

Studio
HOUSE OF CONCEPTS

Service &
Pricing Guide

by Jana Armstrong

Hello & *Welcome*



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WEB - Coming soon

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Understanding This Service Guide

The intention behind this service guide is to provide a transparent, comprehensive overview of what I offer. I firmly believe that an informed client is an empowered one, and I've crafted this document with that sentiment in mind.

Whether you're engaging with my services for the first time or you've returned to work with me again, this guide is designed to answer your questions, clarify my offerings, and ensure every interaction you have is seamless and insightful.

My *Misión* And Vision

My Vision

In my years of work I have come to learn that there are certain subjects businesses struggle most with. Which is finding a way to clearly tell their story. Getting more understanding on what it takes to start a business/brand, which aspects are important and how to reach people with this message.

I visualise a world where design does more than just please the eye. My vision stands as "**Crafting Identities, Shaping Narratives.**" I deeply believe in the transformative power of visual storytelling, design and branding, aiming to make businesses not merely visible, but deeply felt and remembered.



My Mission

01.

Unwavering Commitment to Quality

I strive to offer designs that meet the highest industry benchmarks, ensuring every piece is clear, adaptable, and timeless.



02.

Strategic Brand Building

More than just creating visuals, I delve deep into understanding the core values and aspirations of every brand I work with.

03.

Education & Collaboration

Empowering my clients is key. I aim to create a space where your vision and my expertise come together seamlessly.

Our Process

01 / Discovery

We'll schedule a discovery call to outline your project and visual goals, discuss your brand and set the deadlines. Please note that for one time service packages we require a 50% deposit before starting a project.



02 / First Concepts

We will create a mood board to exchange ideas and share some inspiration. We will then create a first draft. And provide you with our strategy report

03 / Revisions

We will complete and refine the design through 2 or 3 rounds of revisions depending on your package.

04 / Delivery and Launch

Depending on type of package, we will start delivering/launching once all items have been approved.

Our *Process* for Social Media Management

01 / Discovery

Our first discovery call is an opportunity to get to know each other and for us to gain more insights into your brand, your current position in Social Media challenges.



08 / Posting & Engagement

At this stage the content will be posted to your feed and we will start engaging with your audience. Let your organic growth begin!

09 / Monthly analytics

Every month you will receive an in-depth analytic report, so you can track all results and succeed easily!

02 / Proposal

After our consultation we will provide you with a detailed proposal catered to your wishes and our recommendations that will help you elevate your brand to success online.

03 / Contract & Invoicing

Once you're ready to proceed we will provide you with our contract and first invoice. All our management packages start off with a 4 month cycle, after 4 months you can revise our services each month.

04 / Onboarding

Next we will provide you with a brief brand onboarding document. These documents ensure you that you have all the information you need for a successful start.

05 / Questionnaire

Then we will send you our questionnaire to gain all insights into your brand's unique assets, preferred style and social media goals.

06 / Social media strategy

When the questionnaire is filled out, we will start working on your strategy.

07 / Content creation & Planning

As soon as the strategy is aligned with your brand and approved by you we will start with our first design proposals. After this is approved we will start scheduling and planning your posts and providing you with a complete schedule per month.

Our *Services* Overview



Embracing Design, Building Brand Identities

In the intricate and captivating realm of graphic design and branding, my services are crafted to offer a holistic solution tailored to your unique needs. Every project I take on is approached as a collaborative journey, where your brand narrative meets my design expertise.

Here's a snapshot of the services I offer

01. Brand Design

The cornerstone of your brand identity. I create logos, fonts, color palettes and complete identities that are not just symbols but reflections of your brand's ethos and essence.

03. Print Design

From business cards to brochures, posters to packaging - I craft print materials that leave a lasting impression and effectively communicate your brand message.

05. Brand Guidelines

Consistency is key. I provide detailed brand guidelines to ensure your brand is represented cohesively across all touchpoints.

02. Brand Strategy & Consultation

I'll pinpoint your brand's goals, target audience, and competitive landscape. This strategic foundation ensures that the designs align perfectly with your brand's direction.

04. Digital Design

In an increasingly digital world, I design visually compelling and functional assets for web, social media, and other digital platforms.

06. Rebranding Services

For brands looking for a fresh start or an evolution, I offer rebranding services to breathe new life into your visual identity.

Are We A Good Fit?



We Are A Good Fit If

- ✓ You value communication and collaboration in the design process.
- ✓ You understand the importance of investing in quality design.
- ✓ You're open to feedback and suggestions based on my expertise.
- ✓ You're committed to a timeline and respect the process.
- ✓ You recognize the power of branding and its long-term impact.
- ✓ You're seeking a partnership, not just a transaction.

We Are Not A Good Fit If

- ✗ You expect immediate results without iterative refinement.
- ✗ You're seeking the lowest possible price over value and expertise.
- ✗ You prefer dictating every design detail without flexibility.
- ✗ You're unable to commit to timelines or provide timely feedback.
- ✗ You see branding as an optional extra rather than a core necessity.
- ✗ You view our interaction as a one-time engagement with no follow-up.

Client *Testimonial*



Saskia van Bronswijk

“Jana is really great and very good at her profession! She has been managing the social media of my ultrasound practice for 5 years. My practice has grown enormously thanks to her services and continues to grow! Jana is always very accessible and clear about what you can expect from her. I would recommend her to any company. She is very warm and involved in my practice. I can leave the social management completely to her without having to worry about anything. I hope she continues to work with us for a long time! Thank you for everything Jana ♥

Joyce Middelkoop

Jana is super invested in you and your company. I would recommend working with her, Excellent services!!”

Annelotte Fris

“Jana helped me a lot with setting up my socials during the start-up period of my business. I have gained many new customers as a result. Contact with Jana is good and fast and she supplements where necessary.

