

YOUR GUIDE TO AN ICONIC BRAND

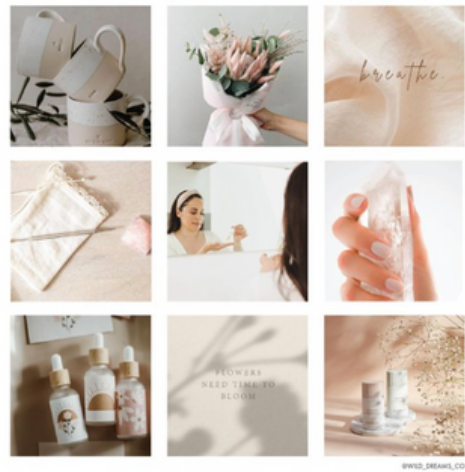
WILD  
dreams  
co.

@WILD\_DREAMS\_CO

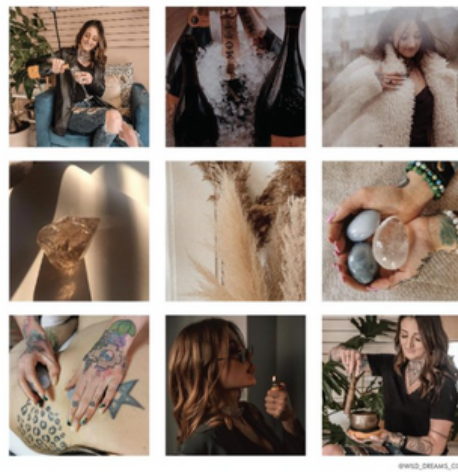
HELLO@WILDDREAMS.CO

WWW.WILDDREAMS.CO

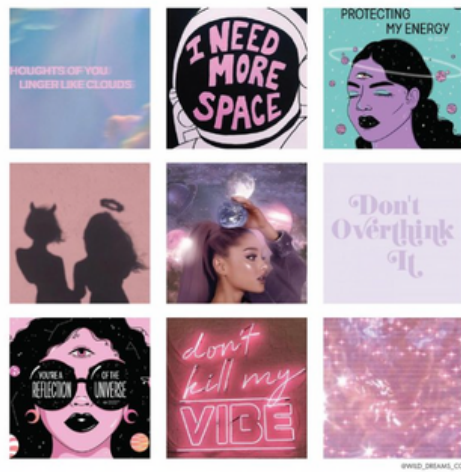




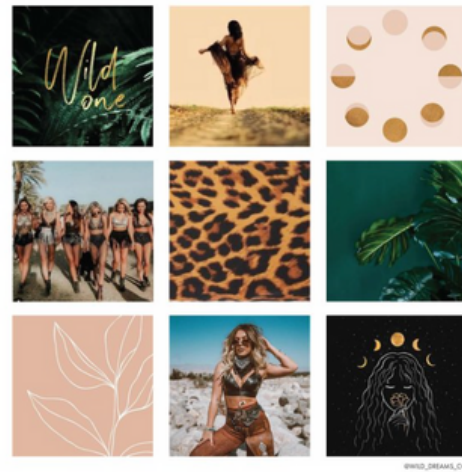
WILD\_DREAMS\_CO



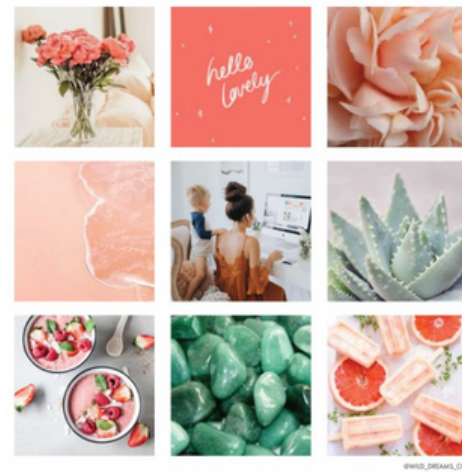
WILD\_DREAMS\_CO



WILD\_DREAMS\_CO



WILD\_DREAMS\_CO



WILD\_DREAMS\_CO

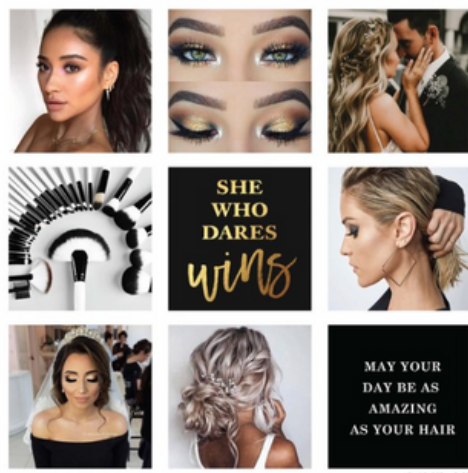
We create *brands* that activate  
your *iconic self expression*.



