



serviceguide



AT THE HEART OF OUR ETHOS LIES A SIMPLE TRUTH: STRATEGY REIGNS SUPREME. IT'S THE PLAYBOOK UPON WHICH GREAT DESIGN STANDS, THE NORTH STAR GUIDING EVERY CREATIVE ENDEAVOR. WITHOUT IT, CREATIVITY BECOMES A SHIP ADRIFT, LACKING DIRECTION AND PURPOSE. AT ANTIDESIGN, WE'RE NOT JUST DESIGNERS; WE'RE ARCHITECTS OF STRATEGY, SCULPTING VISIONS INTO REALITY WITH PRECISION, INSIGHT, AND UNWAVERING PURPOSE - **SELENA NAVARRO, FOUNDER, ANTIDESIGN**

Nice to meet you.

HEY THERE!

Welcome to ANTIDESIGN, where creativity meets strategy! We're not just a studio; we're a powerhouse of *visionary* thinking and *intentional* design. Our mission is clear: to empower BOLD ENTREPRENEURS & MISSION-DRIVEN BRANDS like yours to confidently attract dream clients through strategic branding.

OUR EXPERTISE

- Creative Strategy
- Creative Direction
- Emotive Direction
- Messaging & Copywriting
- Brand Strategy
- Brand Identity Design
- Website Strategy
- Website Design
- Branded Collateral Design
- Social Media Strategy

WHAT WE DO

Put the power of strategic & intentional design in the hands of dreamers, entrepreneurs, and small businesses through thoughtful solutions. We create powerful assets and tools to help bold brands build unique & disruptive branding. Our streamlined processes are specifically geared to connect with your dream client.

CAN WE BE BLUNT?

We're not for everyone - and that's okay! When you invest in branding, you want to be sure that you are investing in the studio that not only understands your goals, but is just as excited about your vision as you are.



[SERVICE GUIDE](#)

Ashley Brigham

Selena was instrumental in reshaping our brand's image. Her strategic approach combined with creative brilliance helped us connect with our audience on a deeper level.

A sincere connection with our donors is crucial for Wells of Life, and Selena understood this implicitly. Instead of resorting to guilt-driven messaging, she emphasized JOY and IMPACT, resonating deeply with our supporters, increasing our donor retention rate. Selena's approach also underscored respect for culture and dignity for those we serve, aligning perfectly with our organization's values. What truly impressed us was her focus on creating sustainable programs that engage donors at every financial level. Thanks to Selena's expertise, we've strengthened our donor relationships and expanded our impact in ways we never thought possible.

We're grateful for her continued dedication and expertise.

COO, WELLS OF LIFE, INC.

Jordan Golshan

Working with ANTIDESIGN was a game-changer for our brand. Their innovative strategies and impeccable design sense elevated our online presence and boosted engagement. ANTIDESIGN truly understands how to bring a brand's vision to life.

CEO, SUPERCHARGED ORGANICS

Meech Golden

ANTIDESIGN exceeded our expectations in every way. Their commitment to understanding our brand and audience resulted in branding that truly speaks to who we are. Thanks to their expertise, we're attracting the right clients and making a lasting impact in our industry.

CEO, GOOD GOLD AGENCY

Beast Philanthropy

Damn,
you're
good.



EMAIL RESPONSE FROM MRBEAST' TEAM

Michael Alio

Scan this QR code to watch Michael's video testimonial.



