

# STAND OUT FROM THE CROWD

With on-brand  
social media  
graphics

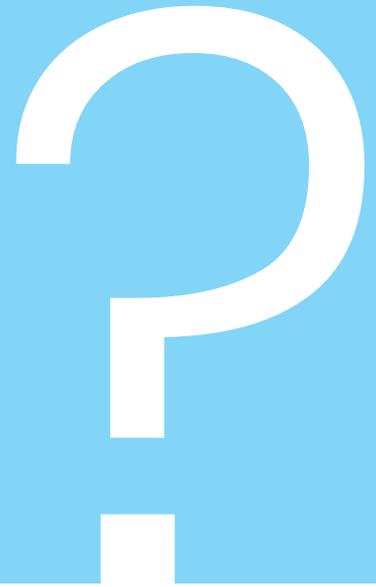
A guide to how we  
can help you



Marianne  
Nightingale

STRUGGLING TO GET YOUR SOCIAL  
MEDIA GRAPHICS TO LOOK ON-BRAND?

MAYBE YOU KNOW YOUR WAY AROUND  
CANVA, BUT NEED HELP WITH THE DESIGN?



Whatever  
the problem,  
we're here  
to help.

**Telling a cohesive and consistent brand story online has never been more important, and standing out from an ever crowded social market place is key in today's digital world.**

However, we recognise that not everyone has the eye of a graphic designer, and whilst you might be able to put together something that looks ok, it may not be working hard enough for you.

We also recognise that taking on your own brand is important. That's why we have developed a new social media graphic package for you. It's DIY graphics, with the help of design and social media professionals.

Clare, from Sunshine Digital and Marianne, from Marianne Nightingale Design are two independent businesses with a wealth of experience behind them. They have come together to bring you this new product.

# A little bit about us...

CLARE  
CLIFFORD



**Clare has spent over 17 years in digital marketing, making her a true digital marketing expert - she's even award-winning!**

Working with a variety of large and small businesses on end-to-end digital marketing campaigns, Clare has worked on projects for household names such as Boots, Travelodge and First Group PLC. She can bring her big brand experience to your business whatever the size.

Clare has a Swiss Army Knife full of digital marketing tools and knows exactly how to expertly use each and every one. Specialising in producing engaging & creative content for all forms of social and digital media, crafting a bespoke approach for each and every business she works with. using the right tools at the right time to maximise presence, growth and getting the most out of every budget.

Good design and recognisable visual branding is the backbone of any brand, large or small. That's why having recognisable social media design is an essential part of any business shining online.

MARIANNE  
NIGHTINGALE



**Marianne has been in the field of graphic design for many years, working in agencies and in-house teams. There isn't much that she hasn't designed!**

Cutting her teeth working as a designer for the well known retail entrepreneur, George Davies, she has gone on to heading design teams and playing key roles in the creative direction of many companies and organisations.

She has worked with well known brands, retailers, educational institutions and public sector clients, and has undertaken projects spanning national exhibitions, to indepth branding.

Knowing the value that small businesses add to our economy, Marianne currently runs her own business, focussing on helping independents promote themselves in the best way possible.

Always transparent, Marianne approaches every project with a real focus on your individual business needs.

# So, what can we do for you?

We understand, that each client and business is individual, and we will tailor your requirement accordingly. However, we also realise that you'll want to be given some indication on what to expect, and what those all important costs might look like.

Because of this, we offer a basic package, which will get you off to a good start, without breaking the bank.



## WHAT OUR SOCIAL MEDIA TEMPLATE PACKAGE LOOKS LIKE

### Your basic package includes:

- A 30 minute call with Marianne to discuss your brand, your audience and what your needs are.
- Up to 4, professionally designed on-brand templates, that you can use across your socials. (Instagram, Facebook, and LinkedIn)

***We create original graphics, not graphics based on pre-made templates.***

- Hints and tips on how to use your graphics.
- Templates that are editable by you in Canva, so that you can create your own messages without incurring further design costs.

**£150**

Although up to 4 templates are usually enough to get started, there may be occasions when you require more. We will discuss this with you, but as a guide, further templates can be designed starting from **£30 each**.

# Need a little bit more on your social pages?

If you're wanting to add that bit extra oomph to your social pages, we can also design your banner and profile images that appear at the head of your page.

It's important not to overlook these elements, as this is the first impression that your visitors will see of your business.

We can ensure that these pages are designed in line with your brand, and are consistent with your message across your socials.



## WHAT OUR SOCIAL MEDIA PROFILE/PAGE OFFERING LOOKS LIKE

**As there can be many variants for this element, we prefer not to have a set package, but are more than happy to discuss your bespoke needs and cost this accordingly.**

### **We will offer:**

- A 30 minute call with Marianne to discuss your brand, your audience and what your needs are.
- Optimum sized graphics for each social required, designed to work on both desk top and mobile devices.

***We create original graphics, not graphics based on pre-made templates.***

# What will I need to supply?

To ensure your brand look remains consistent, we will need certain items from you.

These include:

- A good quality logo, (a PNG or EPS vector file)
- Your brand fonts
- Your brand colour palette
- Any good quality images you may want to use

*Please note that you must have license to use the above.*

## DON'T HAVE THESE ITEMS?

**If you're struggling to get these items, or you simply don't have them, then don't worry.**

We can help with getting your brand off to a flying start, whether it's logo design you need, or a brand board of information. We are happy to chat to you about these.

Whatever the problem you're facing with your social media graphics, we can help you to stand out from the crowd, and tell your brand story.

## GET IN TOUCH

To get the ball rolling simply get in touch with Clare at:  
[info@sunshinedigital.co.uk](mailto:info@sunshinedigital.co.uk)  
in the first instance.



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