





ESOTERIC AESTHETICS * MYSTICALLY INFUSED

Desnoir is a multi-speciality creative studio run by sister duo Alaura + Kirra, concocting deliciously dark branding solutions for the freaks, weirdos and misfits taking over the world (who want to look professional and stylish AF doing so). Offering brand styling, strategy, design, development and social media planning with our signature dark-luxe aesthetics at the forefront.

Our services seek to embrace and elevate your brand with all of it's distinctions.

We get it, you're doing something different and owning it. Taking your wild and strange venture to a mainstream design agency just wouldn't feel quite right. At Desnoir our passion lies in the untamed and unusual. In making businesses stand out and embrace their eccentricities. We love working with businesses who are doing something different to create a brand that is as unique as they are.

You built your business with your heart and soul. That determined streak runs through our veins too.

Focusing on creative collaboration and working one-on-one with you to capture and reflect the essence of your brand. We love learning about the story of your business and the integral elements that shape your unique brand. Giving you the space to be involved, to be seen, heard and understood in the process.

THE CREATRIX



NATURAL-BORN WEIRDO, INTJ LIBRAN, HORROR LOVIN, PLANT-HOARDIN DAYDREAMER & ADVOCATE FOR ALL BLACK EVERYTHING.

Alaura is a brand stylist and aesthetic witch of the highest order. Her dark, lush visions are distinct in the design world. An intuitive designer with over five years of freelance experience and a Bachelor of Art and Design. Driven by a commitment to a darker aesthetic, she has established herself as a visionary in niche brand styling. In a world driven by conformity and bland norms, her work continues to give shape to a diverse range of brands.

When not designing you'll usually find her spending quality time with her partner, most likely on a trip somewhere in nature or helping him run one of the local alternative events, at the gym or amidst a yoga practice, snuggled up with her fur-babies watching a good horror film, listening to horror podcasts, or hours into a bubble bath with a good book and a bottle of wine.

INTROVERTED INTJ LEO, HORROR ENTHUSIAST, DISNEY OBSESSED, ADMIRER OF ALL THINGS STRANGE & UNUSUAL.

Kirra is a business and media witch with a passion for guiding others on their individual paths to success. Combining her love for social media, her background in business management and her Bachelor of Business and Communication to help small businesses, entrepreneurs and creative professionals tackle and achieve their brand and social media goals through thoughtful and intentional strategising.

When not working, researching the latest social media trends or reading any and every brand-building book she can get her hands on, you can find Kirra cozied up with her two cat babies, working on some art, enjoying a moscato or two, listening to her favourite podcasts or watching a good movie (normally either a Disney classic or a horror flick, there's no in-between).



THE MAVEN

BRAND STYLING + AESTHETICS

LOGO DESIGN + BRAND VISUAL IDENTITY

Perfect for emerging businesses who are looking to refine and further establish a cohesive visual identity that gets their aesthetics inline and creates a polished and professional look to attract their dream customers.

Alaura will work with you 1:1 and your visuals will be intuitively channeled into creation. Holding deep symbolism and purpose aligned with your business.

\$1500

50% deposit + 50% upon completion

includes —

- › BRAND EXPLORATION QUESTIONNAIRE
- › CREATIVE ANALYSIS + DIRECTION OF YOUR BRAND VISION
- › CURATION OF MOODBOARD + PROJECT BRIEF
As a guide to the design approach.
- › RESEARCH + CONCEPT DEVELOPMENT OF BRAND VISUALS
- › 1 UNIQUE ORIGINAL LOGO DESIGN
- › COMPLEMENTARY LOGO SUITE
Includes: Alternative Logo, Submark, Icon + Wordmark
- › DIGITAL PRESENCE
Includes: 3 x Profile images + Favicon
- › 1 REVISION ROUND TO REFINE
- › LOGO SUITE SUPPLIED IN POPULAR FORMATS
(Vector, print and web formats with transparent background)
- › LOGO SUITE SUPPLIED IN 3 BRAND COLOURS + BLACK/WHITE
- › TYPOGRAPHY PAIRING + CURATED COLOUR PALETTE
- › BRAND STYLE GUIDELINES (PDF)
- › FILE USAGE GUIDE PDF (PDF)
- › FULL OWNERSHIP + COPYRIGHT TRANSFER OF BRAND

CUSTOM DESIGNS

THESE SERVICES CAN BE ADDED TO YOUR BRANDING PACKAGE OR BOOKED AS STAND ALONE PROJECTS.