ABC, THE BACHELOR, L4 CEO

kind words

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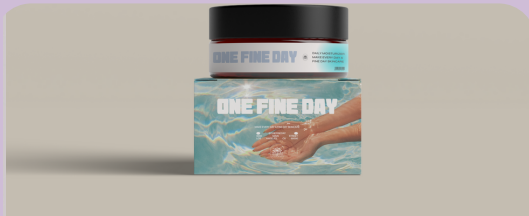
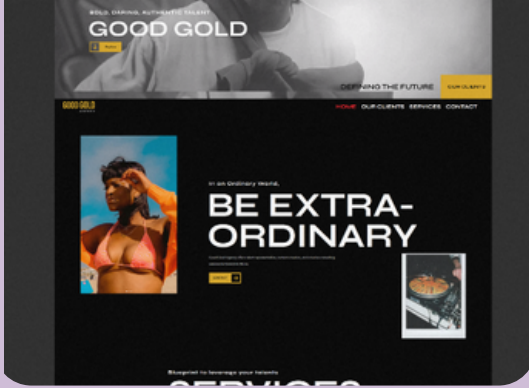


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Our Services

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THE MICRO BRAND

This package is tailored for brands seeking foundational branding elements to kickstart their journey with confidence. You'll receive a comprehensive Brand Style Guide, empowering you to maintain consistency across all touchpoints.

DELIVERABLES

- Moodboard Concept
- Color Palette
- Typography (Heading, Paragraph, Accent)
- Logo Suite (Primary, Logomark)
- Brand Style Guide (2 pages)
- Color Usage
- Typography Usage
- Logo Usage

WHO IS THIS FOR?

Perfect for brands with limited budgets or those at the early stages of development, the Micro Branding Package is your gateway to establishing a cohesive and professional identity in just one week.

INVESTMENT: \$2,000

TIMELINE: 7 DAYS





THE MINI BRAND

Introducing our Mini Brand package, a budget-friendly solution for businesses seeking a professional identity tailored to their audience and goals. This personalized experience ensures you walk away with a custom strategic brand, complete with print-ready marketing collateral and branded assets to launch your new look. With essential branding elements our Mini Brand package provides a solid foundation for your visual identity, giving you the confidence to effectively communicate your brand voice and make a memorable impression.

DELIVERABLES

- 30-min Brand Strategy Call
- Moodboard Concept
- Brand Blueprint (Brand Strategy Essentials)
- Color Palette
- Typography (Heading, Paragraph, Accent)
- Logo Suite (Primary, Accent, Mark/Icon)
- Sample Collateral (2-3)
- Brand Guidelines Document (10+ pages)

WHO IS THIS FOR?

Ideal for established brands with existing brand strategy and voice copy, as well as emerging brands seeking cost-effective branding solutions.

INVESTMENT: \$3,500

THE FULL BRAND

Our comprehensive solution tailored for launching and showcasing your brand with undeniable flair. From a meticulously crafted brand identity and voice system rooted in strategic insights to ready-to-implement guidelines ensuring consistent execution across all channels, we've got you covered. With every detail meticulously curated to fit your brand ethos and captivate your audience, our Full Brand Package sets the stage for your brand's unforgettable debut.

DELIVERABLES

- 30-min Brand Strategy Call
- Full Brand Strategy (The nitty-gritty, Ethos, Audience, Competitors)
- Brand Voice Copy (Tagline, Mission, Messaging)
- Moodboard Concept
- Color Palette
- Typography (Heading, Paragraph, Accent)
- Logo Suite (3+)
- Sample Collateral (2-3)
- Full Brand Guidelines Document (15+ pages)

WHO IS THIS FOR?

Perfect for brands in search of comprehensive brand strategy, distinctive brand voice development, and impactful design solutions. Ideal for those embarking on a complete rebranding journey tailored to their objectives, as well as brands with imminent launch or marketing campaign requirements.

INVESTMENT: \$5,500

TIMELINE: 1 MONTH



Ready. Set. Grow.

Bigger, Stronger, Healthier Plants



Contact Us

Shop Now

Increases size, vigor, & root growth Enhances color, aroma, and flavor Protects against disease, pests, & stress



Ready to Supercharge Your Coffee

SUPERCHARGED ORGANICS 2024

SEMI-CUSTOM WEBSITE

Experience the best of both worlds with our semi-custom websites, meticulously designed to radiate uniqueness while harnessing the efficiency of our in-house templates, effectively halving costs and timelines. Your fully-functional website not only boasts a custom look but also equips you with the knowledge and tools to effortlessly manage and launch your brand and products.