Client *Testimonial*

Mauritz Ulleman

I am extremely satisfied with Jana's services. Jana has proven herself to be extremely professional, thoughtful and creative in her approach. ”

What particularly appeals to me is her proactive attitude. She goes beyond simply responding to requests; they anticipate my company's needs and propose innovative solutions. This has not only improved the efficiency of our social media strategy, but has also helped strengthen our online presence.

Jana excels at coming up with fun and creative ideas. She has a fresh view on content creation and knows how to captivate the target group. This has led to a significant increase in engagement and interaction on our social media platforms.

In addition, I appreciate their open communication and ability to respond quickly to questions or requests.

In short, Jana has proven to be a valuable and reliable partner for our social media needs. I highly recommend her services to anyone looking for a dedicated and creative social media agency.

Jenna Etcheverry

“ Working with Jana was a breeze, Social Media is one of my biggest challenges with my business. She understood the brand immediately and delivered on time. I am definitely looking forward to working with her again.

Nmaredia

Working with Jana was a dream! She has an AMAZING eye for design and social media feeds, and was able to put together 30+ posts that were not only aesthetically pleasing and perfectly curated, but also reflected all the information I wanted to portray about my business. All I had to do was send examples of Instagrams I liked and my website. She was extremely kind and patient, and worked with me until every detail was perfect. Jana works in a very timely fashion. She even gives bonuses like extra tips for running your social media because she genuinely cares about you and your project! Truly one of my best experiences on Fiverr! Thank you Jana! ”

Gabriella Delellis

“ JANA is the best. We met at the perfect time, as I was relaunching my services in Ibiza, her ability to understand exactly what you want and facilitate that seamlessly and professionally. You have supported my growth and shaped my brand when I didn't know the direction. Grateful to call you now my friend. Thank you 🙌 ”

Client *Testimonial*

James Lindley

Jana has been a joy to work with. Great creative eye and attention to detail. She had a real understanding of what we needed from the get go. We saw the results from her work instantly. ”

Geoffrey Rook

“ Ik ken Jana als een levendige, energieke en betrouwbare doorzetter met onuitputtelijke creatieve ideeën om socials weer nieuw leven in te blazen. Ik sta elke keer weer versteld van haar aan- en doorpakmentaliteit en hoe ze met minimale input de socials weet aan te sturen, met maandelijks 300 volgers en significant meer interactie tot gevolg. Ik heb zelfs in de eerste maand al gezien dat er aankopen voortvloeien uit haar content! Naast haar uitstekende content, is ze ook een enorm waardevolle strategische partner met oog voor de visie van de organisatie en waardevolle input over de groei. Ze is de investering dubbel en dwars waard.

Geoffrey Rook

I know Jana as a lively, energetic and reliable go-getter with endless creative ideas to breathe new life into socials. I am always amazed by her can-do mentality and how she manages to drive socials with minimal input, resulting in approximately 300 followers and significantly more interaction. I have even seen purchases made from her content in the first month! In addition to her excellent content, she is also an enormously valuable strategic partner with an eye for the vision of the organization and valuable input on growth. She is worth the investment twice over. ”

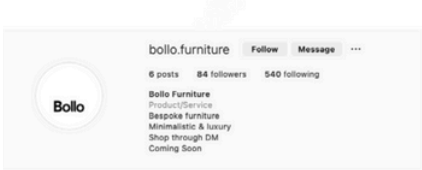
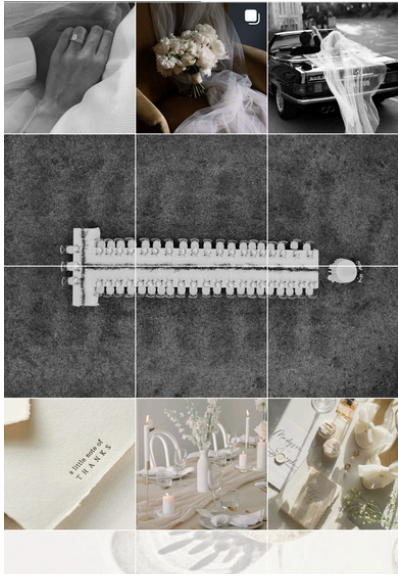
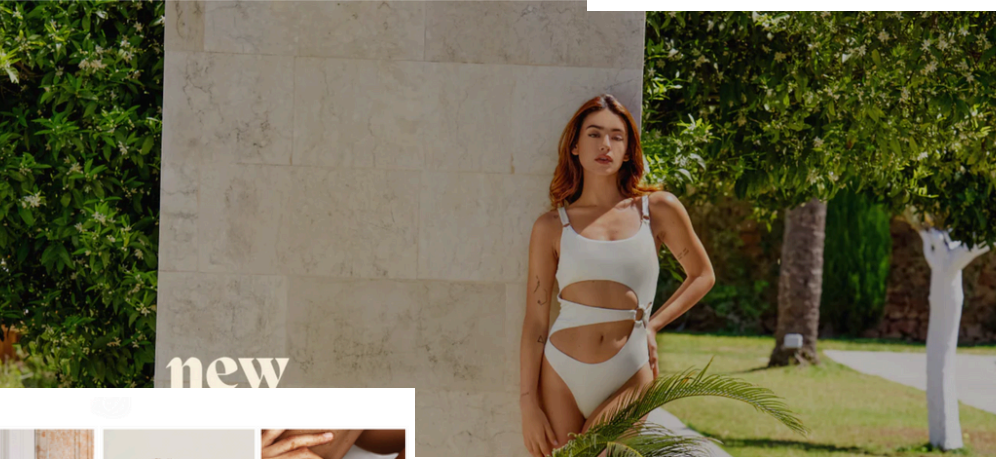
Sarah

“ Jana, Thank you so much for what you did for my website. It feels like a new website! You are so creative and fast it's amazing!! Also what you showed me for my Instagram account is perfect. Thank you so much, I am so happy to be working with you.