High quality and effective designs that suit your business and communicate with your audience.

\$50-\$100

\$150-\$200

\$400+

STICKER/STAMP	BUSINESS CARDS	BROCHURE (OVER 4P)
INSTA STORY TEMPLATE	INSTA HIGHLIGHTS (6)	PACKAGING DESIGN
INSTAGRAM GRAPHIC	HANG TAG	PUBLICATION DESIGN
INSTA STORY GIF	NOTECARD	COVER ART
SOCIAL MEDIA TEMPLATE	LOYALTY/APPT CARD	LOOKBOOK
FACEBOOK COVER BANNER	PRODUCT LABEL	CATALOGUE
WEBSITE BANNER	THANK-YOU CARD	WEBSITE DESIGN
ABR PHOTOSHOP BRUSH	GIFT VOUCHER	ILLUSTRATION
ENVELOPE	PRICELIST/MENU	PHOTOGRAPHY
LETTERHEAD	A6/A5/DL FLYER	
EMAIL SIGNATURE	POSTER (UP TO A4)	
	BROCHURE (UP TO 4P)	
	SIGNAGE	
	SET OF 6 ICONS	

Due to the unlimited nature of graphic design these prices are starting prices only and do not include illustration, photography, logo design or printing. Projects are usually quoted on an individual basis. Upon reviewing your project we will supply you with a final quote for acceptance. If an hourly rate is your preference this can be arranged. There is a minimum charge of \$50 for any service.

If there's something you are looking for that's not listed just ask. I'm qualified and trained in many different areas and know some things are just hard to label. If there's something you think I can achieve with out skills I probably can! I also offer design assistant options which are great for regular design needs and work like a retainer.

I had my eye on Desnoir for a few years before I had the capital to invest, but I am SO glad I did! Alaura tailored her services to meet the needs of my business and made sure to really understand the essence of my brand. I was really pleased with the communication flow and the personal connection Alaura made with me as a fellow business owner, and the output of work has surpassed all of my expectations. Desnoir's 'business partner' approach to my business has ensured I will be a repeat customer. Thank you for being so unique, professional and taking such good care of my business.

Rachael

HAUS OF HEEL

As a career marketer who has worked with many creatives on many projects, Alaura has been one of the best. Her professionalism, efficient and effective approach and amazing talent can be seen in the incredible quality of her work. Everyone who I show her work to gush with praise! It was a pleasure to work with her and I recommend her to anyone looking for high class assistance with their design and branding needs.

Tristen

ALCHEMICAL COACH ACADEMY

Having never worked with a designer before, I was very anxious about the whole process. When I first contacted Desnoir, I was very impressed with how personable and professional Alaura was and she immediately made me feel at ease. Every step of the way, she made me feel included and apart of the process. Even though I didn't have a clear idea of what I wanted for my logo, Alaura took everything from my questionnaire and presented me with something not only perfect for the look of my brand but perfect for my target audience and all round vibe. An absolute delight to work with.

Jasmin

WIXCRAFT CANDLE CO

My brand styling could not be more beautiful, Alaura is unbelievably talented. so considerate and has such an amazing visual style. The whole process was made really simple, with just a few ideas and short description of my brand Alaura made the most perfect collection of items. Everything designed is with such genuine care, with explanations specific to imagery and colour, completely reflective of what I wanted to portray. I will always be grateful to have had the chance to work with Alaura and will always come back for anything else I need like this. I love everything and am so happy, thank you.

Amy

BLOOM & GLOOM

PREMADE + SEMI-CUSTOM

QUICK & COST EFFECTIVE DESIGNS PERSONALISED WITH YOUR DETAILS AND DELIVERED SOON AFTER.

We know the dream is to have bespoke branding and custom made designs created specifically for you but we also know that is not always possible. Especially when you're just starting up and are working with a small budget. We believe that good looking and high quality design is a must for everyone regardless of time and budget. With this in mind, the Desnoir Store was created to make quick and cost effective designs accessible without sacrificing quality. We also offer semi-custom designs implementing the use of premade designs as a template base which we can then alter and build upon until we have the perfect design.

SHOP NOW

LOGO REVAMP / REDRAW

(BY QUOTE)

Is your current logo needing some modification and professional refinement? Is it looking a little outdated and begging for a makeover? Have you lost your high resolution or vector files and need a redraw? Whatever the situation, your logo can be refreshed so it's looking it's absolute best. Price is provided after reviewing scale and complexity of the design + the final deliverables.