DELIVERABLES

- Comprehensive Website Consultation & Strategy Call
- Implementation of Studio Theme with 4-7 Pages
- Optimization for Desktop & Mobile Devices
- Integration of 2-3 Customized Sections
- Incorporation of Custom Animations & Interactions
- Provision of Website Tutorial & Handoff Guide
- 2 Weeks of Post-Launch Email Technical Support
- Sample copywriting is included but changes or revisions to the copy are client's responsibility. Additional copywriting is \$250/page

WHO IS THIS FOR?

Ideal for Service Providers, Media/Blogs, Portfolios, Small/Medium eCommerce Shops, Courses, and Memberships, Subscriptions, our platform caters to diverse needs with unparalleled ease of use and unbeatable affordability. Perfect for brands in search of a comprehensive solution that offers seamless functionality at an exceptional investment point.

INVESTMENT:

- E-Commerce: \$3,500
- Service-Based: \$3,000
- Personal: \$2,500

TIMELINE: 15-20 DAYS

CUSTOM WEBSITE

This package is tailored for brands seeking foundational branding elements to kickstart their journey with confidence. You'll receive a comprehensive Brand Style Guide, empowering you to maintain consistency across all touchpoints.

DELIVERABLES

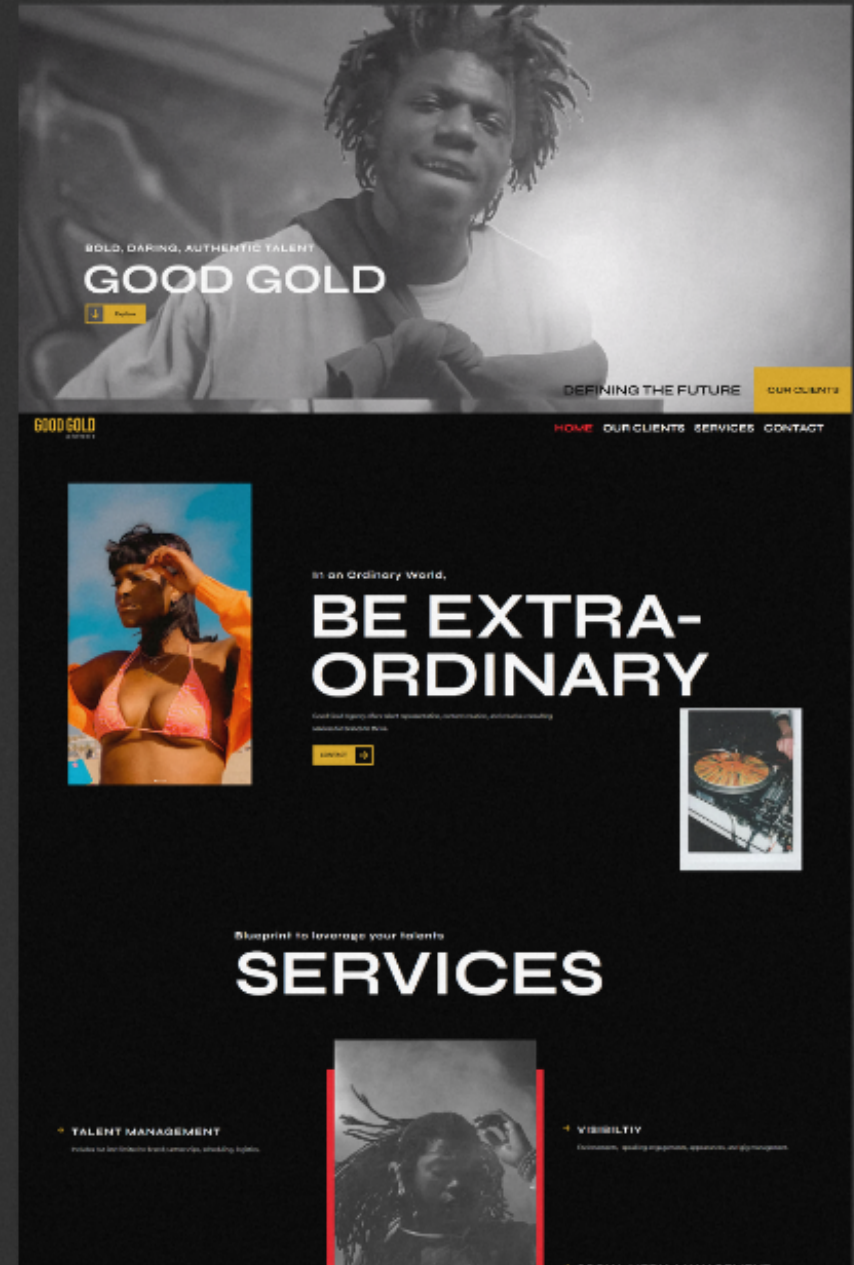
- Comprehensive Website Consultation & Strategy Call
 - 4-7 Pages (Based on Project)
 - Custom Wireframe & Development
 - Desktop & Mobile Optimization
 - Custom Animations & Interactions
 - Website Tutorial & Handoff Guide
 - 2 Week Post-Launch Email Tech Support
- Sample copywriting is included but changes or revisions to the copy are client's responsibility. Additional copywriting is \$250/page

