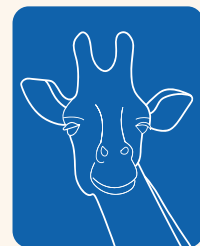




Pricing & Services Guide

*Strategic design partnerships
for wellness & lifestyle
founders ready to grow.*



Blue
Giraffe
Design



I'm here to do more than build you something beautiful and send you on your way.

If you're reading this guide, you're probably at an inflection point. Maybe your brand has carried you this far but no longer feels like you. Maybe you're juggling multiple designers and nothing quite fits together. Maybe you're ready to stop piecing it together and finally have someone in your corner who sees the full picture.

That's exactly what I do.

I'm Brooke Hoe, founder of Blue Giraffe Design. After 30+ years in the creative industry, including nearly three decades leading design strategy for Fortune 500 pursuits at Deloitte, I left corporate to do this work for the founders who need it most: wellness and lifestyle brands that are growing, evolving, and ready for design that grows with them.

This guide will walk you through everything: how we can work together, what's included, and what it takes to get started. Read it slowly. See what feels right.

And when you're ready, I'll be here.

Brooke



A design partnership is right for you if...

- *You've outgrown your beginner branding, but aren't sure what comes next*
- *You have the vision, but lack the strategic framework, visual identity, and systems to bring it to life*
- *You're juggling multiple designers just to get your brand, website, and campaigns to work together*
- *You want to feel proud of your branding instead of second-guessing every design decision*
- *You want a partner who is invested in your long-term growth, not just a single deliverable*

WHAT MAKES THIS DIFFERENT

The biggest misconception in design right now is that you need multiple specialists to get it right. You don't. What you really need is one person who can think strategically, design thoughtfully, and implement everything efficiently, someone who already knows your brand inside and out before the next project even begins.

That's exactly where I come in.

THE PARTNERSHIPS

An Embedded Partner, Not a Revolving Door

Most growing wellness businesses reach a point where they're juggling a brand strategist, a designer, and someone to actually build and maintain everything. Three relationships, three invoices, three people who don't quite know what the others are doing. I work differently. As your strategic design partner, I'm embedded in your business, thinking about your brand the way you think about your business. Month to month, I'm handling what needs handling, anticipating what's coming next, and making sure your brand keeps pace with your growth.

Foundation PARTNERSHIP

Starts at \$2,500/mo
Up to 15 hrs



Growth PARTNERSHIP

Starts at \$3,500/mo
Up to 22 hrs



Strategic PARTNERSHIP

Starts at \$5,000/mo
Up to 30 hrs





FOUNDATION

The Partner in Your Corner.

You're growing, but you're not ready to hand everything over to an agency. You need one person who understands your brand, shows up consistently, and keeps things moving. That's what Foundation is built for.

THIS PARTNERSHIP IS RIGHT FOR YOU IF...

You need consistent support without a full agency retainer

Your brand is established but needs ongoing refinement

You want a partner who already knows your business inside out.

STARTS AT

\$2,500 /month

Up to 15 hours per month

WHAT'S INCLUDED

- Brand strategy & design support
- Website updates & maintenance
- Tech stack implementation & platform support
- Monthly strategic check-in
- Partnership discount on standalone project work
- Priority scheduling over non-retainer clients

Hours are used as needed each month and do not roll over. If we consistently find that 15 hours isn't quite right for where your business is, we'll adjust your tier together, up or down. The goal is a partnership that fits.



GROWTH



GROWTH

The Partner Who Grows with You.

You're growing, but you're not ready to hand everything over to an agency. You need one person who understands your brand, shows up consistently, and keeps things moving. That's what Growth is built for.

THIS PARTNERSHIP IS RIGHT FOR YOU IF...