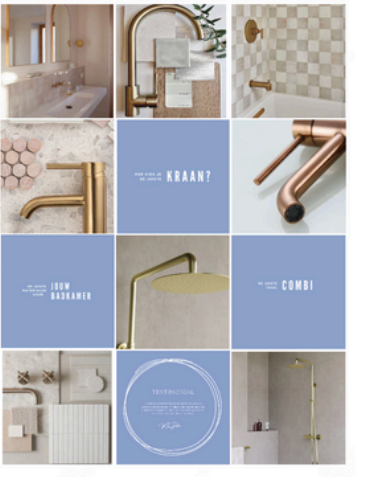
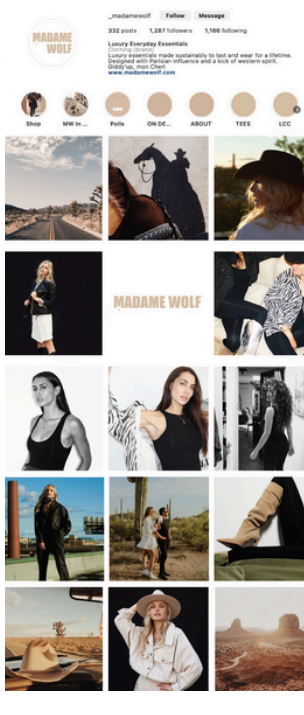
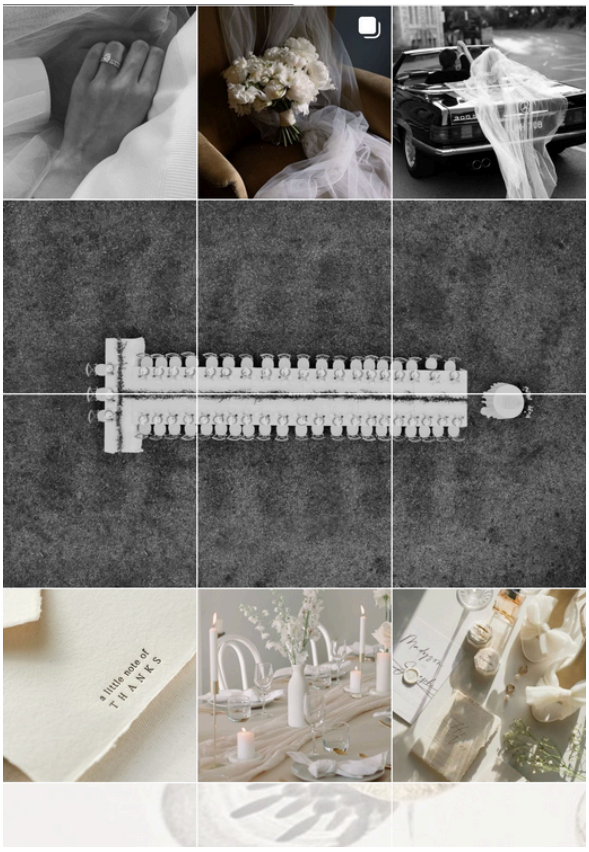
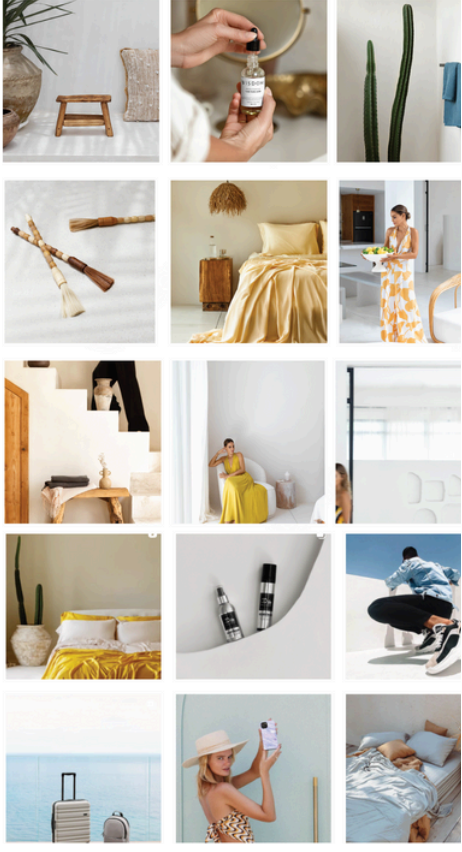
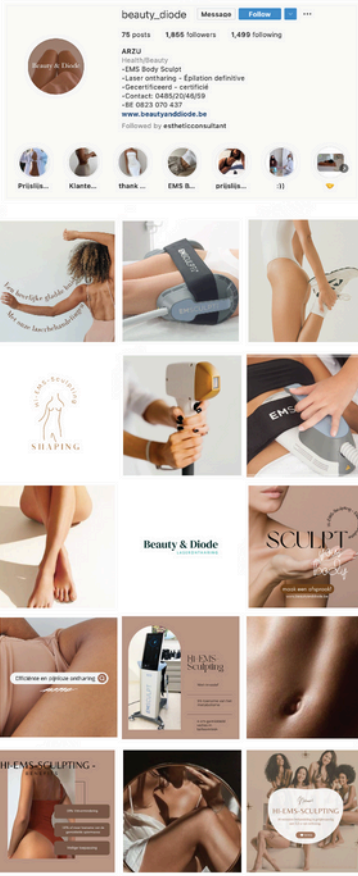
Portfolio