WHO IS THIS FOR?

Ideal for Service Providers, Media/Blogs, Portfolios, Small to Medium eCommerce Shops, Courses, and Memberships, our platform is tailored for brands desiring an all-encompassing solution with a fully customized design. Ideal for those seeking an intuitive platform that seamlessly integrates personalized aesthetics with effortless functionality.

INVESTMENT: \$5,200+

TIMELINE: 30-40 DAYS



(SMALL BIZ & NON-PROFIT)

SERVICES AND PRICING

CAMPAIGN STRATEGY

Creative Strategy & Direction is the cornerstone of breathing life into your brand's vision, whether it's a sub-brand, product launch, or new program. We offer expert guidance to ensure every facet of your campaign is seamlessly aligned, compelling, and authentic to your values. From crafting visual aesthetics to refining tone of voice, we create narratives that captivate your audience and forge enduring connections. Our approach fosters brand trust and loyalty, ensuring a memorable brand experience that resonates deeply with your audience. Plus, we provide all necessary assets, including emails, social templates, and presentations, to brand your campaign uniquely and comprehensively.

POTENTIAL DELIVERABLES*

Customized to client needs.

Creative brief, positioning analysis, competitive analysis, customer journey mapping, content strategy framework, campaign ideation and planning, brand voice and messaging guidelines, strategic recommendations report. Curate positive and consistent brand messaging, Concept positive reinforcement strategies to validate buyers, Quarterly Campaign planning, Email Strategy, Social Media Strategy, SWOT analysis.

Mood boards, style guides, visual identity development, concept presentations, storytelling frameworks, design system documentation, feedback sessions and revisions, creative asset libraries.

WHO IS THIS FOR?

This service is ideal for brands and businesses looking to elevate their creative expression and ensure their brand's vision is authentically portrayed. Whether you're launching a campaign, program, or refining your brand's identity, our expert guidance ensures cohesion, compelling narratives, and alignment with your core values. By meticulously crafting visual aesthetics, tone of voice, and storytelling frameworks, we help you forge a deep connection with your audience, fostering brand trust and loyalty. Our tailored approach, encompassing creative briefs, mood boards, and strategic recommendations, is designed to meet your unique needs and propel your brand towards success.