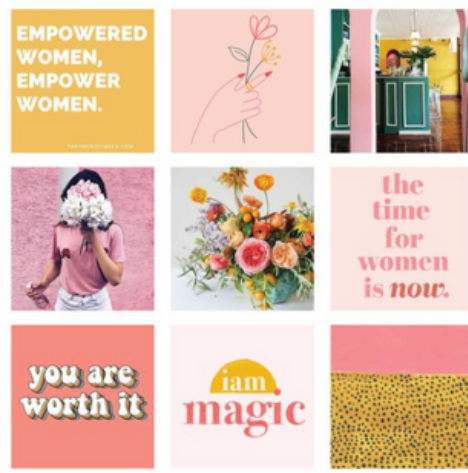
WILD\_DREAMS\_CO



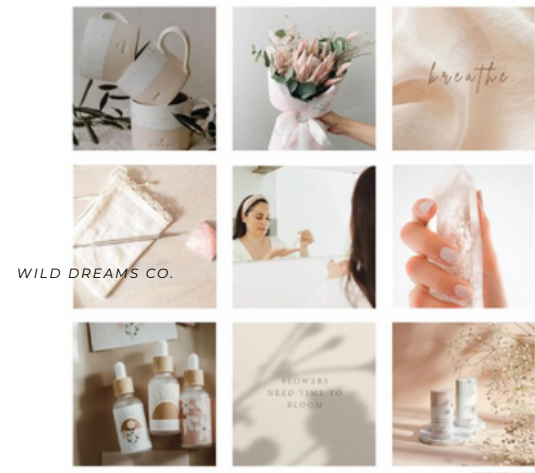
WILD\_DREAMS\_CO



WILD\_DREAMS\_CO



WILD\_DREAMS\_CO



WILD DREAMS CO.

WILD\_DREAMS\_CO



READY TO AMPLIFY YOUR WILD IMPACT?



# WELCOME

*I'm Cassandra*

The Visionary CEO of Wild Dreams Co.

We are an Intentional Brand and Website Studio here to activate women into their next-level business and brand,

My mission is to empower female entrepreneurs to create a business beyond their wildest dreams. I'm here to guide you into falling back in love with your brand, so you can show up confidently and share your unique gifts with the world!

As a Mom of Boys and a 1/3 Manifesting Generator, I am fueled by gratitude, personal growth, and collaboration! I love to activate leaders in creating a wildly successful brand that actually feels authentic to them!

WILD DREAMS CO.

# OUR CREATIVE APPROACH

---

## 01

### INTENTIONAL

Brand clarity is the energy behind who you are as a business owner and how you align with your dream clients. We dive deeper into your brand clarity call to identify your unique business positioning, your voice, your core values, identify dream clients, instill confidence and clarity within your being.

## 02

### INNOVATIVE

*Innovative brand strategy + design + content creation is what we do best. Guiding from my intuition and deep listening we lay the foundations of your brand based on your desires and vision. Through our Intentional clarity call and our intuitive brand process, I create a visual identity authentic to you and your unique gifts.*

## 03

### ICONIC

*Create the Impact you desire and a memorable brand that shows the world all of you. Show up with clarity and confidence in your iconic self-expression! We present our final deliverables to you and provide you with an off-boarding packet for your brand deliverables, along with all call recordings.*



# BRAND TRANSFORMATION

## *STARTS WITHIN*



**Unlock your Iconic brand with bold innovation and intention.**

If you're a Leader here to amplify your impact and revolutionize your presence, it's time to align your vision with your brand.

Redefine your brand essence through captivating logo transformations, name reinventions, messaging revolutions, innovative content creation, and groundbreaking shifts in your brand positioning.

*YOU GET TO ELEVATE YOUR UNIQUE SOUL PRINT IN THE WORLD AND  
LET YOUR BRAND TRANSCEND INTO LIMITLESS POSSIBILITIES.*

# BRAND STRATEGY + DESIGN

MINI BRAND IMMERSION

## MINI BRAND IMMERSION

### INCLUDES

- 2 Weeks Voxer Strategy
- 1 - Mood board + Color Story
- 1 - Main Logo design
- 1 - Submark Logo design

