



BESPOKE BRAND AND WEBSITE DESIGN SERVICES

For heart-centred and creative entrepreneurs seeking to
embody their authentic essence within their business



WELCOME

I'm Grace — a heart-led brand and website designer, therapist, and yoga teacher. If you're reading this guide, it's likely that you are also a heart-centred and/or creative entrepreneur who is seeking a branding and website design experience that stems from the heart. And if so, you're right where you need to be.

I have been designing brands and websites for several years and have worked with some of the UK's most established organisations and business owners within social media marketing, graphic design and website development. I have always loved this kind of work, but, earlier on in my career I had a niggle in my heart that felt it was a little out of alignment with its clientele. That's when I realised my niche. Since then, many moons ago, I've not looked back. I have discovered my circle of people and I now choose to only work with those that align with my values and ethos — most of whom are heart-centred humans who have so much to give to the world and to other people.

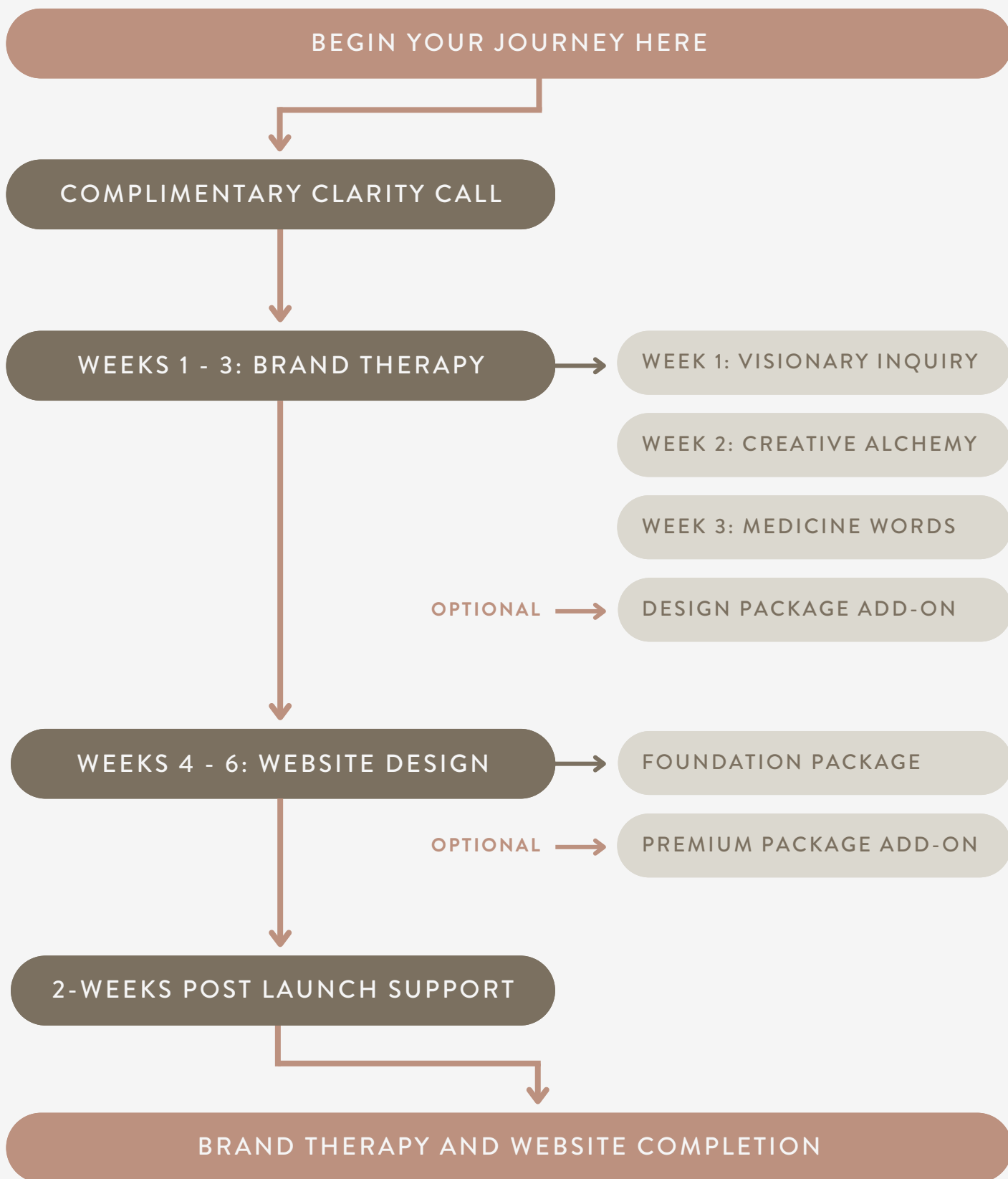
I've since worked with hundreds of yoga teachers, therapists, wellness coaches, healers, artists, and other creatives who are masters of their craft. People who are fuelled by passion to do good in this world. I've created brands that capture their authentic essence and amplify their impact, and websites that eloquently express their energy and act as a lighthouse to call in their most-aligned clientele.