INVESTMENT:

Individual campaign - \$2,500+
Monthly Retainer - \$5,000+

NON-PROFIT STRATEGY & DESIGN

INVESTMENT: 3 MONTH MINIMUM

- 10 hours/month = \$2500/month
- 20 hours/month = \$3500/month
- 30 hours/month = \$4500/month

ABOUT:

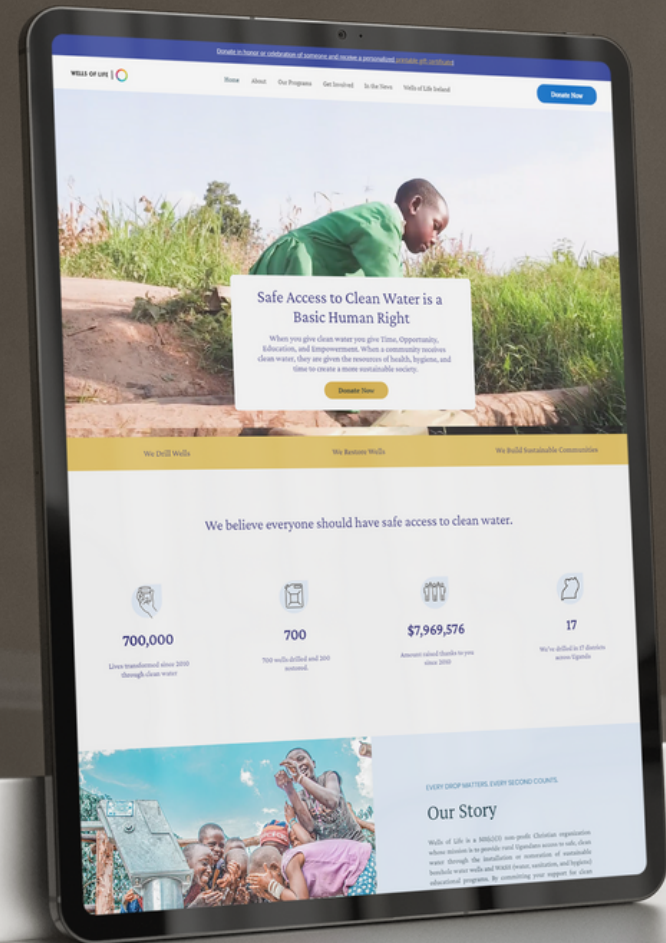
We specialize in non-profit messaging, design, and strategy. Our focus is celebrating your current donors, exciting new donors, and preserving the dignity of the people you serve through your charitable efforts. We start every project with an Audit: Action Plan to give helpful guidance on how our services can be the best use for you. We tailor your deliverables to your business goals.

SERVICE OFFERINGS:

- Get clear on your mission
- Create a magnetic brand for your target audience
- Curate positive and consistent brand messaging
- Create sustainable programs (HNWI, Corporate partners, monthly subscribers, school partnerships, church programs, and more)
- Concept positive reinforcement strategies to validate donors
- Quarterly Campaign planning
- Email Strategy
- Social Media Strategy
- SWOT analysis
- Disruptive Website Design
- Build a successful intern program (give college credit)

WHY YOU'LL LOVE IT:

You're ready to take your non-profit to the next level but not sure where to start. Whether you're seeking a cohesive brand strategy, compelling messaging, or expert marketing guidance, we're here to help. From building sustainable programs to forging partnerships and cultivating donor bases, we'll empower your organization to thrive. Let's embark on this journey together toward greater success and social impact.





(SMALL BIZ & NON-PROFIT)

SERVICES AND PRICING

BUSINESS STRATEGY & DESIGN

INVESTMENT: 3 MONTH MINIMUM

- 10 hours/month = \$1500/month
- 20 hours/month = \$2500/month
- 30 hours/month = \$3500/month

ABOUT:

We specialize in messaging, design, and strategy. We believe it's time for the world to love your brand as much as you do. Our team works as an extension of your business to create long-term strategies and collateral for small businesses who want to claim their unique, irresistible position in a saturated market. We start every project with an Audit: Action Plan to give helpful guidance on how our services can be the best use for you. We tailor your deliverables to your business goals.

