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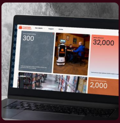
ANA ELK STUDIO

Visual Identity ◆ Websites Built to Scale ◆



PHILIP GASKIN

WHAT’S IN THE BAG

- 01 WHY WORK WITH ME
- 02 PRICING & PACKAGES
- 03 FAQ
- 04 REVIEWS

YOUR DESIGNER

Unearthing what makes your business unique and translating your vision into a beautiful, commercially smart design that grows with you

Hi, I'm Ana

I help founders find the story that's already inside their work, and translate it into an identity and website that people love.

Most founders are already doing the exciting things - they just haven't found a way to say it in a way that people hear.

My job is to find that thread and turn it into a visual and verbal system that's commercially sharp and truly yours.

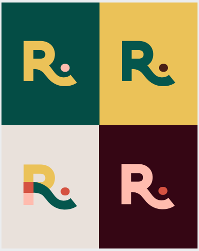
Before moving into commercial design, I studied Fine Art at Central Saint Martins in London and currently completing a Master's in Business Administration in Lucerne. This combination allows me to hold both - the felt, visual language (*the thing people fall in love with*), and commercial depth (*I will be your commercial thought partner*).

Before founders come to me, they've usually tried to design themselves, and watch it fall flat. So the real work of the project is not the logo, nor the website, but building the clarity that holds it. Design only begins once we have untangled the threads.

Growing up between countries and cultures has taught me that meaning doesn't translate neatly. To connect with people you have to find expression that truly holds the depth of your meaning. I bring that instinct to every project I develop.

01

The Essential Brand



VISUAL IDENTITY & BRAND CLARITY

Visual identity build on clear foundations

The brand foundations you need to show up with confidence and build trust.
We will begin with a collaborative strategy and sculpt a visual identity that resonates with your customers, and translates your vision into beautiful touch points.
Designed to be your trusted sales tool for years to come.

WHAT'S INCLUDED

- Brand Strategy Workshop
- Creative Direction
- Logo Suite – primary and secondary logo
- Typography System
- Brand Colour Palette
- Mockups
- Mini Style Guide
- 2 Social Media Templates
- Two rounds of revisions per phase

INVESTMENT	TIMELINE
£2,100	8-12 weeks

PACKAGE CUSTOMISATION

I tailor each package to your needs. Not seeing what you're looking for? Just ask.

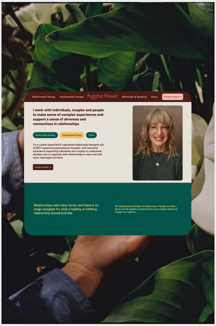
ANAELKSTUDIO.COM HI@ANAELKSTUDIO.COM BOOK A CALL

02

The Essential Website

WEBSITE

For solo founders and practitioners



I work with individuals, couples and people to make sense of complex experiences and support a sense of aliveness and connections in relationships

I'm a London based BACP-registered relationship therapist and COSRT-registered psychosexual therapist, with extensive experience supporting individuals and couples to understand, develop, and re-negotiate their relationships in ways that feel more meaningful and alive.

Relationships take many forms, and there is no single template for what a healthy or fulfilling relationship should look like.

Yet making sense of things isn't always easy. Therapy can offer a space to think together, be heard and to work towards clarity and change. You might be:

A semi-custom website that sharpens your position, beautifully.
Easy to manage and update yourself without monthly maintenance fees.

PACKAGE CUSTOMISATION

I tailor each package to your needs.
Not seeing what you're looking for?
Just ask.