Supporting others to express their purpose, and having the opportunity to capture their mission and vision for their business is a gift that I am blessed to call my work.

This guide walks you through the pathways that we can take together which are uniquely designed to support you through each step of your brand and website design journey. If my offerings speak to you, then it would be an honour to work with you. With love,

Grace x

YOUR JOURNEY OVERVIEW



WHY IS IT IMPORTANT AND WHAT DOES IT INVOLVE – BRAND THERAPY

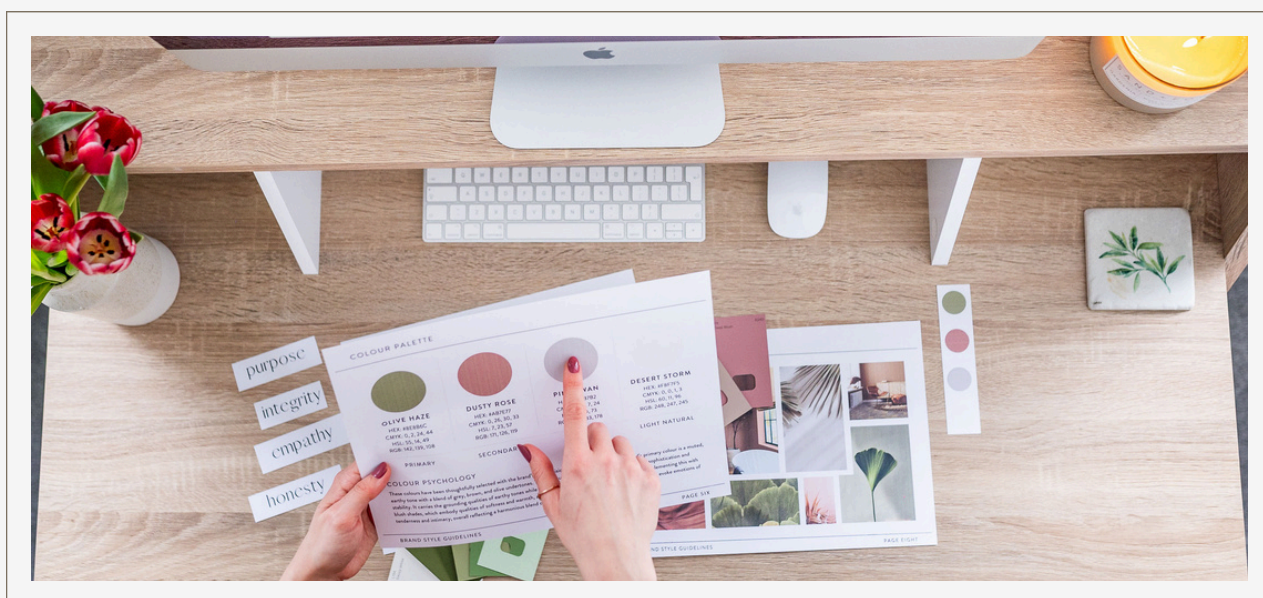
WEEKS 1 - 3

An intricately thought out and lovingly curated experience to birth your brand in such a way that captures the very essence of you. There is so much more to branding than people think. It is not just about selecting a bunch of colours that you like, or a font which looks fancy. It is about who you are, what you stand for, your visions for your future, who you seek to support or work with, the messaging you wish to convey, how you want your brand visuals to be interpreted, how you want people to feel when they interact with your brand... and so much more. The central pillar of any impactful business lies within its mission, vision and values which are clearly, compassionately and competently woven into the DNA of its brand.

