring a level of confidence to every project, ensuring that your business receives the design and web development services it deserves. From one-off designs to large-scale projects, our studio caters to a diverse range of needs, offering bespoke solutions tailored to your requirements.

Bread Design - Because everything's better with Bread.

Branding
& Web

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Branding

Branding encompasses the entire perception that consumers have of your business, including its values, personality, and reputation. It's the sum total of all the experiences and interactions that customers have with your brand, whether through your products, services, marketing efforts, or customer service.

At the heart of branding lies brand identity, which is the visual and verbal representation of your brand. It includes elements such as your logo, colour palette, typography, imagery style, and messaging. These elements work together to communicate your brand's essence and differentiate it from competitors.

Brand Refresh

Staying relevant and resonating with your audience is essential for sustained success. Our Brand Refresh Package is designed to breathe new life into your brand, revitalising its identity and ensuring its alignment with your evolving goals and aspirations.

PACKAGE INCLUDES

Brand Audit

First, we conduct a thorough examination of your current brand assets, including your logo, colour palette, typography, and brand messaging. This comprehensive audit allows us to gain insights into your brand's strengths, weaknesses, and areas for improvement.

Competitive Analysis

Next, we delve into the competitive landscape to understand how your brand stacks up against others in your industry. By analysing competitors' branding strategies, we identify opportunities for differentiation and develop a roadmap for standing out in the market.

This package emphasises the importance of maintaining brand consistency and provides clients with a valuable resource for ensuring that their brand is presented effectively across various platforms and communications.

Brand Identity Refinement

Based on the findings from the brand audit and competitive analysis, we embark on the process of refining your brand identity. This involves iterative refinement of existing brand elements to modernise and align them with current trends and your brand's goals.

Logo Update or Refinement

Your logo is the cornerstone of your brand identity. We work to redesign or refine your existing logo, ensuring that it accurately represents your brand's identity.

Brand Style Guide

To maintain consistency and clarity in your brand's presentation, we develop a personalised Brand Guidelines. These guidelines outline specific rules and recommendations for logo usage, color palette, typography, imagery style, and more, empowering you to uphold your brand's integrity across all channels and touchpoints.

Package cost from: \$1,440 ex gst.

Brand Development

Building a strong brand requires a strategic approach that goes beyond just visuals. Our Brand Development Package is designed to lay a solid foundation for your brand's growth and success, guiding you through every step of the process from discovery to launch.

PACKAGE INCLUDES

Brand Discovery Workshop

We kick off the process with collaborative sessions aimed at defining or refining your brand's mission, vision, values, and positioning. These workshops provide a platform for open dialogue and creative exploration, ensuring that your brand's essence is captured authentically.

Market Research

Comprehensive research is conducted into industry trends, consumer preferences, and market dynamics to inform your brand strategy. By gaining insights into your target audience and competitors, we can identify opportunities and challenges that will shape your brand's trajectory.

Brand Strategy Development

With a clear understanding of your brand's identity and the market landscape, we develop a strategic roadmap outlining brand positioning, messaging, and communication strategies. This roadmap serves as a guiding light, aligning all aspects of your brand to achieve your business objectives.

This package empowers businesses to build a strong brand foundation and execute a cohesive strategy that resonates with their audience and drives success.

Logo Design

Your logo is the visual embodiment of your brand's identity and values. Our team works to create a new logo or redesign the existing one, ensuring that it resonates with your target audience and reflects your brand's personality.

Brand Identity Design

A cohesive visual identity system is essential for establishing brand consistency and recognition. We develop a comprehensive brand identity, including a colour palette, typography, imagery style, and graphic elements, that sets the tone for all your brand communications.

Collateral Design

Branded collateral such as business cards, letterheads, brochures, and other marketing materials play a crucial role in conveying your brand's message. Our design team crafts collateral that reinforces your brand identity and leaves a lasting impression on your audience.