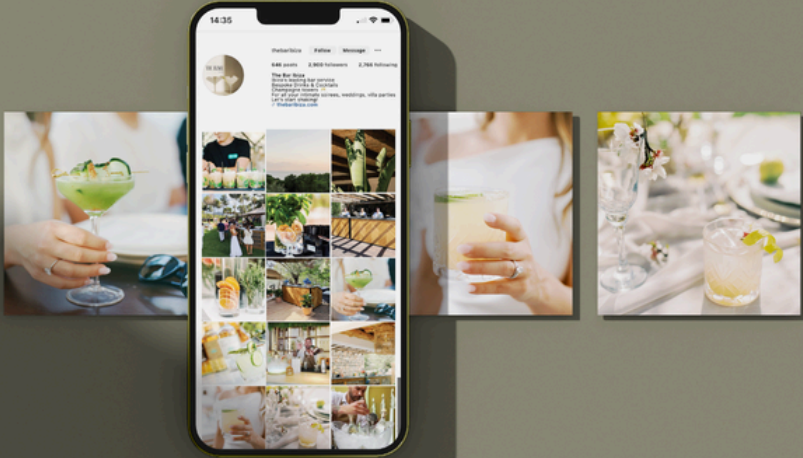
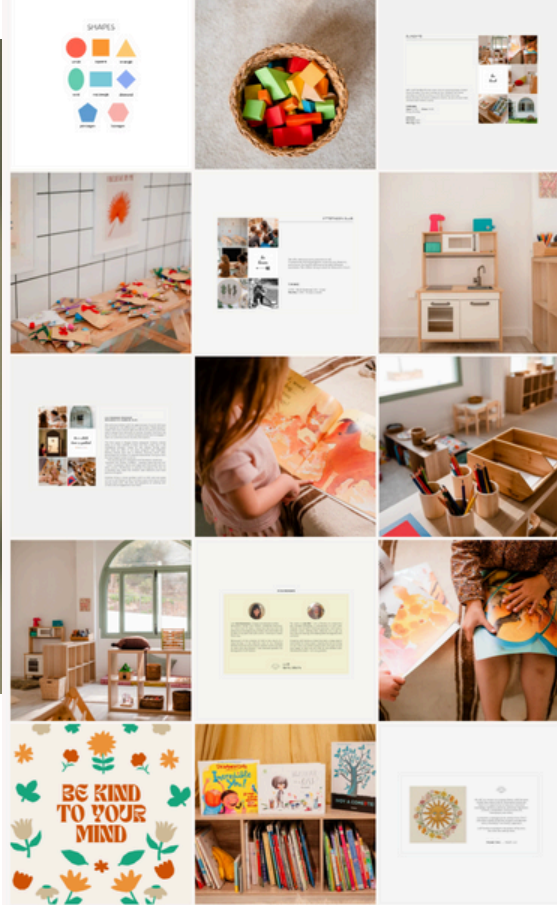
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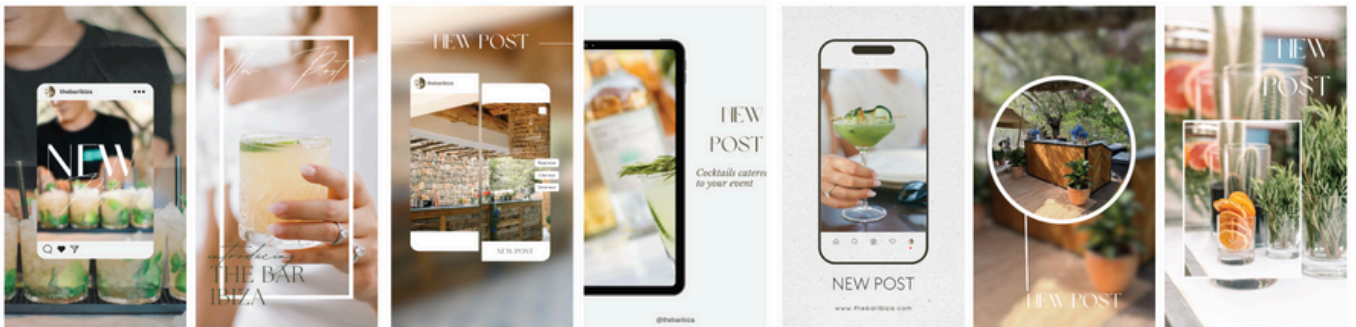
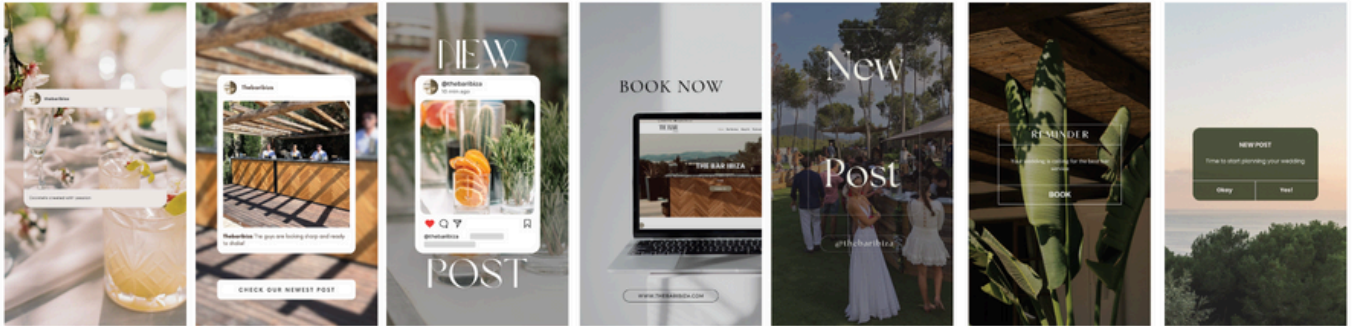
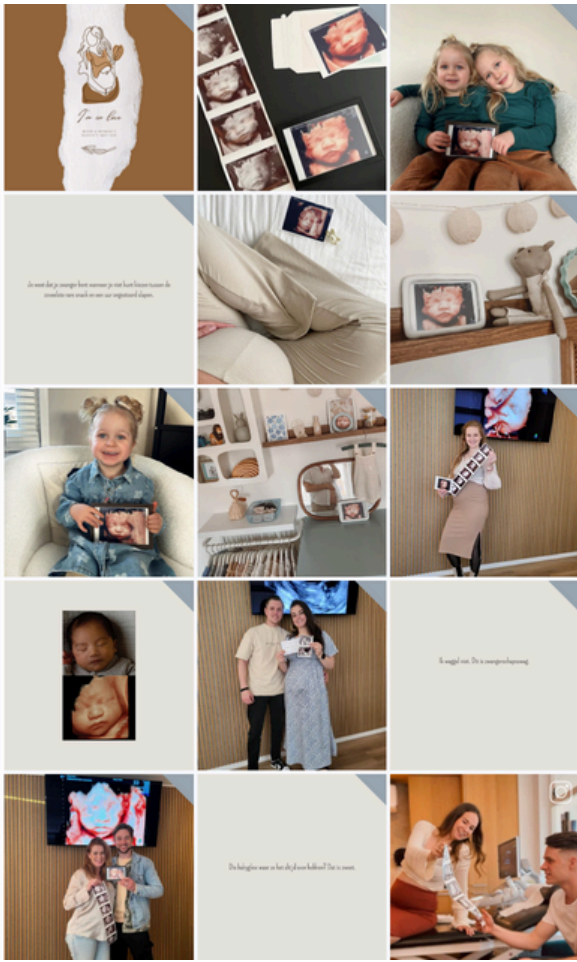