WHAT'S INCLUDED

- Website Strategy Workshop
- Creative Direction
- Wireframing
- Template based structure
- Content writing templates
- Customisation and development of up to 4 pages
- 404 design + legals page
- Local SEO basics
- Mobile optimisation
- Domain set-up support
- 5 days post-launch support
- Website management training

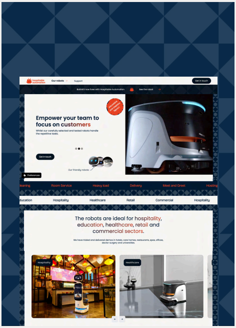
INVESTMENT *payment plan available	PLATFORM	TIMELINE
£2,900	Wix or Webflow	4-6 weeks

03

Website Built to Scale

WEBSITE

For companies in their growth phase



Empower your team to focus on customers

Whilst our carefully selected and tested robots handle the repetitive tasks.

The robots are ideal for hospitality, education, healthcare, retail and commercial sectors.

We have trialed and delivered demos in hotels, care homes, restaurants, spas, offices, doctor surgery and universities.

WHAT IT IS

A powerful system that allows you to scale and manage content easily within your team. Saving time and keeping focus on the important tasks, rather than hours spent in technical overwhelm.

A COMPONENT AND CONTENT MANAGEMENT SYSTEM (CMS) WEBSITE.

- Update global content within seconds.
- Build and launch landing pages with pre-built building blocks without being locked into a template.
- Automatically populate repeating content across relevant pages (for example reviews or new products), within seconds

03

Website Built to Scale

WEBSITE

For companies in their growth phase

WHAT'S INCLUDED

- Website Strategy Workshop
- Creative Direction
- Custom design
- Wireframing
- Content writing templates
- Content formatting for web
- Up to 4 component based pages
- 2 CMS powered page templates (e.g service catalogue + individual service pages)
- 2 CMS components (e.g reviews + blog feed)
- Blank page template x 1
- 404 page

WHAT'S INCLUDED

- Engaging webflow interactions
- Basic Privacy Policy
- Search Engine Optimisation (SEO) foundations
- Mobile Optimisation
- Domain set-up support
- Cookie control set up
- Google Analytics integration
- 5 days post-launch support
- Website management training

INVESTMENT

*payment plan per milestone

£8,130

PLATFORM

Webflow

TIMELINE

4 - 6 months

04

Social media

SOCIAL MEDIA CONTENT CREATION AND MANAGEMENT

For busy marketing teams or small companies who need more hands on deck

WHAT'S INCLUDED

- Content ideation & planning
- Content calendar
- 8 posts a month
- 2 videos a month: you supply raw footage, I handle cuts, captions, and platform-ready exports
- Remaining posts built from photos + copywriting + graphics
- 1 round of revisions on the full batch before anything goes live, then scheduled once approved

ANALYTICS AND MONTHLY CATCHUP

- Light analytics review, what is and isn't working, and a catch up on what's been happening at HAL, top level ideas for the following month

KICK-OFF STRATEGY

- Understanding your business, audience, current analytics review, planning and ideation

INVESTMENT

One-off investment to create a guiding

£260

INVESTMENT

Paid at the start of each month

£520

PLATFORMS

Additional platforms £80

2 platforms

COMMITMENT MIN

2 months

05

Add ons

VISUAL IDENTITY & WEBSITE

Additional items you can add to your project

Rachel Power
Creating vibrancy & aliveness
Rachel Power

WEBSITE

- Extra website page: £360
- Landing or sales page £960
- Website integration with newsletter software: £120
- Google Analytics set up, Cookie Control and Privacy Policy: £240
- Additional CMS powered page: £450
- Additional CMS component: £120

VISUAL IDENTITY & DESIGN

- Pitch deck or presentation x 10 pages + template: £410
- Printed booklet x 10 pages: £523
- Custom business cards: £540
- Semi – custom business cards: £360
- Flyer or poster: £150

YOUR MONTHLY COSTS AND TECH STACK

Frequently Asked Questions

WHY WEBFLOW?

Whilst Webflow has a higher upfront cost than Wordress, it has advanced security and doesn't rely on plugins. This means you don't need to manually run updates each month and pay monthly fees for plugins. This saves time and costs in the long run. It also allows me to build beautiful designs, and - it's easy to manage yourself.