Brand Launch Plan

Launching a new brand requires careful planning and execution. We develop a comprehensive launch plan that outlines the messaging rollout and media strategy, ensuring that your brand captures the attention of your target audience from day one.

Package cost from: \$4,480 ex gst.

Custom Large-Scale

When it comes to establishing a commanding presence in the market, a one-size-fits-all approach doesn't always cut it. Our Custom Large Scale Package is tailored to meet the unique needs and ambitions of businesses seeking to make a significant impact with their brand.

PACKAGE INCLUDES

Comprehensive Brand Strategy

We start by conducting an in-depth analysis and development of a multi-faceted brand strategy. This encompasses all aspects of brand positioning, messaging, and communication, ensuring that every interaction with your brand is strategic and purposeful.

Brand Identity System

A strong visual identity is the cornerstone of a memorable brand. We create a complete brand identity system that includes logo design, color palette, typography, imagery style, and graphic elements, ensuring consistency and cohesion across all brand touchpoints.

Brand Storytelling

Compelling brand narratives have the power to captivate audiences and forge emotional connections. We develop storytelling strategies that resonate with your target audience, engaging them on a deeper level and fostering brand loyalty.

This package is ideal for businesses looking to elevate their brand presence and make a significant impact in the market. With a focus on customisation and strategic planning, we empower our clients to achieve their brand goals with confidence and clarity.

Brand Experience Design

Immersive brand experiences leave a lasting impression on consumers. Our team designs immersive experiences across digital touchpoints, focusing on creating memorable interactions that reinforce your brand's identity and values.

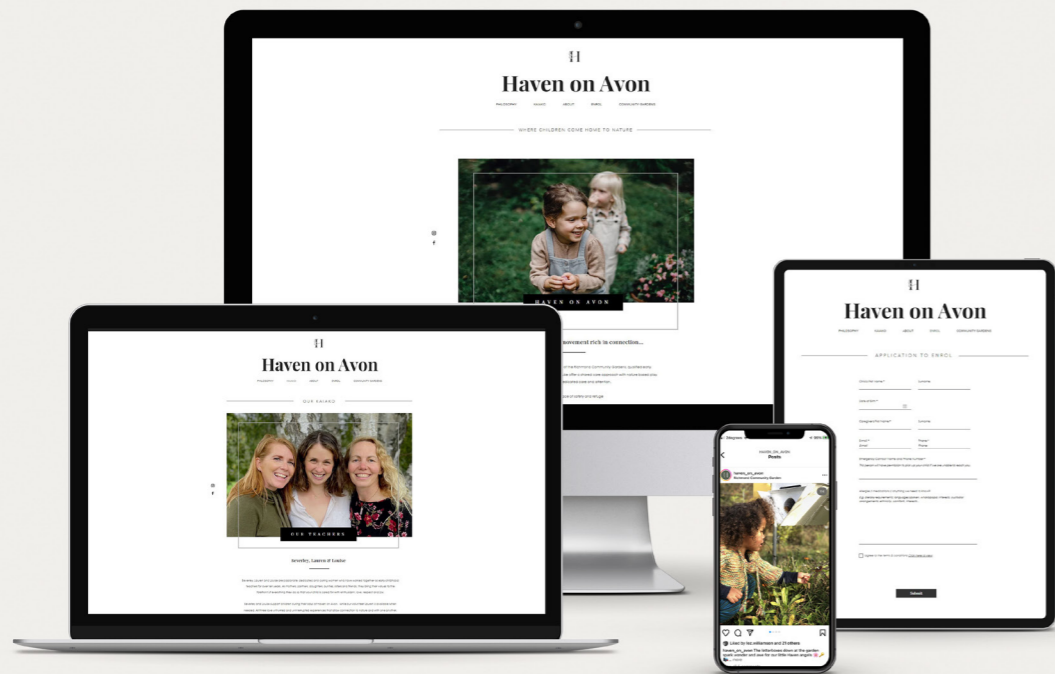
Integrated Marketing Campaigns

Effective marketing campaigns require a strategic approach that leverages various mediums to reach your audience. We plan and execute multi-channel marketing campaigns, spanning print, digital, social media, and experiential marketing, to maximise your brand's visibility and impact.

