

BLOW  
*design*

CREATIVE BRANDING BY BEAU DE LOUW  
FOR AMBITIOUS STRATEGIES, BOLD IDEAS AND WILD THOUGHTS

[BLOW-DESIGN.COM](http://BLOW-DESIGN.COM)

FOUNDER STORY  
**BEAU DE LOUW**

Designer, imaginative troublemaker, and the person behind Blouw Design. With roots in the world of hospitality and culinary arts, I learned how atmosphere, experience and tiny details can shape a whole moment. How something feels often matters more than how it simply looks. That lesson stayed with me. Today, I pour that same sense of experience into branding: creating identities that don't just look good, but feel right. Brands with intention, clarity and character. Visual identities shaped to fit the person and the bigger brand story.

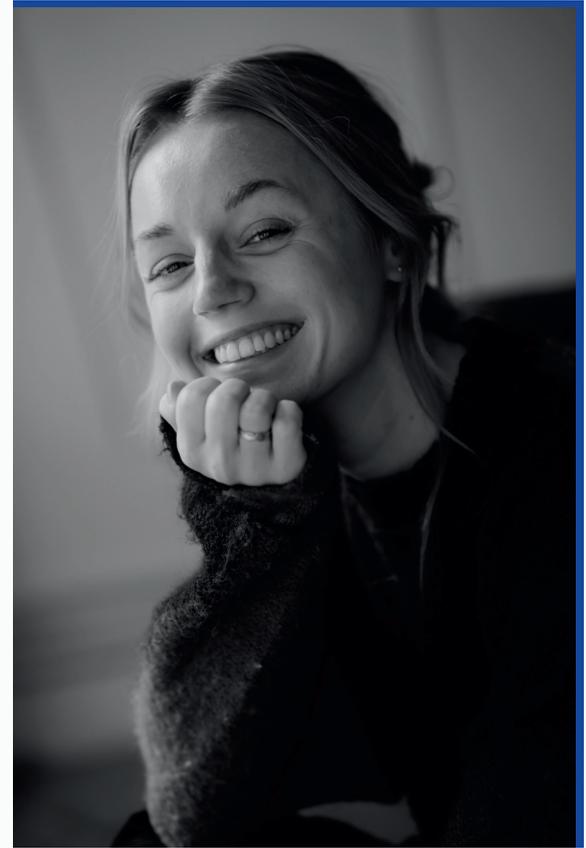
Blouw Design grew from a simple belief:

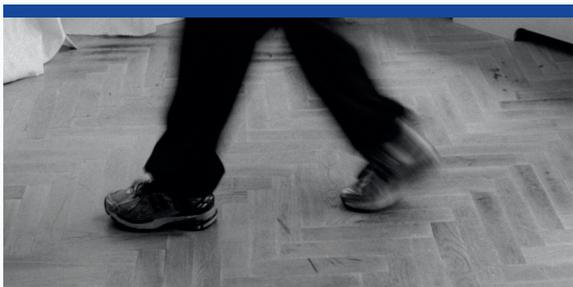
*Good design should make things easier, clearer and more memorable.*

Something that matches your vision, wraps your story in the right emotion and transforms it into a complete concept.

I love the creative chaos at the start of a project just as much as the clean, refined result at the end. Every identity I design is crafted with curiosity, warmth and a practical-but-playful mindset. Something that feels personal and refined.

My mission is to help ambitious brands grow with design that brings confidence and creates recognition at every touchpoint.





## BLOW MENU'S

Designed for the thinkers, the dreamers, the vision-shifters and the "I-want-this-to-feel-like-me" minds.

*I've created my own chef's menu and the chef in this story is me.*

Some menus take you on the full journey: a complete concept, crafted from the first spark to a fully formed identity. Others breathe fresh air into a brand that's ready to grow, glow and come back stronger than before. And for the ones who love to pick and choose, there's the à-la-carte menu a selection of branding items, designed on request, tailored to your wishes and plated with flavour.

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**BLOW MENU**

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**SECOND SERVING**

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**À-LA-CARTE**

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**DIGITAL TABLE**



## BLOW MENU

The Blow Menu is the full ride, from that tiny spark in your mind to a complete, fully formed brand identity.

This is where we build your brand from scratch. A layered mix of strategy, storytelling and delicious design choices, all stirred together into one complete concept that simply fits.

A menu for brands that are starting and need a complete concept a visual direction and creative thinking that turns "nothing" into something worth remembering. To build a brand with confidence something that looks and feels exactly the way it should.

