



Your Social Media Visual System

A complete, on-brand content foundation — built once, used forever

Why a Visual System

Every post you publish is a chance for the right customer to find you, trust you, and choose you. A one-off graphic does that once. A proper visual system, your own brand colours, your own backgrounds, your own icon library, all built to work together does it every time you post, without starting from a blank page.

Instead of paying for individual graphics as you need them, you get a complete toolkit: backgrounds, icons, and a clear guide for how to use them, so every piece of content looks like it came from the same professional, considered brand. Every package is built using your own brand colours throughout.

Choose Your Package

	Foundation	Growth	Signature
Price	\$425	\$875	\$1,295
Brand colours	Your brand colours, applied throughout	Your brand colours, applied throughout	Your brand colours, applied throughout
Background styles	3 styles: Textured Abstract, Flat Colour Background, Atmospheric Gradient / Bokeh Includes bonus white corner glow that can be applied to all tiles.	5 styles: Textured Abstract, Flat Colour Background, Atmospheric Gradient / Bokeh, Photo + Gradient Overlay, Single full colour Gradient Band / Border Panel	8 styles: Textured Abstract, Flat Colour Background, Atmospheric Gradient / Bokeh, Photo + Gradient Overlay, Data & Results, Textured + Geometric Accent, Gradient Band / Border Panel, Gradient Band with fade & Corner Gradient Glow,
Icon library	5 icons	10 icons	15 icons
Dimensions	Square (1080×1080)	Square, plus 3 styles in Story format (1080×1920)	Full range in both Square and Story formats
Style guide	Not included	Included	Included
Best for	Businesses wanting a clean, consistent starting point	Businesses posting regularly across a few content types	Businesses wanting the complete system, ready to scale

Ongoing Content Management

Prefer to hand content production off entirely once your system is built? Ask about our ongoing content management service. This is built on your Signature system, we produce and schedule your social content each month so it's simply taken care of.

Pricing available on request, tailored to your posting frequency and platforms.

Foundation (All pricing below plus GST)

Foundation

\$425 + GST

A clean, consistent starting point

What's included

- Your brand colours, applied throughout
- 3 background styles: Textured Abstract, Flat Colour Background, and Atmospheric Gradient / Bokeh
- A 5-icon library covering your most common content themes
- Square format (1080×1080) — ready for Instagram and Facebook feed posts

Ideal for

Businesses who want an instant upgrade from ad-hoc graphics, without needing every style or format from day one.

Growth

Growth

\$875 + GST

Room to post across more content types, consistently

What's included

- Your brand colours, applied throughout
- 5 styles: Textured Abstract, Flat Colour Background, Atmospheric Gradient / Bokeh, Photo + Gradient Overlay, Single full colour Gradient Band / Border Panel
- A 10-icon library
- Square format, plus 3 of the styles built in Story format (1080×1920)
- A style guide covering every style

Ideal for

Businesses posting regularly across several content types — tips, promotions, testimonials — who want a style ready for each one, plus a Story presence.

Signature

Signature

\$1,295 + GST

The complete system, ready to scale

What's included

- Your brand colours, applied throughout
- 8 background styles: Textured Abstract, Flat Colour Background, Atmospheric Gradient / Bokeh, Photo + Gradient Overlay, Textured + Geometric Accent, Gradient Band / Border Panel, Corner Gradient Glow, and Data & Results and Gradient Band / Border Panel
- A 15-icon library
- The full style range built in both Square (1080×1080) and Story (1080×1920) formats
- A style guide covering every style, with usage examples

Ideal for

Businesses ready for their complete visual identity across every format they post to, including Stories.