Custom Deliverables

Every business is unique, and so are its needs. We offer tailored deliverables based on specific client requirements, which may include anything from packaging design to event branding to environmental graphics. Whatever your vision, we're here to bring it to life.

Price available on enquiry.



Web Packages

Web design encompasses the process of creating and structuring the visual elements, layout, and functionality of a website. It involves a blend of artistic creativity and technical proficiency to craft an online experience that is both aesthetically pleasing and user-friendly. From the layout and navigation to the color scheme and typography, every aspect of web design is carefully considered to enhance the user experience and effectively communicate your brand's message.

Wix Package

Looking for a website solution that combines highend design with affordability and flexibility? Our Custom Wix Website package offers precisely that.

CUSTOM WIX WEBSITE

We will design and build you a custom website through Wix's editor, incorporating content like copy, images, and videos onto each page while ensuring proper formatting. Basic features provided by Wix, including contact forms, social media integration, and basic e-commerce functionalities, can be integrated if required. The site is tested across both desktop and mobile devices to ensure compatibility. Once the site is complete, ownership is transferred to you.

Domain & Hosting

Client managed hosting and maintenance through Wix*.

Support Options

Ownership of the site is officially transferred to the client with Bread maintaining a collaborator role for continued support and maintenance. Optional ongoing support and maintenance services available at additional cost if required (at an hourly rate).

*Package does not include monthly / annual Wix subscription fee.

Package cost from: \$1,500 ex gst.

Web Package

Looking for a website solution that combines professional design, robust functionality, and hassle-free maintenance? Look no further than our professionally designed and built WordPress website package.

WORDPRESS

- Setting up WordPress hosting and installing the necessary plugins.
- Custom website design (Figma) and build (WordPress) to match the client's branding and requirements.
- Creating and structuring five pages (e.g., Home, About Us, Services, Contact) with relevant content.
- Integrating essential plugins for SEO optimisation, security, and contact forms.
- Testing the website for responsiveness and functionality across various devices.

Domain & Hosting

***Hosting:** Managed hosting and maintenance through the Screenweave Collective.

Hosting Option 1: Standard hosting and domain: \$25.00 per month

Hosting Option 2: Premium hosting and domain: \$55 per month

Hosting Option 3: Enterprise hosting and domain: \$125 per month

Support Options

- The Screenweave Collective provides hosting and ongoing maintenance services.
- Support for technical issues, updates, and security is included as part of the hosting package.
- Additional support for content updates, minor design changes, and troubleshooting available at an hourly rate.

Package cost from: \$2,200 ex gst.

Business Package

Our business package is the perfect blend of professional design, robust functionality, and hassle-free maintenance. Crafted to reflect your brand identity and resonate with your audience, our package includes ongoing hosting and domain services, along with essential business tools such as business email setup, Google Business Profile listing, and Google Analytics integration.

WORDPRESS

- Setting up WordPress hosting and installing the necessary plugins.
- Custom website design (Figma) and build (WordPress) to match the client's branding and requirements.
- Creating and structuring five pages (e.g., Home, About Us, Services, Contact) with relevant content.
- Integrating essential plugins for SEO optimisation, security, and contact forms.
- Testing the website for responsiveness and functionality across various devices.
- Google Business Profile
- Google Analytics
- Microsoft Business Email (\$10 per user / per month)

Domain & Hosting

***Hosting:** Managed hosting and maintenance through the Screenweave Collective.

Hosting Option 1: Standard hosting and domain: \$25.00 per month

Hosting Option 2: Premium hosting and domain: \$55 per month

Hosting Option 3: Enterprise hosting and domain: \$125 per month

Support Options

- The Screenweave Collective provides hosting and ongoing maintenance services.
- Support for technical issues, updates, and security is included as part of the hosting package.
- Additional support for content updates, minor design changes, and troubleshooting available at an hourly rate.