Portfolio



Portfolio







COLOR PALETTE

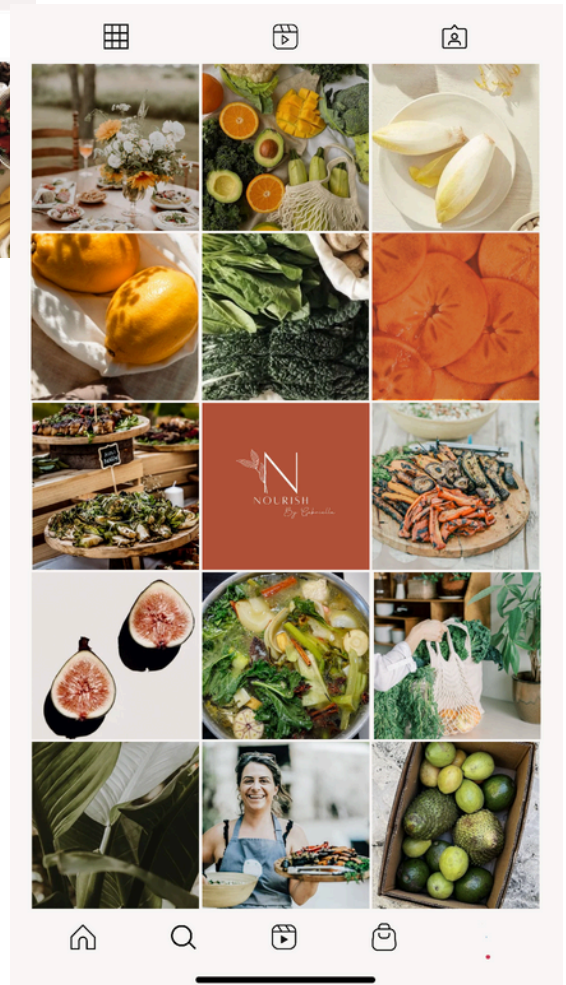


FONTS

ALTA
ABCDEFGHIJKLMN OPQRST
UVWXYZ

Billow Monospace
abcdefghijklmnopqrstuvwxyz
0123456789

MOODBOARD INSPIRATION





Hello and welcome to our June newsletter

Dear friend,

The season on Ibiza has started, the days are becoming longer, the island is still green at the moment with many flowers radiating their beautiful colors over the fields and the sea is inviting to take a dive into the turquoise shimmering water.

There are still open times in June, July, August, September and October for private guests.

to enjoy the mediterranean lifestyle, having time to reconnect with your own rhythm, with yourself and with nature.

If you long for spending some restful days and take a break from your daily life, **you are very welcome to join us in our little paradise** enjoying some quiet and relaxed time, receiving a **healing massage**, a **private yoga class**, emerge into **dancing and art making**, book a **Gestalt therapy session**, or simply let yourself flow with whatever calls you in the moment.

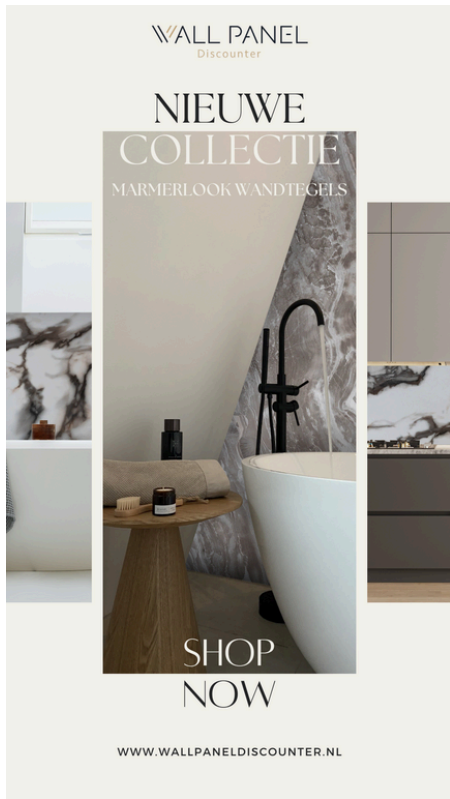
Ibiza Moving Arts is a little oasis in the middle of the countryside in the north of the island and we are happy to receive you as our guest. It has the charm of the old houses and radiates the atmosphere of ancient times