SERVICE OFFERINGS:

Create professional and strategic design collateral
Create a magnetic brand for your target audience
Curate positive and consistent brand messaging
Concept positive reinforcement strategies to validate buyers
Quarterly Campaign planning
Email Strategy
Social Media Strategy
SWOT analysis
Disruptive Website Design

WHY YOU'LL LOVE IT:

Transform your business from just another player in your field to the go-to destination with our comprehensive branding expertise. We'll ensure full cohesion across all platforms, collaborating with your manufacturers and distributors to deliver bold and cohesive designs swiftly. Our strategic approach will craft an intentional brand that resonates deeply with your audience, guiding you towards becoming a mission-driven business. Gain clarity on your creative strategy, understand your audience, and deliver a strategic and digestible message that sets you apart. Let us lead the way to your brand's success.

(SMALL BIZ & NON-PROFIT)

SERVICES AND PRICING

THE AUDIT → ACTION PLAN

This is an eye-opening, chaos-clearing experience that asks questions such as, is your message digestible? Does it stand out as being unique? Does it disrupt people's thinking, & inspire curiosity that leaves them wanting more?

This session will challenge you to bring a new perspective to your brand and business, while our team takes everything you say and works to strategize and identify your brand opportunities and value propositions - the secret spice that makes people want to engage.

DELIVERABLES

90-Minute deep-dive interview
Audit Analysis
Brand Action Plan Brief

WHY YOU'LL LOVE IT

THE AUDIT → ACTION PLAN is a powerful tool for your business to get clear on your audience, reception, strategy, and opportunities. Whether you hire our studio or bootstrap it, this tool will give you insight into your current position and exact action steps you can start IMMEDIATELY to improve your brand.

INVESTMENT: \$279

TIMELINE: 1 DAY

The screenshot shows the BOSSBOXX website homepage. At the top, the logo 'BOSSBOXX' is centered, with a 'Check Application Form' button to its right. Below the logo is a navigation menu with links for 'Home', 'About', 'Our Services', 'Revenue Boost', and 'Affiliates'. The main heading reads 'PICK THE RIGHT PROFESSIONALS THE FIRST TIME' followed by 'Small Business Partnership Platform'. A sub-headline states: 'BossBoxx is a one-stop shop for both aspiring and experienced entrepreneurs to find professional services that will save them valuable time, money and energy while building or scaling their business.' Below this is a horizontal menu with categories: 'Marketing', 'Social Media', 'Paid Advertising', 'Brand Strategy', 'Brand Identity', 'Web Design', 'Social Media', and 'PR & Mar'. A central image shows three women in professional attire standing together. Below the image is a text block: 'No more wasting time, money, and energy trying to build or scale an online business alone. We work with online business owners to expedite the process of running a successful online business and finally be in control of their income and time by partnering them up with verified service partners.' A 'Take The Quiz' button is positioned below the text. Further down, there are two columns of text. The left column is titled 'WHAT IS BOSSBOXX?' and describes the platform as a one-stop shop for entrepreneurs to find services that save time, money, and energy. The right column is titled 'WHO IS BOSSBOXX FOR?' and states the platform is for both aspiring and experienced entrepreneurs. To the right of this text is an image of hands clinking glasses. At the bottom right, the text 'WHERE DO I START?' is visible.