Package cost: \$3,400 ex gst.

Custom Web Package

Our Custom Web Development Packages are tailored for large-scale projects that demand innovation, scalability, and excellence. From conceptualisation to execution, our team collaborates closely with you to craft bespoke solutions that meet your specific needs.

Client Discovery Meetings / Sessions

- Initial meetings with the client to understand their business goals, target audience, brand identity, and specific requirements for the website.
- Conducting in-depth discussions and interviews to gather insights into the client's preferences, expectations, and vision for the website.
- Analysis of existing branding materials, competitor websites, and industry trends to inform the design and development process.

Audience Persona Development

- Creation of detailed audience personas based on research and insights gathered during discovery meetings.
- Identifying key demographics, interests, pain points, and behaviours of the target audience to tailor the website content and features accordingly.
- Developing user scenarios and journey maps to understand how different audience segments will interact with the website.

Custom Design and Development

- Custom design and development of a unique WordPress site that reflects the client's brand identity and meets their specific requirements.
- Extensive customisation of website functionality and features to enhance user experience and achieve the desired outcomes.
- Integration of advanced plugins or custom-built functionalities such as e-commerce, membership systems, or advanced forms.

Content Creation and Population

- Content creation and population for multiple pages beyond the basic 5-page structure, including copywriting, imagery selection, and multimedia integration.
- Ensuring that the content aligns with the brand voice, resonates with the target audience, and supports the website's objectives.

Testing and Optimisation:

- Rigorous testing and optimisation to ensure performance, security, and compatibility with various devices and browsers.
- Conducting usability testing, accessibility audits, and performance optimisation to enhance user experience and website functionality.

Domain, Hosting & Emails

***Hosting:** Managed hosting and maintenance through the Screenweave Collective.

Hosting Option 1: Standard hosting and domain: \$25.00 per month

Hosting Option 2: Premium hosting and domain: \$55 per month

Hosting Option 3: Enterprise hosting and domain: \$125 per month

Business Email: Cost per user: \$10.00 / per month

Support Options

- The Screenweave Collective provides hosting and ongoing maintenance services.
- Support for technical issues, updates, and security is included as part of the hosting package.
- Additional support for content updates, minor design changes, and troubleshooting available at an hourly rate.

Price available on enquiry.

Our Technology

Our Work and Project Management System - Monday

Monday is a cutting edge Work OS. Monday helps us to centralise all our work, processes, tools, and files into one system. Using this system streamlines our work for maximum productivity and provides easy collaboration and project management for us and our clients. Screenweave is a Monday partner and can assist you with implementing and automating this work management tool.

Our Preferred CMS - WordPress

WordPress is the world's leading website CMS. With over 40% of websites worldwide powered by WordPress, it's a trusted platform that boasts a user-friendly interface, extensive customisation options, and scalability, while being incredibly cost effective.

Our Preferred Hosting Platform - Rocket.net

We carefully selected our hosting provider to ensure top tier performance, security and reliability. That is why we host our sites on Rocket.net, the world's leading WordPress hosting provider. Utilising Cloudflare's Edge Content Delivery Network (CDN), coupled with enterprise grade Web Application Firewalls (WAF) your site is always fast and secure.

Our Preferred DNS Provider - Cloudflare

Screenweave is a Cloudflare partner, allowing you to access the benefits of Cloudflare's DNS management tools. Cloudflare offers improved website performance through its global network, protecting against DDoS attacks, and enhancing security with features like Web Application Firewall (WAF) and SSL/TLS encryption.

Our Hosting Process

We have been providing managed hosting services for our clients for over 10 years. Our managed hosting services always includes uptime monitoring, monthly core and plugin updates, daily malware scans and daily backups. Updates are always done on a staging site and tested before being pushed live to ensure your website stays fully operational and secure.



The Screenweave Collective are official partners of Monday.com and Cloudflare, aswell as authorised resellers of Microsoft.

bread.

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