Portfolio

WALL PANEL
Discounter

NIEUWE
COLLECTIE
MARMERLOOK WANDTEGELS



SHOP
NOW

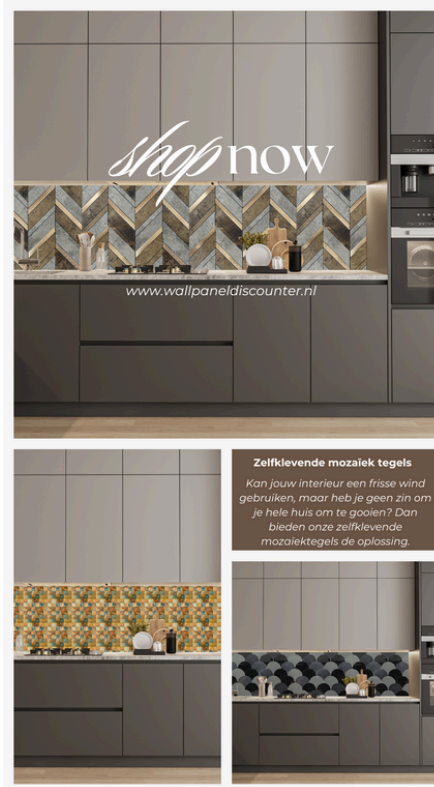
WWW.WALLPANELDISCOUNTER.NL

shop now

www.wallpaneldiscounter.nl

Zelfklevende mozaiek tegels

Kan jouw interieur een frisse wind gebruiken, maar heb je geen zin om je hele huis om te gooien? Dan bieden onze zelfklevende mozaiektegels de oplossing.

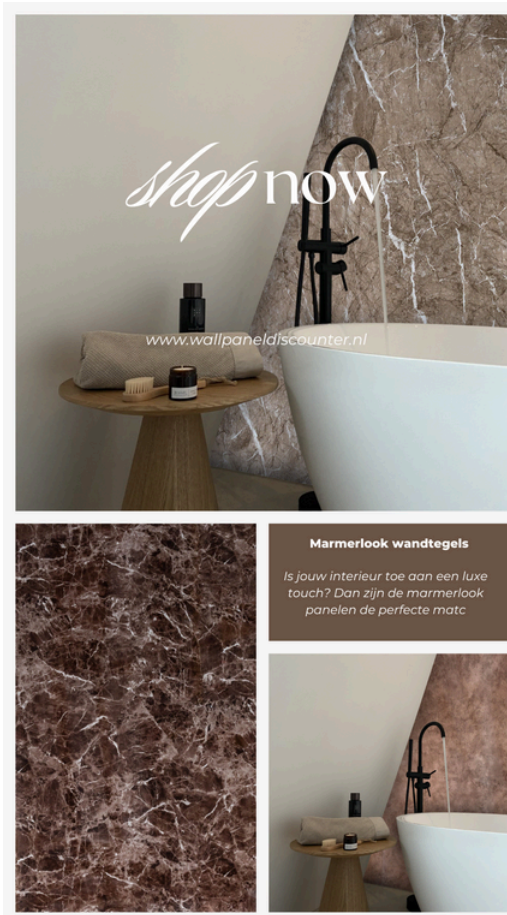


shop now

www.wallpaneldiscounter.nl

Marmelook wandtegels

Is jouw interieur toe aan een luxe touch? Dan zijn de marmelook panelen de perfecte matc



WALL PANEL
Discounter

NIEUWE
COLLECTIE
ZELFKLEVENDE MOZAIËK TEGELS



SHOP
NOW

WWW.WALLPANELDISCOUNTER.NL

LANG HAAR

• NA CHEMO METHODE •

www.brand422.nl

BRAND GUIDELINES

www.brand422.nl

#D7D0C5 rustige en warme energie, onderdrukt agressie, brengt regelmaat en harmonie
 #E7E6E3 sterkte en betrouwbaarheid, solide, zekerheid en veiligheid. En ook warm, zacht, natuurlijk, klassiek en verfynd
 #C0B090 schegging, leven, optimisme, vitaliteit en eeuwigheid
 #F7F4E1
 #E8E4D9

LANG HAAR NA CHEMO

Social Media

Mock up - social media grid

De feed is speels, gemoedelijk en straalt professionaliteit uit. Met de juiste aantrekkelijke beelden en de juiste headers in combinatie met reels en de juiste topics wordt de doelgroep getriggerd om te reageren.

DE OPVOLGING

Marije de Haas

Het einde van dit jaar zou er zomaar eens heel anders uit kunnen zien.

Want stel nou dat jij...

Jezelf volledig vrij kan spelen.
 Niet langer in de uitvoering blijft hangen.
 Je grotere visie breed uitdraagt.
 Je Christelijke normen en waarden vertaalt naar de ziel van je bedrijf.
 Terwijl je nòt als vrouw, moeder, partner én ondernemer met elkaar verenigt.

...vulde bankrekening.
 ...tijd hebt voor alles wat het leven zo doordringend maakt.
 ...en niets met ondernemen te maken heeft.

Een actiegericht businessprogramma
 In 100 dagen een 1 miljoen plan inclusief bijbehorende acties en team.
 Met daaraan vast volop ruimte voor de pijlers geloof, gezin en relaties.