The process of branding is multi-layered and has many essential elements that have the potential to amplify your impact as a heart-led entrepreneur. This is why I created Brand Therapy – a full-bodied experience which gives you SO much more than just a brand.

BRAND THERAPY HAS THREE DISTINCT AND PROFOUND PHASES

EXPLORE THESE IN DETAIL ON THE NEXT PAGE →



PHASE ONE — VISIONARY INQUIRY



VISUAL INQUIRY JOURNAL + BRAND DNA

You'll work through my 67-page Visionary Inquiry Journal, that I have intentionally curated to help you uncover your bravest vision for your brand and business, identify your soul-aligned clients and gain clarity on your most potent products or services. You'll also receive a guided meditation, which is completely invitational, but channelled to help inspire you throughout this deeply meaningful process. Once completed, I'll extract the magic from your inquiry to create what's called your 'Brand DNA', so that as you and your business evolve, you remain aligned with your heart's true north.

PHASE TWO — CREATIVE ALCHEMY



MOODBOARD + 1:1 COACHING CALL

This is where the creative alchemy happens! Watch as your bravest vision begins to take form. We'll work creatively together to translate your Brand DNA into visual magic, weaving together the golden threads of your vision, mission and values. You'll receive a 1:1 Coaching Call where we'll be mood-boarding, curating your brand imagery, and selecting your fonts, colour palette, textures and stylistic elements in line with your Brand's DNA. This is often the most heart-moving and powerful phase for clients, as they witness their brand being birthed before their own two eyes.

PHASE THREE — MEDICINE WORDS



MEDICINE WORDS JOURNAL + BRAND VOICE

Here, you'll work through the 17-page Medicine Words Journal to translate the heartfelt underpinnings of your brand and business into written medicine. You'll establish your Brand Voice and will also be gifted a fully-editable document which guides you step-by-step through writing the copy for each page of your website. You'll have my full support as we work through this process together to collaboratively to compose your website copy in a way that clearly and eloquently conveys your magnetic message to draw in your soul-aligned clients.

HOW MUCH IS IT –

BRAND THERAPY INVESTMENT

WHAT'S INCLUDED

Phase One: Visual Inquiry –

- 67 Page Visual Inquiry Journal and Meditation
- Brand DNA

Phase Two: Creative Alchemy –

- Mood Board
- 1:1 Coaching Call
- Visual Magic and Finalised Brand Board

Phase Three: Medicine Words –

- 17 Page Medicine Words Journal
- Editable Guided Website Copy Document
- Established Brand Voice

INVESTMENT

The investment for Brand Therapy is £350.

Note: Brand Therapy alone does not include logo or brand collateral design, however there is the option to add-on the Design Package below.

– OPTIONAL ADD-ON: DESIGN PACKAGE –

WHAT'S INCLUDED

- Comprehensive Brand Style Guidelines
- Primary Logo Design
- Secondary Logo Design
- Submark Logo Design
- Wordmark Logo Design
- Favicon Logo Design
- High Resolution File Formats
- Compressed File Formats optimised for web
- Choice of two Brand Collateral Designs*

INVESTMENT

The investment for the Design Package Add-On is £250.

*Choice of two items from the following brand collateral: business card, leaflet, flyer, poster, workbook, branded presentation template, stickers, Instagram highlight icons, email newsletter, or social media graphics.



TINA & RICHARD EVANS

Owners of Great British Yarns

We engaged Grace for her brand therapy and website design services. Initially, we had no clear vision other than wanting a new website. From day one, Grace fully embraced our business and shared our passion for what we wanted to achieve. She professionally guided us through her innovative programme, and what she created far exceeded our expectations. We can't recommend this process with Grace enough. Her calm and quiet approach brought out the best in us, and it shows in our fantastic website. You'd be crazy not to hire her.