SAMPLES

Foundation - \$425 + GST

Textured Abstract



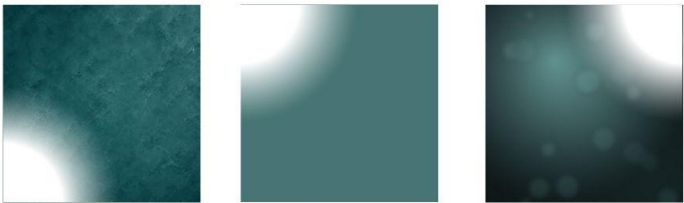
Flat Colour Background



Atmospheric Gradient / Bokeh



A white corner glow is included so that it can be placed over any design to create a logo space if desired.

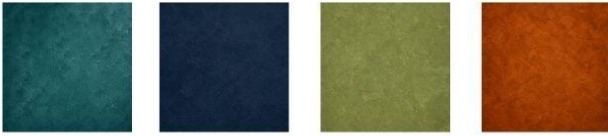


Sample Icons
5 Included



Growth - \$875 + GST

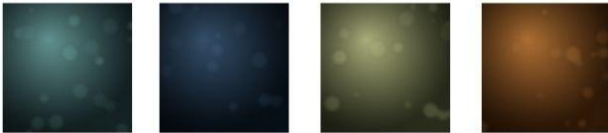
Textured Abstract



Flat Colour Background



Atmospheric Gradient / Bokeh



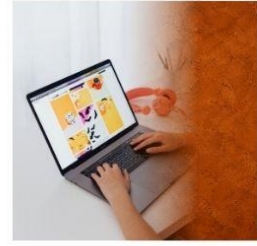
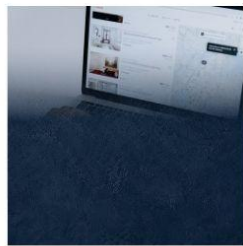
White Corner Glow



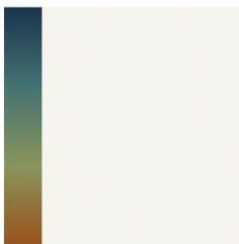
Sample Icons
10 Included



Photo + Gradient Overlay adjust depth and axis to suit

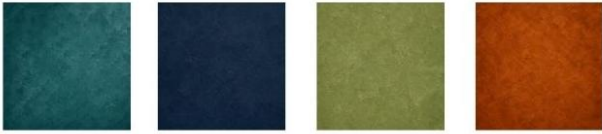


Single full colour Gradient Band / Border Panel- adjust depth and axis to suit



Signature - \$1,295 + GST

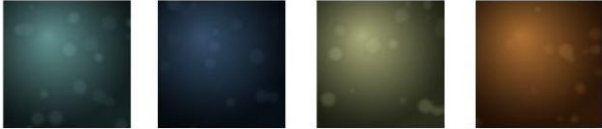
Textured Abstract



Flat Colour Background



Atmospheric Gradient / Bokeh



White Corner Glow



Photo + Gradient Overlay - adjust depth and axis to suit



Sample Icons

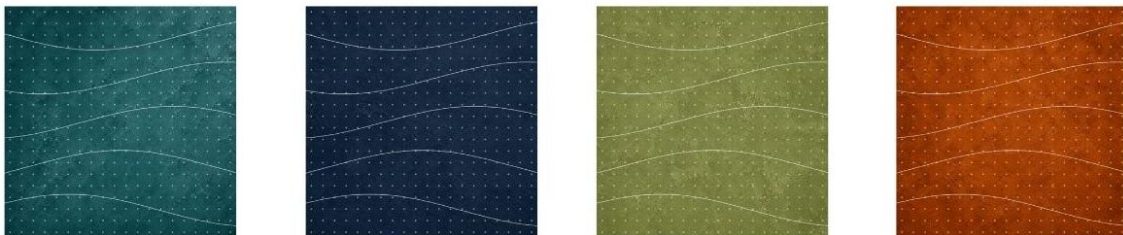
15 Included



Data & Results



Textured + Geometric Accent



Gradient Band / Border Panel (various widths)
- adjust axis to suit



Gradient Band with fade & glow
- adjust axis to suit

