

2025

TRUE
AND *ash*

INVESTMENT GUIDE





We build design-focused,
strategy-led brands.

True and Ash Creative is a nimble brand and web
design studio crafting thoughtful visual stories
for companies in all stages of growth.

We translate market data to create powerful
visuals that reflect your values and connect
with your audience.

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About

We believe in
timeless, relevant style
connecting you to
your ideal audience.

Hi there, I'm Andrea Brusuelas, founder of True & Ash Creative

I believe good design inspires emotionally-charged connections between consumer and brand. Without it, your product or service is just another in a vast field of similar choices.

Over my time in visual communications, I've worked with category leaders like Hamilton Beach and Conair; and independently, one-on-one with founders in a wide variety of industries.

 20+ years experience  Award winning

Clients seen in:



WIRED

uncrate

salon today

TIME



How we work

01 CREATIVE ALIGNMENT

Our process is built on trust and collaboration. We schedule a 30-minute introductory call to get to know you and your company so that we can all feel comfortable knowing we'll work well together toward the same goals.

03 DISCOVERY & RESEARCH

We'll kick off your project with a working discovery session where we go deeper into knowing your brand, individual perspective, target demographic and industry category. This is the information we'll base our market research on.

05 DESIGN & PRESENTATION

This is where we get to work! We'll design out your brand, site, or other collateral and present you options based on your package.

07 FILE HANDOFF

After your final feedback has been incorporated, you'll receive all the files outlined in your project scope along with your guideline documents.

02 PROPOSAL

Once we understand what you're looking for, we'll send you our Pricing Guide (hint: you're looking at it!) or a detailed custom proposal. If all looks good, you'll make your deposit and we'll be ready to roll!

04 MOOD BOARDS

Before jumping into design, we'll lay out a few moodboards as a gut check to make sure we're on the right visual path and vibe. Together, we'll select the right path and use it as an ongoing reference throughout the process.

06 FEEDBACK

Our standard project scopes include one to two revisions. That means you'll see designs based on our discovery and market research, provide feedback, and see another round of designs which will be ready for your final approval.

02

Packages

Remarkable things happen when your messaging and values are aligned in a solid brand strategy.

Emerging Brand Foundations

Recommended for

The early-stage startup who's just launching their brand or has outgrown the DIY logo stage.

COHESIVE

This package offers the brand essentials necessary in creating consistency and recognition and attracting your desired target demographic.

- ✓ Develop a profound understanding of your brand vision with our in-depth brand questionnaire and workshop call.
- ✓ Essentials brand package with assets to get you moving on your marketing ASAP.
- ✓ Maintain consistency and cohesion in your marketing with an easy to use quick-reference brand guide.

Deliverables

Style Board Presentation with 2 directions

Logo Suite (Primary, Secondary, Icon variants)

Curated Color Palette

Typography Suite

2 Brand Patterns/Textures

3 Launch Graphic Templates

Social Media Icons and Banner (FB, IG, LinkedIn)

Quick Reference Brand Guidelines
& File Usage Guide

🕒 1-2 weeks based on feedback

💰 Investment: \$2,400
(Payment plan available)

Complete Brand

Recommended for

The launching or established business set to become an industry-leader with a brand that can evolve through time and unlimited growth.

COMPLETE | COHESIVE

Further research is conducted in this complete package to best position your brand as a leader in its market space.

- ✓

Stand out in a crowded marketplace with a laser-focused, strategically designed brand that's not replicable.
- ✓

Understand how your brand will expand as your offerings grow and change and have all the assets and tools necessary to go to the next level with ease and demographic-focused precision.

Deliverables

Comprehensive workshop sessions as needed to uncover the core essence of your brand.

In-depth competitor and industry research and analysis; SWOT analysis (strengths, weaknesses, opportunities and threats).

Development of brand core; purpose, vision, unique value proposition, personality, voice, and tone.

Art direction moodboard and styling guidelines for brand photography and videography.

Logo Suite (Primary, Secondary, Submarks)

Color and Typography Suites

Digital design system including launch grid templates and individual graphic assets.