WHY TEMPLATE CUSTOMISATION?

No one wants to look like a template. I offer deep customisation - this means using a beautiful design that already exists in the world, but shaping it according to your vision so that it still looks unique. Using an existing layout allows us to save design time and back and forth, which is how I am able to offer lower investment barriers than other providers.
Whilst I use individual sections from your chosen template to save time, I re-build everything with a clean code.

IS WEBFLOW EASY TO MANAGE YOURSELF?

It is by far the easiest platform for clients to manage and for teams to collaborate on.

ARE THERE ADDITIONAL COSTS?

There is an additional fee for your chosen template. Templates in Webflow typically cost $49 - $190 depending on complexity.
There may be font licence fees if we choose to use a custom font.
I will always agree any additional fees with you upfront.

DO YOU OFFER ONGOING SUPPORT?

Absolutely! We can agree on the number of hours for each month, and I will support you with website management or marketing support.

TYPICAL MONTHLY WEBFLOW COSTS

For a basic website with no CMS you would expect to pay $15 per month.
For a scalable website with CMS price ranges between $23 and $39 per month depending on the expected footfall to the site.

WHAT PEOPLE SAY

We had our initial chats, then the follow up blew me away, it surpassed my expectations.

I am so happy with not only our new website, but also our brand identity. Ana has worked so hard to produce the entire package for us. We had our initial chats, then the follow up blew me away, it surpassed my expectations.
I'm so glad we chose Ana. Professionalism is an understatement.
Thank you

Paul morrey
head of automation
hospitable automation

THE ESSENTIAL BRAND + WEBSITE BUILT TO SCALE

WHAT PEOPLE SAY

About
Services
My Framework
Testimonials
Contact
VITAL
Framework

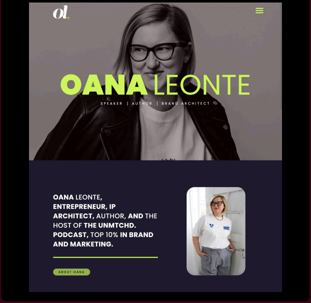
I can't recommend Ana and her work enough!

Ana was referred to me by a friend that had her create her new website, and I loved that site. I had created a basic website on my own when I started my Fractional Growth Officer business, but it wasn't anything to really get excited about. I needed someone who really knew what they were doing... and Ana was absolutely a perfect fit!Ana worked with me on all the aspects of the site and what I wanted to convey to those that came to the site.
She really made it easy, and that really helped in creating the overall design. She recommended an amazing website content writer, and the three of us were off! Ana recommended some additions that I could add as I expand my business, and she designed the site to accommodate those things, making it easy for me to maintain myself.

Nancy M Green
Chief Growth Officer
Founder of Catalyst Growth Strategist

THE ESSENTIAL WEBSITE + CMS COLLECTION

WHAT PEOPLE SAY



OANA LEONTE, **ENTREPRENEUR, IP ARCHITECT,** AUTHOR, **AND** THE HOST OF **THE UNMTCHD. PODCAST,** TOP 10% **IN BRAND AND MARKETING.**

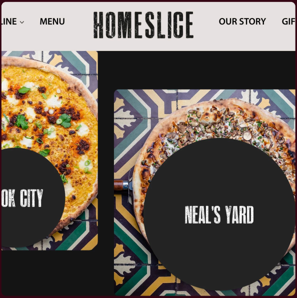
She was a great sparring partner

Ana did an incredible job with my website. She was fast, incredibly supportive, and made the process really smooth and easy for me. She was a great sparring partner to advise me on what works and what doesn't, and handled everything extremely profesionally. I highly recommend her!