[CLICK HERE TO SEE THEIR WEBSITE](#) →

WHY IS IT IMPORTANT AND WHAT DOES IT INVOLVE — WEBSITE DESIGN

WEEKS 4 - 6

Following on from your Brand Therapy, the next three weeks will be dedicated to creating a beautiful, fully functioning website that is truly aligned and deeply therapeutic for you, your brand and your business.

Your website will be a heartfelt expression and soulful extension of your brand — capturing your authentic essence and acting as a lighthouse to call in your most-aligned clients and amplify your impact.

And, in those quiet moments, where the niggles of fear and self-doubt creep in, your website will be your haven, your digital mirror, offering a powerful reflection of how far you have travelled, your heart's work, and a gentle reminder of the courageous spirit you are.

SEE THE NEXT PAGE FOR WHAT'S INCLUDED →



WEBSITE DESIGN FOUNDATION PACKAGE —

WHAT YOU WILL RECEIVE

- A cohesive Site Map to finalise the layout and flow of your website
- Domain connection or transfer and set up of your website on Squarespace 7.1 or Shopify (depending on your website functionality needs)
- Up to 5 beautifully designed website pages that supplement and express your brand, and most importantly, capture the authentic essence of your heart
- Mobile responsive design to ensure your site looks and functions well on all devices
- Integration of your logo and brand components from your Brand Therapy process
- Collaborative copywriting which linguistically aligns with your Brand Voice
- Stock photography curation
- Mailchimp or other email marketing platform integration
- Search Engine Optimisation (SEO)
- Contact form integration
- Social media integration
- A live, Half-Day 1:1 Training Intensive teaching you how to update and manage your site. I'll answer all of your questions and offer tips, guidance and support so that you feel confident in taking your site on from here. You'll have lifetime access to the session recording.
- Following the launch of your site, you'll receive two weeks Post-Launch Support from me to enable the smoothest and most supportive transition period as you take on your site from here.

Note: Website design fees do not include your Squarespace or Shopify hosting plan or domain name costs. Squarespace fees can be found [here](#). Shopify's fees can be found [here](#).

WEBSITE DESIGN PREMIUM PACKAGE ADD-ON –

WHAT YOU WILL RECEIVE

Do you need a website with greater functionality and/or additional features? There's the option to add-on the Premium Package below. You can also upgrade at a later stage. Payment Plans are available (see page 13 for more information about these).

- Up to 5 additional beautifully designed, mobile-responsive pages
- Branded 'Coming Soon' holding page
- Custom 404 Error Page
- Blog set up and layout design (first 3 posts)
- Integration of a fully branded E-Commerce Shop with secure checkout to sell your products, events, or services. You'll be able to take payments directly through your website via card payment, Apple Pay or Paypal. Up to 10 product listings are included, but more can be added for an additional fee.
- Booking system integration with Squarespace Scheduling, Calendly, or similar
- Legal pages such as Privacy Policy and Terms and Conditions (using your provided content)
- Upload and integration of custom fonts
- Branded Promotional Pop-Up
- Announcement Bar
- Branded Instagram 'Link In Bio' Landing Page
- Google Analytics and Facebook Pixel integration (you provide the code)
- Google Search Console integration for further optimised SEO
- Custom CSS coding to create a truly bespoke site with further personalised features
- Launch Day social media visuals
- A further 1:1 Half-Day Creative Intensive for support and collaborative editing.

HOW MUCH IS IT –

WEBSITE DESIGN INVESTMENT

WEBSITE DESIGN FOUNDATION PACKAGE –

WHAT'S INCLUDED

Everything listed within the Foundation Package on Page 8.

INVESTMENT

The investment for the Website Design Foundation Package is £1,550.

If you need or want greater functionality and additional features, you may wish to consider the Premium Package Add-On below.

– OPTIONAL ADD-ON: PREMIUM PACKAGE –

WHAT'S INCLUDED

Everything within the Foundation Package PLUS everything listed on Page 9.

INVESTMENT

The investment for the Premium Package Add-On is £950.



JULIET BUNTING

Therapist and Wellness Coach

Dear Grace, I feel such gratitude for the work you did for my new website. I had undertaken a rebranding which was a soulful merging of my roles as an integrative Counsellor and Energy healer.

I wanted the website to capture the true essence of this holistic blending and to convey more of my authenticity as a Spiritual Wellness Coach, devoted to supporting and healing women.