Marije De Haas

September - December

100 dagen maatwerk businesscoaching op het hoogste niveau voor Christelijke ondernemers, inclusief 1:1 coaching en 5 exclusieve livedagen



Catalogue

Sirena Morena

Your Next Party
WWW.SIRENAMORENA.ES

• Fruit
• Grazia Box from Nourish Ibiza
Accompany your choice with red wine, white wine, rose wine, champagne or cava

Elle es su experiencia añadiendo uno de nuestros packs especiales

• Jamón, queso y picos
• Fritas
• Caja de pasteis de Nourish Ibiza
Accompany su elección con vino tinto, vino blanco, vino rosado, champagne o cava



Discover / Descubre Ibiza

Explore the beautiful coastline, visit secluded beaches and coves, and swim in the crystal clear waters during the boat trip around the west of Ibiza.

Explore las hermosas calas solitarias, y báñate en las aguas cristalinas durante un viaje inolvidable por la costa oeste de Ibiza.

WHERE ARE WE? ¿Dónde estamos?

Our boats are located in Cala Conrat, a small cove between Es Vedrà and Cala Conta.

Nuestros barcos se encuentran en Cala Conrat, una pequeña cava entre Es Vedrà y Cala Conta.



THE NEST
CO-WORKING CREATIVE STUDIO
BY NEST



The Nest

Un espacio de coworking creativo y profesional en el corazón de Ibiza. Un espacio de trabajo creativo y profesional en el corazón de Ibiza.



Thanks

Dear Mr. and Mrs. [Name], we would like to thank you for your kind words and for your support. We are very grateful for your trust in us and for the opportunity to work with you.



Hot concept

Una colección de muebles modernos y funcionales que te ayudarán a crear un espacio de trabajo creativo y profesional en tu hogar o en tu oficina.



Mood

Un espacio de coworking creativo y profesional en el corazón de Ibiza. Un espacio de trabajo creativo y profesional en el corazón de Ibiza.



Tropenzeit heißt

Das Nest ist ein kreatives Coworking Studio in der Mitte von Ibiza. Ein Ort, an dem du dein Unternehmen aufbauen kannst und dein Team zusammenbringen kannst.



De markt

De markt is een creatief coworking studio in het centrum van Ibiza. Een plek waar je je bedrijf kunt opstarten en je team kunt samenbrengen.



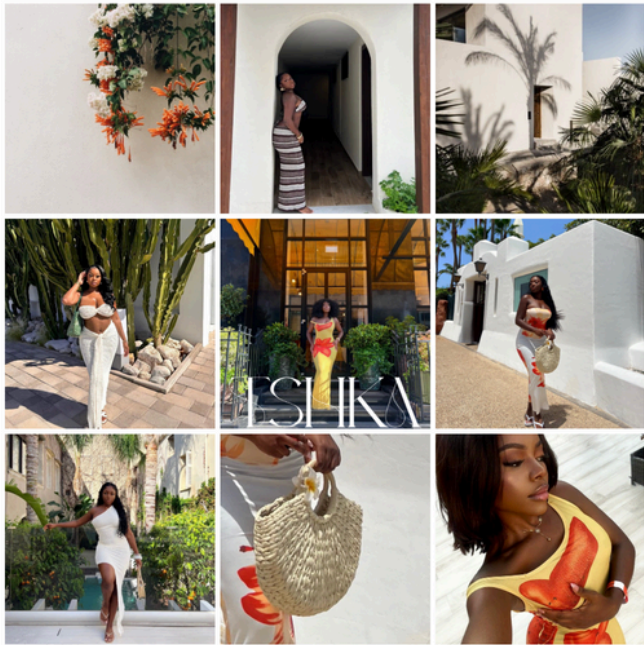
De ruimte en plek

De ruimte en plek zijn ontworpen om te helpen bij het opstarten van je bedrijf. Het is een creatief coworking studio in het centrum van Ibiza.



Wegen?

Das Nest ist ein kreatives Coworking Studio in der Mitte von Ibiza. Ein Ort, an dem du dein Unternehmen aufbauen kannst und dein Team zusammenbringen kannst.



tshkabrand [Follow](#) [Message](#) [...](#)

159 posts 100K followers 0 following

TSHKA

Clothing (brand)
An Exceptional Boutique. Elevating Your Wardrobe with Extraordinary Fashion Discoveries. Shipped Worldwide
[@tshka.com](#)



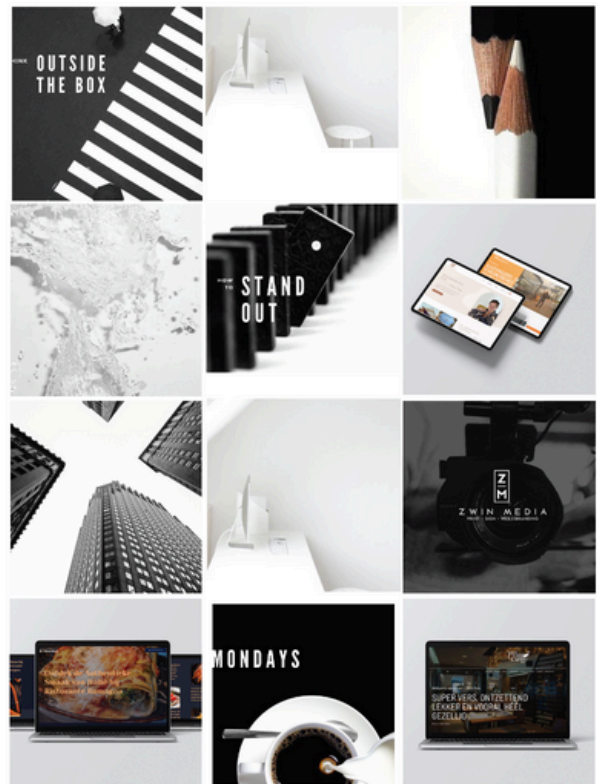
zwinmedia [Follow](#) [Message](#) [...](#)