PRINTING

We've spent time testing and signing with private printers to ensure we can offer high quality printing at great prices. We can print if you already have artwork but setup fees may apply if the artwork files need resizing or adjustments. Our printers offer a wide variety of special finishes and stocks. Some of the special finishes available include: Hot stamp foiling, diecutting, round edges, coloured edges, letterpress, duplex, metallic ink, coloured stocks + more. We are happy to give quotes for Australian and international.

CRAFTING A BRAND STRATEGY

INTENSIVE CONSULT + FOUNDATIONAL BRAND STRATEGY

For those looking to uncover and establish the true essence of your brand.

\$800

50% deposit + 50% upon completion

includes —

- › 60-MINUTE VIRTUAL BRAND EXPLORATION SESSION
- › PERSONALISED STRATEGY DOCUMENT DELIVERED IN PDF FORMAT
- › BRAND, INDUSTRY + TARGET MARKET RESEARCH
- › BRAND STORY, VISION + MISSION OVERVIEW
- › OBJECTIVES, GUIDING PRINCIPLES + VALUES
- › BRAND MOODBOARD
- › IDEAL CLIENT AND/OR CUSTOMER PROFILE
- › COMPETITOR ANALYSIS
- › BRAND POSITIONING STATEMENT + UNIQUE SELLING POINTS
- › STRENGTHS, WEAKNESSES, OPPORTUNITIES + THREATS
- › BRAND PERSONALITY + VOICE EXPLORATION
- › BRAND PYRAMID SUMMARISING YOUR STRATEGY
- › ACTIONABLE RECOMMENDATIONS FOR YOUR BRAND
- › 30-MINUTE FOLLOW UP VIRTUAL CONSULTATION SESSION

SOCIAL MEDIA INITIATION

SOCIAL MEDIA AUDIT + FOUNDATIONAL STRATEGY

For those new to the world of social media, or who are simply finding themselves a little confused, uncertain or even discouraged when it comes to using these platforms.

\$1100

50% deposit + 50% upon completion

includes —

- › TOP-LEVEL FACEBOOK & INSTAGRAM AUDIT
- › 60-MINUTE VIRTUAL GOAL EXPLORATION SESSION
- › PERSONALISED STRATEGY DOCUMENT DELIVERED IN PDF FORMAT
- › SOCIAL MEDIA STYLE GUIDE
- › SOCIAL MEDIA BRAND VOICE OUTLINE
- › COMPETITOR ANALYSIS
- › VALUE PROPOSITION FOR YOUR PAGES
- › TARGET USER PROFILE
- › CONTENT PILLARS (OBJECTIVES) FOR YOUR PAGES
- › SUGGESTED CONTENT TYPES + POSTING PATTERNS
- › PERSONALISED CONTENT IDEAS WITH EXAMPLE VISUALS
- › SUGGESTED CAPTION KEYWORDS
- › PERSONALISED HASHTAG STRATEGY
- › 8-WEEK PERSONALISED SAMPLE CONTENT CALENDAR
- › POSTING TIPS + TRICKS
- › PLATFORM AFFORDANCE CONTENT IDEAS (E.G. INSTAGRAM STORIES)
- › ACTIONABLE RECOMMENDATIONS FOR YOUR PAGES
- › 30 MINUTE FOLLOW-UP VIRTUAL CONSULTATION SESSION

SOCIAL MEDIA MAGIC COACHING

RECEIVE ONGOING SUPPORT AND COACHING THROUGH
A WEEKLY 1:1 90 MINUTE COACHING SESSION

\$750 P/M

Payable at the commencement of each month.

includes:

- › ALL THE BENEFITS OF A SOCIAL MEDIA MAGIC CONSULT (WEEKLY)
- › 4 X 90-MIN COACHING SESSIONS P/M DELIVERED VIA VIDEO CALL
- › SUPPORT THROUGHOUT WEEK VIA INSTANT MESSAGING
- › GUIDANCE AROUND SOCIAL MEDIA AT YOUR FINGERTIPS

SOCIAL MEDIA MAGIC CONSULT

DISCUSS ALL THINGS SOCIAL MEDIA IN A 1:1
90-MINUTE ONLINE VIDEO CALL SESSION

\$250

Payable upon booking

includes—

- › IDENTIFY, SET + REVISE GOALS FOR YOUR BRAND PAGES
- › DISCUSS AREAS OF CONCERN AROUND YOUR CURRENT STRATEGY
- › PROVIDE CLARITY + DIRECTION AROUND SOCIAL MEDIA ACTIVITY
- › IDENTIFY AREAS TO FOCUS ON
- › DISCUSS CONTENT, CAMPAIGN OR PROMOTIONAL IDEAS
- › RECEIVE ACTIONABLE RECOMMENDATIONS FOR YOUR PAGES
- › BRAINSTORM CONTENT IDEAS
- › ASK ANY BURNING QUESTIONS REGARDING SOCIAL MEDIA

Kirra is professional, customer focused and amazing at what she does. I needed help with a marketing strategy and Kirra exceeded my expectations. She got it all done quickly and provided much more value than I expected! I was very happy with her work, it has been really helpful. I will definitely be working with Kirra again in the future.