## BRANDING INCLUSIONS

- Start-up meeting (1.5 hours)
- Brand direction guide
- Mood board
- Colour palette
- Brand typography guide
- 2 logo concepts
  - Primary logo*
  - Secondary logo*
  - Monogram*
- 2 rounds of refinement on the chosen concept
- Final branding
- Brand favicon (browser tab icon)
- Custom email signature
- Brand style guide
- Styled imagery of your new branding
- Final files — PNG, EPS, PDF, AI

## SOCIAL MEDIA INCLUSIONS

- Instagram highlight covers
- Social media launch graphics
- 3 social media templates  
*(can be used for grid or story)*
- Social media layout guide
- Set-up of your Canva brand kit

## À-LA-CARTE INCLUSION

- 1 à-la-carte design item of your choice  
*(business cards, thank-you cards, gift cards, etc.)*
- One round of refinement

*Licensing, subscription fees and external production costs are not included.*



## BLOW MENU OVERVIEW

*A clear, creative journey — from spark to full identity.*

01/	ONBOARDING	We start with a warm welcome and a brand vision chat. Just you, your ideas, your spark and space to explore what you're dreaming of. After this call, you'll receive your project proposal and first steps. Once everything is signed, your Blouw journey officially begins.
02/	DISCOVERY MEETING	A deep-dive session (online or in person) where we unpack everything: your story, your goals, your vibe, the feeling you want your brand to carry. This is where I gather all the flavours and ingredients I need to craft your visual world.
03/	RESEARCH & FIRST CONCEPTS	Here's where I disappear into my creative cave. I take everything I learned from you and shape it into your first brand directions, mood, tone, flavour, identity energy. From there, the very first concepts of your brand start to come alive.
04/	REFINEMENT DAY	You've seen the first ideas, now we shape them together. This day is all about fine-tuning the details, exploring variations and making choices that feel right. Clear communication, quick feedback and a smooth creative rhythm. We polish until it fits you perfectly.
05/	STYLE GUIDE & STATIONERY PROPOSAL	Your new identity unfolds in a full brand style guide: colour palette, typography, logos, social templates, email signature, stationery proposals. This is where you see how everything connects and clicks. Once approved, the identity is considered final.
06/	FINAL FILES & TRAINING	Your branding is packaged and delivered digitally, ready to use. You'll receive all final file formats, your signature style guide, and a small walkthrough on how to work with your new brand assets.
07/	BRANDING LAUNCH	The moment your brand steps into the world. We celebrate the journey and make sure you feel ready to show up with confidence. And even after launch, I'm still here, your creative partner, ready for the next step whenever you are.



## SECOND SERVING

The Second Serving Menu is the refresh, for brands that already exist, but are ready for a new chapter and a stronger visual identity.

This is where we rework your brand with intention. A thoughtful mix of strategy, storytelling and refined design choices, carefully reshaped into a renewed concept that still feels familiar but fits better.

A menu for brands that have outgrown their current look and need a clear new direction. To bring new energy, confidence and consistency to what's already there and turn it into something that feels right for where your brand is now.

## BRANDING INCLUSIONS

Rebrand kick-off meeting (1.5 hours)

- Brand review & rebrand direction guide
- Analysis of your current brand identity
- Rebrand mood board
- Refined colour palette (based on existing identity)
- Updated brand typography guide

- 1 refined logo concept
  - Refreshed primary logo
  - Secondary logo
  - Updated monogram
  - Stamp graphic
- 2 rounds of refinement on the chosen concept
- Refreshed brand identity
- Brand favicon (browser tab icon)
- Updated custom email signature
- Refined brand style guide
- Styled imagery of your refreshed branding
- Final files – PNG, EPS, PDF, AI

## SOCIAL MEDIA INCLUSIONS

- Updated Instagram highlight covers
- Rebrand launch graphics
- 3 refreshed social media templates. (can be used for grid or story)
- Social media layout guide
- Update of your Canva brand kit

## À-LA-CARTE INCLUSION

- 1 à-la-carte design item of your choice. (business cards, thank-you cards, gift cards, etc.)
- One round of refinement

Everything comes together in a refreshed final brand book, delivered digitally and as a hardcopy personally handed over during the final presentation, where I guide you through the rebrand journey and the next chapter of your brand.

*Licensing, subscription fees and external production costs are not included.*



## SECOND SERVING OVERVIEW

*A refined rebrand journey, familiar, but elevated.*

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|-----|---------------------------------|---|
| 01/ | REBRAND KICK-OFF                | We start with a focused rebrand session. We review your current brand, what works, what doesn't, and where you want to go next. Clear goals, clear direction.                               |
| 02/ | BRAND REVIEW & DIRECTION        | I dive into your existing identity and reshape the visual direction. This is where we refine the look, feel and story keeping what fits and letting go of what no longer serves your brand. |
| 03/ | REFINED CONCEPTS                | Based on our direction, I translate everything into refreshed brand concepts. Updated visuals, refined details and a stronger overall identity.   |
| 04/ | REFINEMENT                      | We fine-tune together. Small tweaks, thoughtful adjustments and choices to make sure everything feels right and aligned with your brand today.  |
| 05/ | FINAL DELIVERY & RELAUNCH READY | Your refreshed branding is delivered neatly and ready to use. Clear, consistent and confident prepared to step into its next chapter.   |



## À-LA-CARTE

The à-la-carte menu is made for brands that like to mix, match and choose exactly what they need.