Grace, you met the challenge and your heartfelt wording certainly sent this message out! I have received many comments from clients about how they felt drawn to my website and as a result I am attracting far more women who are on their spiritual journey to awakening and becoming more of their true selves. To do the work you love and to attract the clients you most desire is just so beautiful and rewarding.

I recommend any soul healer or therapist to speak with Grace about your desires and she will work her magic for you! Highly spiritual and a true gifted empath.

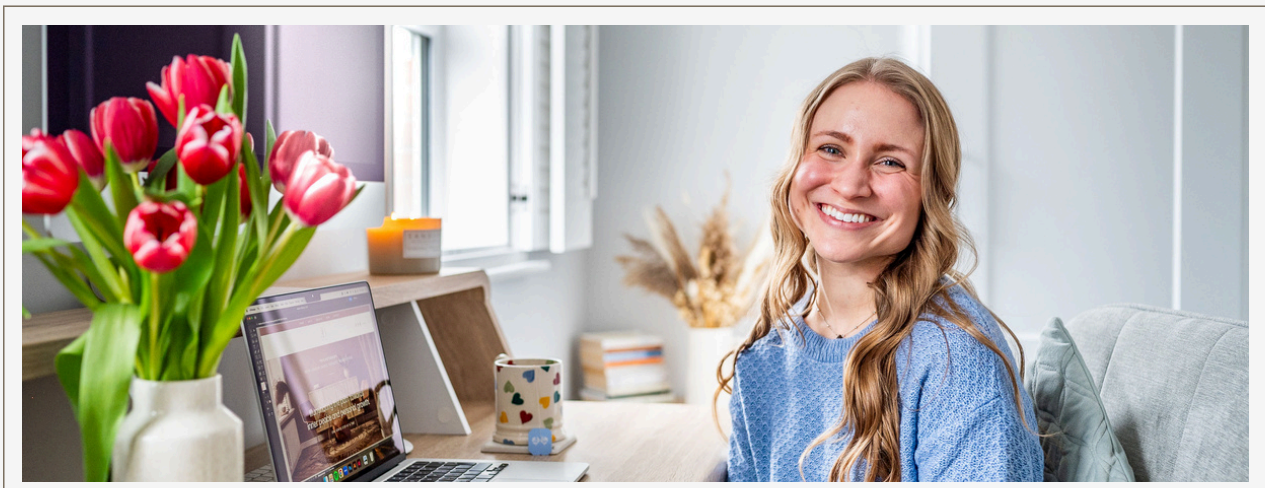
A TRULY BESPOKE EXPERIENCE – CUSTOM PACKAGE

If the Foundation Website Package doesn't quite meet your requirements but you don't need all the added extras within the Premium Package Add-On, we can create a completely Custom Package that meets your specific needs and requirements. Whatever your needs and visions, I'm here to bring them to fruition in a way that works for us both. Your quote will be provided to you via email within 12 hours of your Complementary Clarity Call.

Custom Packages can also be designed to keep your design costs to a minimum, whilst meeting your website needs. So if you feel aligned to work with me but can't seem to find the right package, then I would be more than happy to have a chat to discuss your needs.

– I ALSO OFFER THE FOLLOWING –

- Online Course Creation
- Social Media Management
- Copywriting
- Workbooks, Journals or Manual Design
- Lead Magnet or Email Funnel Creation
- Email Newsletter Design
- Email Signature Design
- Landing Page or Sales Page Design
- Online Studio Creation
- Virtual Assistant and Customer Support
- 1:1 Power Hour or Training Days
- Custom Coding



WORKING WITH GRACE –

PAYMENT PLANS

I offer three different flexible Payment Plans for both Brand Therapy and Website Design which gives you the option of paying for your services in up to three smaller payments.

PAYMENT PLAN ONE

- One instalment, paid in full upon initiation of the Design Agreement.

PAYMENT PLAN TWO

- Instalment One: Upon initiation of the Design Agreement.
- Investment Two: One day before website launch.

PAYMENT PLAN THREE

- Instalment One: Upon initiation of the Design Agreement.
- Investment Two: Upon completion of Brand Therapy.
- Investment Three: One day before website launch.