Laura

LAURA ROSE COACHING

HASHTAG STRATEGY

A CURATED BLEND OF HASHTAGS FOR YOUR INSTA

\$150

Payable upon booking

includes —

- › RESEARCH RELATING TO YOUR BRAND, OFFERING + AUDIENCE
- › BANK OF 50+ HASHTAGS
- › THREE HASHTAG SETS (CRAFTED FROM YOUR HASHTAG BANK)
- › GUIDE TO USING YOUR HASHTAGS WITH HELPFUL TIPS + TRICKS
- › HASHTAG CHECKLIST

SOCIAL MEDIA MANAGEMENT

FACEBOOK + INSTAGRAM MANAGEMENT

For busy business owners and entrepreneurs wanting to rest easy knowing that their social media platforms are cared for, growing and achieving results.

\$1150

Payable at the commencement of each month.

includes —

- › FREE SOCIAL MEDIA AUDIT AT BEGINNING OF FIRST MONTH (\$500 VALUE)
- › 60-MIN VIRTUAL GOAL EXPLORATION SESSION UPON COMMENCEMENT
- › DEVELOPMENT OF A MONTHLY, GOAL-ALIGNED STRATEGY
- › 20 SCROLL-STOPPING, IN-FEED POSTS PER MONTH
- › IN-FEED POSTS SCHEDULED TO BOTH FACEBOOK + INSTAGRAM
- › BESPOKE BRANDED TEMPLATES FOR IN-FEED + STORY USE
- › CONTENT CREATION

Using client-supplied imagery, on-brand stock images + branded graphics (inc editing of client supplied images)

- › CAPTION COPYWRITING + HASHTAG RESEARCH/STRATEGY/IMPLEMENTATION
- › DAILY COMMUNITY ENGAGEMENT
- (Liking + commenting on posts, posting to stories, engaging with audience)*
- › MONITORING + MONTHLY REPORTING OF PLATFORM PERFORMANCE

FAQ

HOW CAN I CONTACT DESNOIR?

As Desnoir operates as an online business communication is by email or chat, unless otherwise specified (e.g. for online consultations). All correspondence is recorded for reference later and I to ensure communication is clear and concise. Direct messages through our social channels will also be responded to as much as possible however email is preferable and conversations on other platforms might be migrated.

We operate with varying studio hours.

Alaura is available Monday-Friday 10am-4pm AWST

Kirra is available Tuesday-Saturday 11am-7pm AEST

DO I OWN MY DESIGN + COPYRIGHT?

For all custom design projects ownership and copyright is transferred to you upon full payment, unless otherwise stated. For premade designs purchased from the store, ownership and copyright is only transferred to you if you purchase the design outright with an 'exclusive' license. Copyright and ownership is transferred for your final deliverable designs only and does not include ownership of any drafts, unused concepts or resources such as fonts. Unless initially discussed native files, such as photoshop and illustrator files, are not included but can be purchased for an additional outright fee.

WILL MY DESIGNS BE ORIGINAL?

Yes! All custom design work and branding is hand drawn and original unless we discuss utilizing stock graphics and images. Your custom design will NEVER be resold. Where suitable, only completely unused concepts and graphics may be repurposed, altered and reused in designs for the Desnoir premade store.

HOW DO ONLINE CONSULTS WORK?

Upon booking your online consultation session you will be sent a conference confirmation email with your virtual Zoom meeting link. Zoom is the preferred platform used, however if for some reason you need to use a different platform, this can be arranged. On the day and time of our session, simply follow this link. It is recommended to login slightly earlier than your designated session time so we can run on time and make the most of your consult.

HOW ARE FINAL FILES DELIVERED?

Final files will be delivered via email where possible or via a dropbox where attachments are too large.

WHY ARE YOUR SERVICES PRICED THIS WAY?