Social Media Icons and Banners (FB, IG, LinkedIn)

Comprehensive Brand Guidelines Book & File Usage Guide; Brand launch support

Additions to base

Deck design (e.g.: Pitch Decks, Marketing Strategy)
Print and packaging needs
Customer journey design and development
Email template design and development
Environmental design/signage

- 🕒

4-8 weeks based on feedback
- 💰

Investment: starting at \$5,000.00

(variation based on agreed upon deliverables added to base package after discovery. Payment plans available.)

Complete Brand & Website

Recommended for

The launching or established business in need of a branded web presence to sell their unique services or products.

COMPLETE | COHESIVE | STRATEGIC LAUNCH PACKAGE

We'll build a creative, cohesive and strategic brand and web presence that captivates visitors and converts them to buyers.

- ✓

Stand out in a crowded marketplace with a laser-focused, strategically-designed brand and website.
- ✓

Increase engagement, capture leads, convert visitors to lifelong buyers with a responsive website that is easy to use and looks great across all devices.

Deliverables

Brand

All deliverables from Complete Brand Package

Website

Content strategy workshop sessions

SEO implementation across all pages

Home Page

Copywriting assistance

Service-based sites: Up to 6 interior pages
Product-based sites: Up to 5 individual product pages, collection page, and checkout flow

Easy-to-use and update with instruction on front-end editing

About, Blog, Contact Pages

2 refinement rounds

Art direction of product and brand photo shoots

Brand and website launch support

- 🕒

6-8 weeks based on feedback
- 💰

Investment: starting at \$8,000.00
(Payment plans available.)

Design Day

When you need a laundry list of branded assets designed for your business to offer your clients a premium experience.

What's included

STRATEGY CALL
7 HOUR DESIGN DAY

-
- 🕒 Strategy call 1 day prior + 8 hour work day
 - 💰 Investment: \$960.00

Some ideas...

10 SLIDE PITCH DECK/PRESENTATION
WORKSHOP BOOKLETS/ASSETS
BRAND REFRESH OF AN EXISTING SITE
WEBSITE TEMPLATE CUSTOMIZATION
SOCIAL MEDIA TEMPLATES
CLIENT GUIDES & ASSETS
BUSINESS CARD & MARKETING ASSETS
ADDING A WEBPAGES TO YOUR SITE
BRANDED MATERIAL/COLLATERAL

ANYTHING WE CAN FIT INTO A DAY! -

Frequently Asked Questions

We believe that transparency is an essential part of the process and making sure our clients have all the answers they need is important to us. Here are some common questions clients have asked.

What is branding?

Branding is so much more than a logo. Branding is when all of the different elements like the logo, social media posts, and marketing materials tell the same story consistently. That's when the magic happens.

How much input will I have?

This is your brand; you and your stakeholders understand it better than anyone. We'll be guided by the brand goals you set out through each phase of the design process to make sure we get it right.

How long will a project run?

Rough estimations of the duration are included in the description of the packages. However, timely feedback and communication is crucial to staying ahead of deadlines.

What website development platforms do you use?

We highly recommend using Shopify for e-commerce websites. For service-based websites, we generally work within Wordpress, Squarespace or ShowIt. We particularly like Squarespace and ShowIt for their ease of use for brands that would like to continue ongoing maintenance and edits of their site themselves.

When will we get started?

After we've had a discovery call we'll send through a custom quote and project proposal including a timeline with specific dates. The start date will depend on availability.

What final files will I receive?

At the end of the project you'll receive a link to a shared folder with all finalized files in the appropriate formats. This could include JPEG, PNG, TIFF, PDF and EPS.

What happens after I have my branding?

Your brand is your cornerstone. Your company will need other collateral like a website, business cards, packaging, social templates, etc. We will provide you everything listed under the package you've chosen but we offer can offer you so much more! We have experience in the full spectrum of communications design!!

Is hosting included in your brand and web package?

We do not include hosting or domain name purchase in our web package; however, we can pass along discounts on our favorite providers.

03

Next Steps

Ready to get to work?

Reach out

Simply schedule a 30-minute introductory call here:

[SCHEDULE](#)

Or reach out via email and we'll contact you!

hello@trueandash.com



Let's make some brand magic.

HELLO@TRUEANDASH.COM