WORKING WITH GRACE –

SQUARESPACE CIRCLE WEBSITE DESIGNER

Circle is Squarespace's programme for website designers and developers. As a Squarespace Circle Designer, working with me you'll benefit from the following:

EXTENDED 6-MONTH TRIAL

Squarespace offers a two week trial period but as a Squarespace Circle designer, you will receive an extended 6 month trial. So if you're looking for a little more time to finalise things before launching, you have up to six months before your site will require a paid subscription.

20% OFF THE FIRST YEAR OF YOUR ANNUAL SUBSCRIPTION

When you work with a Squarespace website designer with a Circle membership, you receive 20% off your first year on the platform.

ONE YEAR FREE DOMAIN WITH ANNUAL BILLING PLAN

For your first year on an annual Squarespace billing plan you will receive your domain free.

20% OFF SQUARESPACE SCHEDULING

The easiest way to manage appointments on your Squarespace website is by signing up for Squarespace Scheduling. It integrates seamlessly into your Squarespace website, so the scheduling software is a no-brainer. Your clients can quickly view your predetermined availability and book their appointments or classes, so you never have to ask, "What time works for you?" again. Plus, your clients can even pay you online and reschedule with a simple click.

LEGITIMATE

As a member of Squarespace Circle, I have access to the latest news, features and early releases of platform updates. You'll have complete peace of mind in the knowledge you're working with a legitimate, professional Squarespace website designer.

HEAR FROM MY PAST CLIENTS WHO ARE

HEART-CENTRED, CREATIVE ENTREPRENEURS



CLAIRE ARNOTT

Therapist | Artist | Yoga Teacher

Delivered to the highest possible standard, Grace's creativity combined with her tenacity produces design work, content and support with administration that is second to none. Grace has much insight in her young years and a great eye for what looks good but importantly functions well. I trust her implicitly with my brand and business!



NICOLA MITTON

Yoga Teacher | Personal Assistant

Grace and I worked together for a period in a wellness-based business where she was head of graphic design and website building and maintenance. I very quickly came to admire not only her incredibly supportive nature to anyone she works with, but also her incredible work ethic and talent within this role. She has a natural flair and talent for making things look beautiful and flow in a way that ensures customers have a top-quality experience. Grace has the capacity to turn out an incredible amount of work in a short space of time meeting deadlines every time and ensuring that the business owners and colleagues are kept in the loop every step of the way. I would highly recommend Grace to anyone looking for quality, detail orientated work delivered in record time.

READ MORE ON THE NEXT PAGE →



LIZZIE DUNN

Podcast Host | Yoga Teacher

I feel blessed to have crossed paths with Grace two years ago, from which has blossomed quite a unique relationship. Grace embodies warmth, kindness and calm. Her work combines these beautiful human qualities with a profound and intuitive expertise, delivered such that I have felt held and supported in everything. I am both humbled and excited to be embarking upon this journey together with Grace.



NICOLA COULSON

Energy Healer | Intuitive Coach

Grace easily understands my ideas and is able to translate them into beautiful online content! Her work is beautiful!



ROXANNE HOTCHKISS

Theta Healer

Grace is highly skilled and has added massive value to my business. She is efficient, hard working, and extremely talented. She puts so much love and intricate detail into every project!



JULIET BUNTING

Therapist | Wellness Coach

I have received many comments from clients about how they felt drawn to my website and as a result I am attracting far more women who are on their spiritual journey to awakening and becoming more of their true selves. I recommend any soul healer or therapist to speak with Grace about your desires and she will work her magic for you! Highly spiritual and a true gifted empath.

WHAT HAPPENS NOW —

BEGINNING YOUR JOURNEY

If my bespoke Brand Therapy and Website Design services speak to you, and you feel that we would be a good fit to work together on bringing your hearts bravest visions to life, then it would be a true privilege to work with you.

THE FIRST STEP —

Your first step will be to book in for a complementary, no obligation, Clarity Call where we will discuss your visions, needs and hopes for this process. Please email me at info@gracemoore.co.uk, and I will get back to you as soon as possible with some dates and times to schedule our call.

[CLICK HERE TO TAKE YOUR FIRST STEP →](#)