You're scaling and your brand needs to scale with you

You're launching new offers, locations, or services regularly

You want strategic input, not just execution

STARTS AT

\$3,500 /month

Up to 22 hours per month

WHAT'S INCLUDED

Everything in Foundation, plus:

- Expanded design & strategy hours
- Launch support for new offers & campaigns
- Quarterly brand review & strategic planning session
- Social & content asset creation
- Tech stack builds & integrations
- Priority scheduling & same-week turnaround on urgent requests
- Partnership discount on standalone project work

Hours are used as needed each month and do not roll over. If we consistently find that 22 hours isn't quite right for where your business is, we'll adjust your tier together, up or down. The goal is a partnership that fits.



STRATEGIC

The Partner at the Table

This is the deepest level of embedded partnership. You're running a serious business, making significant decisions, and you need someone who thinks alongside you at every stage, not someone you call when something breaks. Strategic is for the founder who wants a creative partner as invested in the outcome as she is.

THIS PARTNERSHIP IS
RIGHT FOR YOU IF...

You're preparing for a rebrand, acquisition, or major growth moment

Your brand touches multiple platforms, products, or locations

You want a partner who anticipates what's next before you have to ask

STARTS AT

\$5,000 /month

Up to 30 hours per month

WHAT'S INCLUDED

Everything in Growth, plus:

- Full strategic brand partnership
- Executive-level creative direction
- Multi-platform brand governance
- Comprehensive launch strategy & execution
- Monthly in-depth strategic session
- First access to new BGD services & offerings
- Partnership discount on standalone project work
- First priority scheduling, always

Hours are used as needed each month and do not roll over. If we consistently find that 30 hours isn't quite right for where your business is, we'll adjust your tier together, up or down. The goal is a partnership that fits.

STRATEGIC



PROJECT WORK

When You Need a Specific Thing Done Well.

Sometimes you know exactly what you need. A brand identity built from the ground up. A website that finally reflects where your business actually is. Project work is defined scope, flat fee, with a clear process from discovery to delivery, and a contract that protects both of us.

01

Brand Strategy & Identity

Positioning, visual identity, logo system, brand guidelines, and the strategic foundation your business needs to grow with intention.

Starts at \$4,000

02

Website Design & Build

A website that converts, designed, built, and implemented by one person so nothing gets lost in translation between strategy, design, and development.

Starts at \$5,000

03

Brand + Website

The full transformation. Strategy, identity, and a website that brings it all to life — done together, so everything is cohesive from day one.

Starts at \$8,500

Project timelines run 6–12 weeks depending on scope. Partnership clients receive a discount on all standalone project work.



NEED A LITTLE MORE?

A Few Ways to Go Further.

Content Creative Direction

Starts at \$1,500



2-3 weeks | Available as a standalone service or add-on.

Whether you're in the middle of a full rebrand or simply planning a brand photo shoot, having a creative director in your corner ensures everything you capture aligns with where your brand is going, not just where it's been. I'll develop the visual direction and work with your photographer so the shoot produces assets you can actually use.

- Photography style guide + suggested shot list
- Moodboard aligned to your brand aesthetic
- Creative direction document for your photographer or content team

Custom Brand Illustrations

Starts at \$950

Timeline varies | Available as an add-on to any package

One-of-a-kind, hand-drawn illustrations that bring a distinctive, human quality to your brand, the kind that stock imagery simply can't replicate.

- Original hand-drawn illustrations customized to your brand
- Delivered as versatile digital assets for web, print, and social
- Pricing based on scope and number of illustrations





KIND WORDS

“Brooke helped us transform from a beloved local studio into a brand that looked, operated, and grew like a scalable company. Her blend of design, digital execution, and business acumen made us more competitive in the market and ultimately helped position the company for acquisition.”

CHRIS PROVINCE

Founder, Balance Yoga Barre



READY TO GET STARTED?

If you've read this far,
you probably already know.

The founders I work best with are ready to stop patching their brand together and start building something that reflects where they're going, not just where they've been. If that's you, let's talk.



BOOK A DISCOVERY CALL



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