BOSSBOXX - 2021

Hourlyproject (add-ons)

PRINT	/HR	OPTIMAL FOR:
PACKAGING DESIGN MERCH DESIGN LONG DOCUMENT DESIGN SHORT DOCUMENT DESIGN BUSINESS CARDS MISC. PRINT	\$250 \$150 \$200 \$150 \$200 \$200	Branding or website projects in need of additional collateral for launch or ongoing needs, or for returning clients seeking further design work based on our previous branding collaboration. Timelines vary but will be established prior to you.
DIGITAL	/HR	HOW IT WORKS:
SOCIAL MEDIA TEMPLATES AD DESIGN EMAIL TEMPLATES SLIDESHOWS/DECKS MISC. DIGITAL LOGO ANIMATIONS	\$200 \$300 \$250 \$250 \$200 \$300	Contact us about your project with as many details as possible! If it coincides with a current project, we can add it on. However, please note that our availability for returning clients may be subject to waitlist. For collateral designs, ensure all project specifications such as copy, dimensions, and requirements are prepared.
PROJECT ADD-ONS CAN BE QUOTED AT A FIXED PROJECT RATE INSTEAD OF HOURLY—JUST DROP US A LINE!		



***Websites include sample copywriting but all final copy including revisions are the client's responsibility. Full copywriting can be purchased for \$250 per page.



contact

ANTIDESIGN

Founded in January 2020, ANTIDESIGN is a WOC-owned creative collective focused on strategy, design, and communication. We put the power of strategic & intentional design in the hands of dreamers, entrepreneurs, and small businesses through thoughtful solutions. We create powerful assets and tools to help bold brands build unique & disruptive branding. Our streamlined processes are specifically geared to connect with your dream client.

SELENA CARYN NAVARRO

I have always had the same dream. I love to help small business owners hone in on their skills, do what they love, and become their own boss. As an Asian-American woman, I am passionate about making space for BIPOC organizations that promote culture and empowerment. I did it, and I want this for everyone. I tell everyone I meet that I believe they could start their own business doing damn well anything - so long as they had the ambition and drive to follow through with it. With the mindset that we can do anything we put our mind to, I started my first design collective offering small businesses the professional, creative, and strategic edge they need against a corporation-saturated market. I have had the honor of being the Creative Director for Wells of Life, Co-Founder & Head of Design for BossBoxx, and the founder of ANTIDESIGN.

AS SEEN IN GRAPHIC DESIGN USA, MODERN PROFESSIONAL, AUTHORITY MAGAZINE, VENTURE, CREATE & CULTIVATE, AND MEDIUM

THEANTIDESIGN.COM
SELENA@THEANTIDESIGN.COM



Are we the studio for you?

WE ARE FOR YOU IF

YOU HATE DIGITAL NOISE

All brands have a distinct brand personality regardless of whether they deliberately build one. But without intention or thought, most brands end up with either a very generic clone brand personality or, even worse, a completely bland, forgettable personality. Often, they are one and the same. If you're a brand that prioritizes providing value for your specific audience and wants to be laser focused on what makes you an expert - then we are the studio for you.

YOU'RE A DREAMER & A DOER

If mastermind classes, self-growth, learning, and taking action are your JAM and the thought of brainstorming & growing your business energizes and excites you - then hell yeah are we the studio for you. Our team is passionate about dream scheming how goals can become reality.

YOU INVEST IN PEOPLE

You invest in expertise, experience, efficiency, quality, vision, and PEOPLE. Who you work with is important to you. You value someone who compliments your energy, and is just as passionate about dream-scheming as you. You spearhead the work you do best, and invest in experts to take over the rest.

WE ARE NOT FOR YOU IF

NOT UR GRAPHIC DESIGNER

We are not for businesses seeking an on-demand graphic designer. When you work with us, you are trusting in our expertise to create powerful assets and tools to help you build a bold, intentional, and strategic brand. Our streamlined processes are specifically geared to connect with your dream client. If you are in need of a graphic designer to execute task-oriented deliverables, we recommend exploring the incredible talent on UpWork. Give our "Everything but the design" mini course to learn how to put strategy behind your design, then hand the strategy off to your chosen graphic designer!

NO CLONES

A clone brand is a business that offers the same services as their competitors, their most unique quality is their discounted prices. We are not for companies who don't want to step out of their comfort zone. We specialize in creating brands that are bold and disruptive in just a few days.