Our prices are aimed at small businesses and start-ups who may not have the budget to work with large scale branding agencies but still know the importance of investing in professionals to assist them in their business. Our services seek to help those building their brands from the ground up to access professional visual identity designs and establish foundational strategies at an affordable price. While our goal is to make these important features accessible to those without extensive budgets, our pricing is also based on the value of our knowledge, years of experience, qualifications, quality of work and the amount of time dedicated not only to each project but to our craft.

WHAT ARE YOUR PAYMENT TERMS?

All prices are in Australian Dollars. Desnoir accepts payments via direct deposit or paypal for international clients. Projects under \$500 are considered 'small projects' and will need to be paid in full upon booking. This is due to the nature of this work being completed quickly and by the time deliverables are ready most of the work has already been completed.

Projects over \$500 can be paid in full upon booking or split into two equal payments, one being a non-refundable 50% deposit at the time of booking and the final payment being made upon completion of the work before the handover of final files. If a project is cancelled for any reason or change of mind the deposit serves as a cancellation fee. Payment plans are available so please ask us about this option.

WHAT IF WHAT I WANT ISN'T LISTED?

As Desnoir is a multi-specialty creative studio, we are trained in a variety of different areas. If you are after something that is not outlined in this guide, please feel free to send me an email and we can discuss what you're needing and if we can help you out.

DO YOU OFFER RUSH SERVICES?

We prefer not to 'rush' the creative process but if you need something done quickly, are willing to pay a rush fee and our schedule allows we may be able to accommodate a rush service. We don't accept any jobs with less than 24 hours lead time. Rush services must be requested within studio hours and are subject to overtime rates.

WHAT IF THINGS AREN'T WORKING OUT?

Thankfully, this is usually rare for us as we have a very high success rate with our work but if you feel we're just not vibing we totally understand this can happen and we can discontinue our project if you feel any issues cannot be resolved. We hope that you will express any concerns with us throughout the project if something isn't right. Depending on where we are at in the process, if you would like to take the draft work with you to work with someone else this is possible upon payment of an arranged fee for ownership.

If you stumbled upon Desnoir looking for a different kind of graphic designer, look no further you have found your perfect match! The process made me feel like I was getting EXACTLY what I wanted and that Alaura understood where I was trying to go. Her attention to detail and getting to understand my brand was very refreshing and reassuring. She is so professional and still able to be personable, something not a lot of people can master. I cannot recommend working with Alaura enough. The quality of her work is unmatched, you will truly get what you're looking for.

Krissy

G A N G L I N E C O

I've worked with a lot of designers, and Alaura is a consummate professional. Her entire process was painless and designed to guide me through a design process that can often be intimidating for clients, especially people who might not know exactly what they want yet. Working with Desnoir was a joy; the easiest and best design experience I've ever had.

Jinx Strange

T H E L U C I F E R I A N D O M I N I O N

I came to Desnoir with the goal of refreshing my existing logo, giving it a darker twist that would better compliment my brand. Having never worked with a designer before and not knowing exactly how to describe everything that I wanted, I was a bit nervous. Alaura had a wonderful pre-design process that was extremely helpful in allowing me to convey all of the things that I liked and the things that I wanted to change about my existing logo. In just a few simple email exchanges, I felt confident that Alaura understood exactly where I wanted to go with the new design and she went to work! Although revisions were included in my design package, they were not even necessary - Alaura returned with an elegant gothic logo that captured my vision perfectly! It gives me all the haunted Victorian mansion vibes and I am in love! I highly recommend choosing Desnoir for all of your dark design needs, the quality of Alaura's work is second to none and you will not be disappointed!

Nichol

L A U G H I N G C R O W C A N D L E C O

I have been following Desnoir on Instagram for some time, after they designed a gorgeous logo for a friends business, and seeing the work they produce, I knew it was the company to create my logo. I had a bit of an idea of what I wanted but it was all a bit vague! I was so impressed with the thorough form I was asked to fill in as this allowed us to really nail down what I did, and didn't want, and even made me consider areas of my business that I hadn't so far. As a visual person, I loved creating the Pinterest moodboard and thinking about my company values, I really enjoyed the whole process. The final results were amazing! My project was delivered on time, with great communication throughout via email, even though we're on the other side of the world to each other. The costings and how the process works is clear and fair and therefore, would definitely recommend Desnoir to any other business looking for branding or logo design for a professional, creative and unique result.

Emmeline

N E V E R S U B T L E

READY TO CREATE A BRAND THAT
WILL BE WORSHIPPED?
info@desnoir.studio

DESNOIR . STUDIO