No full rebrand, no complete journey, just well-crafted design pieces, ordered to taste.

This menu allows you to build your own selection or order individual items whenever your brand needs a visual boost. Everything is designed on request, tailored to your brand and created with the same intention, care and flavour as the full menus.

Perfect when you need specific design support, want to add new pieces to your existing branding, or simply crave something fresh and custom-made.

## À-LA-CARTE DESIGN OPTIONS

- Logo design
- Business card design
- Social media templates
- Instagram highlight covers
- Client documents (proposals, invoices, presentations)
- Updates to existing branding
- Social media & branding advice
- Brochure / flyer design
- Menu design
- Receipt folders
- Packaging design
- Gift vouchers
- Appointment cards
- Thank-you notes
- Graphic illustrations

*Something else you had in mind*

## HOW IT WORKS

You can order one single item or create your own custom selection from the à-la-carte menu. Pricing is discussed in advance and depends on the size, complexity and number of items you choose, always tailored to your needs and the scope of the project.

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## À-LA-CARTE OVERVIEW

*A flexible design journey, curated to your needs.*

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|-----|---------------------|--|
| 01/ | INQUIRY & SELECTION | We start with what you need right now. One single item or a custom selection from the à-la-carte menu, no full journey, just focused design support.   |
| 02/ | SCOPE & DIRECTION   | Together we define the scope. We discuss the items, style, quantity and level of detail, so everything is clear before we begin.                       |
| 03/ | DESIGN & CREATION   | I design your selected items with intention. Each piece is crafted to fit within your existing brand identity, or thoughtfully adjusted where needed.  |
| 04/ | REFINEMENT          | You receive the first designs and we fine-tune where necessary. Clear feedback, one round of refinement, and intentional choices to get it just right. |
| 05/ | FINAL DELIVERY      | Your final designs are delivered ready to use digital, print or both. Clean, cohesive and perfectly aligned with your brand.                           |



## DIGITAL TABLE

A website that doesn't just look good, but works. I design custom websites that fully blend with your brand identity, whether it's for a brand-new concept or a refreshed design.

Each website is designed within your style, with a strong focus on clarity, flow and user experience. From structure to visuals, every detail is aligned, so your website feels like a natural extension of your brand and guides visitors with ease.

## DIGITAL TABLE INCLUSIONS

- Website discovery meeting (±45 minutes)
- Website content planning guide
- Domain connection / setup logistics (if required)
- Website build & design on Squarespace or Wix
- Basic SEO setup
- Fully responsive website (desktop, tablet & mobile)
- 1:1 training session on maintaining your new website
- Styled imagery of your new website
- One week post-project support (via email)

## COPYWRITING + SEO ADD-ON

*For brands that want their website not only to look good, but also to be found and understood.*

- Keyword research including search volume, competition and trends
- Selection of 5 target keywords with the highest relevance and ranking potential
- Copywriting for 5 website pages
- SEO optimisation for a 5-page website, including:
  - Heading tags
  - Title tags
  - Meta descriptions
  - Image alt text recommendations
- Brand tone of voice development and refinement (aligned with your brand direction)
- 2 rounds of revisions

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## DIGITAL TABLE

*A seamless website journey, designed to work and feel right.*

01/	WEBSITE DISCOVERY	We start with a focused discovery meeting. We discuss your brand, goals, content needs and structure, so we know exactly what your website needs to do and how it should feel.
02/	CONTENT & STRUCTURE PLANNING	Based on our discovery, I create a clear content and structure plan. This defines the flow of your website, the pages, hierarchy and user journey, before any design begins.
03/	DESIGN & BUILD	Your website comes to life. I design and build a custom website on Squarespace or Wix, fully aligned with your brand identity and optimised for clarity, flow and user experience.
04/	REFINEMENT & RESPONSIVENESS	We fine-tune the details. Together we review the website, make refinements where needed and ensure everything works beautifully across desktop and mobile.
05/	TRAINING & LAUNCH READY	Your website is delivered and ready to go live. You'll receive a 1:1 training session on how to maintain your site, plus one week of post-project support to make sure everything runs smoothly.
06/	ADD-ONS & EXTENDED PROCESS	When add-ons such as copywriting, SEO or tone of voice development are added, an extended process follows. This includes additional research, content creation and optimisation steps, all aligned with your brand direction and seamlessly integrated into your website.

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