Oana Leonte
Founder unmtchd
Formerly Disney , Warner, Puma

WEBSITE DEVELOPMENT IN WEBFLOW

WHAT PEOPLE SAY



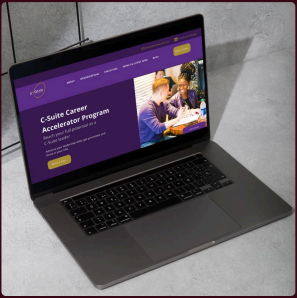
Exceptional service!

Ana was very timely with delivering and very understanding if there were things we wanted to change. Was super quick to realise the aesthetic we wanted and really ran with it.
Has made our website far more user friendly and also a lot easier to update!

Homeslice London
Operations Team

WEBSITE BUILT TO SCALE

WHAT PEOPLE SAY


EVOLVE
ABOUT
ORGANIZATIONS
EXECUTIVES
IMPACT & CLIENT WINS
BLOG
BOOK A CALL
C-Suite Career Accelerator Program
Reach your full potential as a C-Suite leader

Working with Ana on my company website for Evolve Career was a game-changer

We began by completely restructuring the site architecture, clarifying the user journey, and fixing confusing call-to-actions that were causing me to lose site visitors.
Together, we expanded the site to include new services, added intentional structure to every page, and built in social proof that truly showcases the client experience.
Ana brought a bold, editorial energy to the site—through strategic copy layout, vibrant branding, and a clean, modern design that feels both inspiring and easy to navigate.

The results speak for themselves: over 1.5K visitors since launch, improved engagement across key pages, and a 100+ increase in email subscriptions through the funnels we built together.
I constantly receive compliments on the site, and it's become an incredibly useful tool in growing my business. It's easy to reference in client conversations and reflects the vibrancy and professionalism of my brand. I even refer her to my business coaching clients looking to launch their first website or landing page. Ana, thank you for helping me elevate my digital presence beyond LinkedIn—you're a true partner in bringing a vision to life and I look forward to continuing our work together.

Dr Jessica E. Samuels
Executive Career, Business and Leadership Coach
Founder of Evolve Career

THE ESSENTIAL WEBSITE

WHAT PEOPLE SAY

INCOMMSEC
Clearview
Oversight
Services
Insights
Contact us
We are a vendor neutral company making
CYBERSECURITY
simple
Talk to us

The level of detail, insight and feedback have been exceptional

Really happy with Anastasia's work and approach. The level of detail, insight and feedback have been exceptional. We have used many other digital professionals over the last decade and none have come close to the professionalism and quality of results.

Mike Q Hainsworth
Founder of incommsec

ESSENTIAL WEBSITE

WHAT PEOPLE SAY

GASKIN
About
Work with us
Human impact is a movement - not a metric.

If you are an entrepreneur or anyone at the emerging ideas stage, consider working with Ana to bring those ideas to life in compelling ways.

As I thought through my emerging new business and ideas, I needed someone who could help take those ideas and concepts put into design.I was highly impressed with Ana's ability to design concepts and layouts that "surround" the deliverables in a complementary and contemporary manner. If you are an entrepreneur or anyone at the emerging ideas stage, consider working with Ana to bring those ideas to life in compelling ways.

Philip Gaskin
Gaskin Group Founder
Global Ambassador & Strategic Advisor

ESSENTIAL BRAND + ESSENTIAL WEBSITE

LEARN MORE

Book a friendly 30 minute chat. Ask me any questions and see if we're a good fit

A short discovery session where I get to know what you may need, tailor the packages, and start preparing the right questions if we do work together.

Book my discovery chat →

or email hi@anaelkstudio.com →

Ana A

GROW BY DESIGN.

◆

ANAELKSTUDIO.COM

HI@ANAELKSTUDIO.COM

BOOK A CALL

CYBERSECURITY
simple

SIMPLE FOOD DONE WELL WITH INGREDIENTS SOURCED FROM ALL CORNERS OF THE WORLD

PG
PHILIP GASKIN
PHILIP GASKIN
Global
Strategic
Advisory
philip@philipgaskin.com
philipgaskin.com
+1 816 500 5602