4 posts 108 followers 107 following

Zwin Media | Print - Sign - Web - Branding

Media agency

Wij je een super vette responsive website laten maken?
Conversiegericht webdesign, eenvoudig in gebruik én vindbaar in Google!
[@ www.zwinmedia.nl](#)



Client Results

Please note: that all our results are organic, without payed promotion

INSTAGRAM RESULTS

15 day results

Statistieken	22 okt. - 20 nov.
Bereikte accounts	1.634 +219% >
Betrokken accounts	88 +1.157% >
Totaal aantal volgers	2.571 +2,2% >
Inhoud die je hebt gedeeld	12 >

INSTAGRAM RESULTS

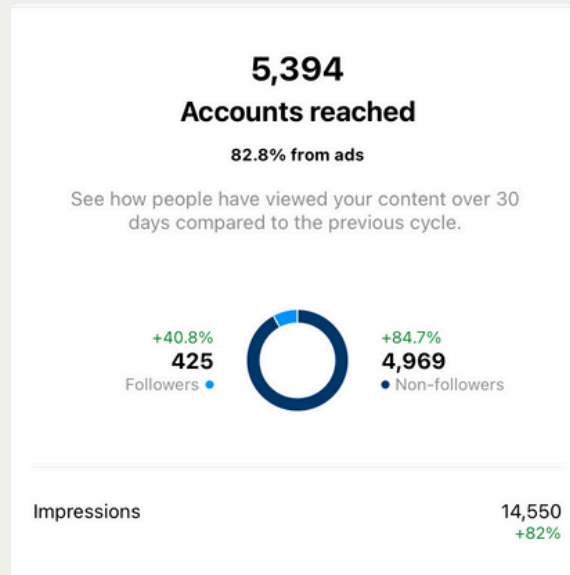
30 day results



Client Results

INSTAGRAM RESULTS

15 day results



INSTAGRAM RESULTS

30 day results



Client Results

INSTAGRAM RESULTS

30 day results

101,323

Accounts reached

See how people have viewed your content over 30 days compared to the previous cycle.



Impressions

131,041
+461%

INSTAGRAM RESULTS

30 day results

111,615

Accounts reached

See how people have viewed your content over 30 days compared to the previous cycle.



Impressions

143,098
+522%


Client Results

INSTAGRAM RESULTS

30 day results

Insights	Dec 18 - Jan 16
Accounts reached	491K +342% >
Accounts engaged	1,737 +155% >
Total followers	2,196 +1.9% >
Content you shared	39 >

Insights	18 Dec-16 Jan
Accounts reached	7.8K +3.5% >
Accounts engaged	255 +42.5% >
Total followers	810 +4.5% >
Content you shared	35 >

< Professional dashboard 

Insights	Dec 25 - Jan 23
Accounts reached	563K +424% >
Accounts engaged	1,993 +190% >
Total followers	2,218 +2.7% >
Content you shared	38 >

Client Results

INSTAGRAM RESULTS

30 day results

Insights	Dec 22 - Jan 20
Accounts reached	529K +372% >
Accounts engaged	1,905 +173% >
Total followers	2,209 +2.5% >
Content you shared	38 >

Insights	Dec 20 - Jan 18
Accounts reached	510K +347% >
Accounts engaged	1,833 +166% >
Total followers	2,202 +2.5% >
Content you shared	38 >

Insights	Dec 19 - Jan 17
Accounts reached	495K +339% >
Accounts engaged	1,758 +157% >
Total followers	2,197 +2.2% >
Content you shared	39 >

Client Results

INSTAGRAM RESULTS

7 day results

Bereikte accounts	699	>
	+9,9%	
Betrokken accounts	26	>
	+1.200%	
Totaal aantal volgers	1.598	>
	0%	

INSTAGRAM RESULTS

7 day results

Accounts reached	7,570	>
	+16.1%	
Accounts engaged	202	>
	+18.1%	
Total followers	787	>
	+4.1%	
Content you shared	40	>

INSTAGRAM RESULTS

30 day results

Bereikte accounts	2.867	>
	+415%	
Betrokken accounts	226	>
	+803%	
Totaal aantal volgers	2.689	>
	+5,8%	

"Every brand is a story, and the best ones are those that are not just told, but lived and felt."

Jana Bunting

FAQ

01. What design services do you offer?

I specialize in a range of services, from logo design and branding to website design and print materials. My aim is to provide a comprehensive suite of design solutions tailored to your needs.

02. How long does a typical design project take?

Each project's timeline varies based on its complexity. A logo might take 1-2 weeks, while a complete branding package can range from 6-8 weeks. During our initial chat, I'll give you a clearer idea of the expected timeline.

03. Do you work with international clients?

Yes, I do! Digital tools make it easy for me to collaborate with clients from all corners of the world.

04. Will I own the rights to the designs?

Absolutely. Once we wrap up the project and I receive the full payment, all rights to the designs transfer to you. I'll ensure you have all the necessary files.

05. Do you provide support after the project is completed?

Definitely. I believe in nurturing lasting relationships. If you ever have questions or require tweaks post-project, I'm just an email away.

06. Do you offer 1:1 Coaching?

Absolutely, not looking for somebody to manage your business socially? but you have no clue where to start, my intensive coaching will help you grow your own business to a successful brand.



Ready to Start a *New Project?*

If you've got a clear vision and are eager to
kickstart your project, let's dive in!

[MAKE AN ENQUIRY](#)

If you're still in the exploration phase or have more questions, no worries at all.

Send any questions you have at:

→ Jana.armstrong@house-of-concepts.com