



Brand Identity Design

Monthly Dedicated Design

Digital and Print Design

Your Guide to *Working* with **pixiecreative.**

A quick look at how we work, what to expect,
and how to get started.

A quick glance at what's inside

so you know exactly where we're headed

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01. ABOUT PIXIE CREATIVE

Strategy Meets Soul.

At Pixie Creative, I believe design is more than visuals – it's a powerful tool to scale businesses, connect with audiences, and drive real results. I build branding and web experiences that are strategic, memorable, and tailored to each client's unique goals.

Our Ethos is Simple:



Creativity with Purpose



Clarity with Impact



Support that Goes Beyond Design



Big-picture thinker

Abstract thinker

Intuitive

Creative Soul

I'm **Maryam Ashraf**, driving Pixie Creative to create design experiences that guide attention, influence perception, and deliver measurable impact.

02. PIXIE CREATIVE SERVICES

Designs That Drive *Growth.*



Brand *Identity* Design

- ✓ Define your **brand strategy and story**
- ✓ Logo, colors, and typography that **connect**
- ✓ **Consistent** visual identity across all touchpoints



Monthly *Dedicated* Program

- ✓ Custom design requests, **handled monthly**
- ✓ **Web, print, social, video & more** – all in one plan
- ✓ **One designer**, every format your brand needs



Digital *and* Print Design

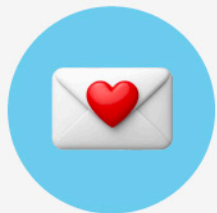
- ✓ **Marketing** collateral, social graphics, and packaging
- ✓ **Standout visuals** for both digital and print
- ✓ Design that's **polished, purposeful, and memorable**

03. PIXIE CREATIVE JOURNEY

Your Design Roadmap.

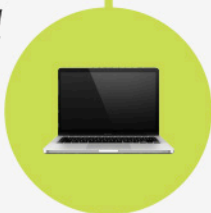
Inquiry

You reach out, we connect, and start exploring how Pixie Creative can support your goals.



Discovery Call

We start by understanding your business, goals, and audience.



Contract & Onboarding

We lock in the details, outline the scope, and set expectations so you know exactly what to expect.



Once the upfront deposit is secured, your project is officially booked in the design queue.

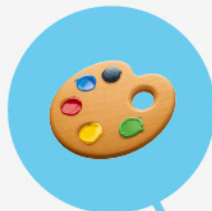
Research & Development

Ideas take shape through mood boards, sketches, and creative exploration.



Design Execution

From wireframes to visuals, we turn concepts into polished, functional designs.



We come together to review the strategy, align on direction, and make sure the vision feels right before diving into design.

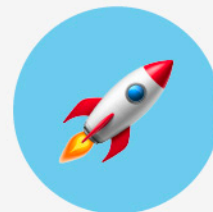
Feedback & Refinement

Collaboration matters. Your input helps us refine designs until they're perfect.



Delivery & Launch

Final files, guidelines, or website handoff – everything you need to go live confidently.



Design doesn't stop at launch. We're here for tweaks, updates, and continued brand guidance.

04. MONTHLY PLAN OPTIONS

Unlimited *Support*, Cancel *Anytime*.

★ **MOST POPULAR**

Essential Plan

1,500/mo (15hrs)

Solutions

- ✔ Social Media Content
(carousel, story, reel)
- ✔ Presentation deck
- ✔ Email Newsletter Design
- ✔ Print & Merch Design
- ✔ Website & Section Updates
- ✔ Ads
 - UI/UX Design
 - Packaging & Merch Design
 - Custom Illustrations
 - Video Editing
 - Branding & Visual Assets

Support

- ✔ Dedicated Project Manager
- ✔ Faster turnarounds (24-48 hr)
- ✔ Unused hours roll over 30 days
- ✔ Monthly Clear Plan
 - Copywriting Support
- ✔ Email Support
 - Post Scheduling

Growth Plan

2,500/mo (25hrs)

Solutions

- ✔ Social Media Content
(carousel, story, reel)
- ✔ Presentation deck
- ✔ Email Newsletter Design
- ✔ Print & Merch Design
- ✔ Website & Section Updates
- ✔ Ads
 - UI/UX Design
 - Packaging & Merch Design
 - Custom Illustrations
 - Video Editing
 - Branding & Visual Assets

Support

- ✔ Dedicated Project Manager
- ✔ Faster turnarounds (24-48 hr)
- ✔ Unused hours roll over 30 days
- ✔ Monthly Clear Plan
 - Copywriting Support
- ✔ Priority Email Support (24hr)
- ✔ Post Scheduling

Pro Plan

3,500/mo (35hrs)

Solutions

- ✔ Social Media Content
(carousel, story, reel)
- ✔ Presentation deck
- ✔ Email Newsletter Design
- ✔ Print & Merch Design
- ✔ Website & Section Updates
- ✔ Ads
 - UI/UX Design
 - Packaging & Merch Design
 - Custom Illustrations
 - Video Editing
 - Branding & Visual Assets

Support

- ✔ Dedicated Project Manager
- ✔ Faster turnarounds (24-48 hr)
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05. FREQUENTLY ASKED QUESTIONS

The Lowdown.

How do I start a project with you?

I invite you to reach out via the contact form or email with a brief description of your project. I'll then schedule an initial call to understand your vision.

What happens after I contact you?

I start with an initial call to understand your needs, then send a tailored proposal. Once approved, we finalize the contract and begin the design process.

What design styles do you specialize in, and how do you decide what's right for my brand?

I adapt my design style to each client's needs, blending creativity with strategy. The style is informed by your brand's personality, audience, and goals.

What file formats and assets will I receive?

You'll receive high-resolution files in multiple formats (EPS, PNG, JPG, SVG), brand guidelines, and any additional assets specific to your project.

Can I try before I commit?

Yes! We offer a free trial month so you can experience what it's like to have a dedicated designer on your team – no contracts, no pressure.

A woman with long dark hair is sitting on a light-colored sofa, looking towards the camera. She is holding a silver laptop on her lap. The background is a simple, modern interior with a window and a door.

Start With a Free Trial.

Start with a free trial and see the difference a dedicated designer makes

EMAIL

maryam@pixiecreative.ca

PHONE NO.

+1 647 965 7038

WEBSITE

<https://pixiecreative.ca>

pixiecreative.