**Starts at \$777**

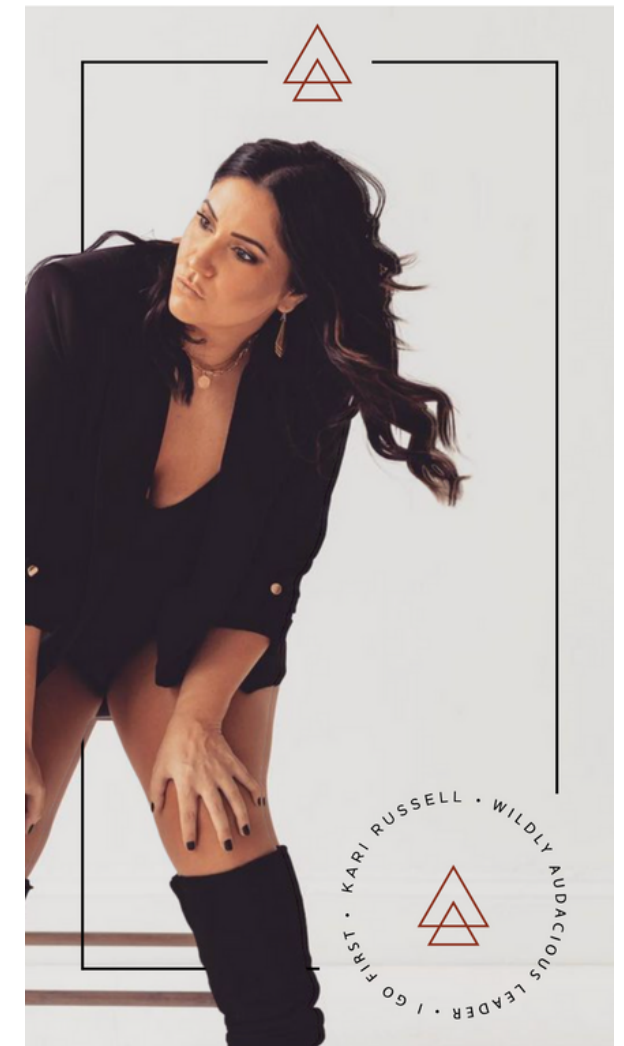
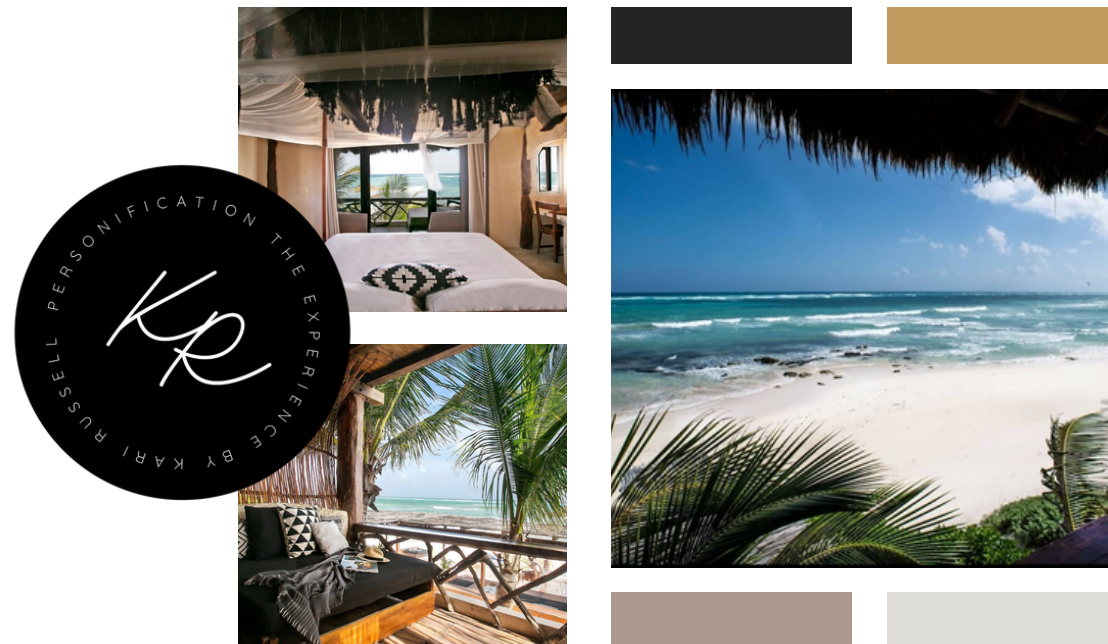
Add-On + One Page Website

**Starts at \$3,333**

[APPLY NOW](#)

TIMELINE 1-2 WEEKS

THE *wildly* LUXURY RETREAT  
AUDACIOUS  
+ *spacious*



WILD DREAMS CO.



# BRAND STRATEGY + DESIGN

## BRAND EVOLUTION

### INCLUDES

#### BRAND

4 Weeks Voxer or (2) 60 min Strategy Calls

1 - Mood Board + Color Story

3 - Logo variations:

Primary logo, Alternative logo, Submark Logo, Icon

10 - Social media launch graphics

30-day Content Plan for Social Media

Up to 3 types of marketing materials.

Ex: business cards, flyers, stickers, postcards

**Starts at \$2,222**

#### + 4 PAGE WEBSITE

45-min Strategy Kick-Off Session

Custom fully designed website

(Includes up to 4 pages)

Optimized Website Copy

Website Training

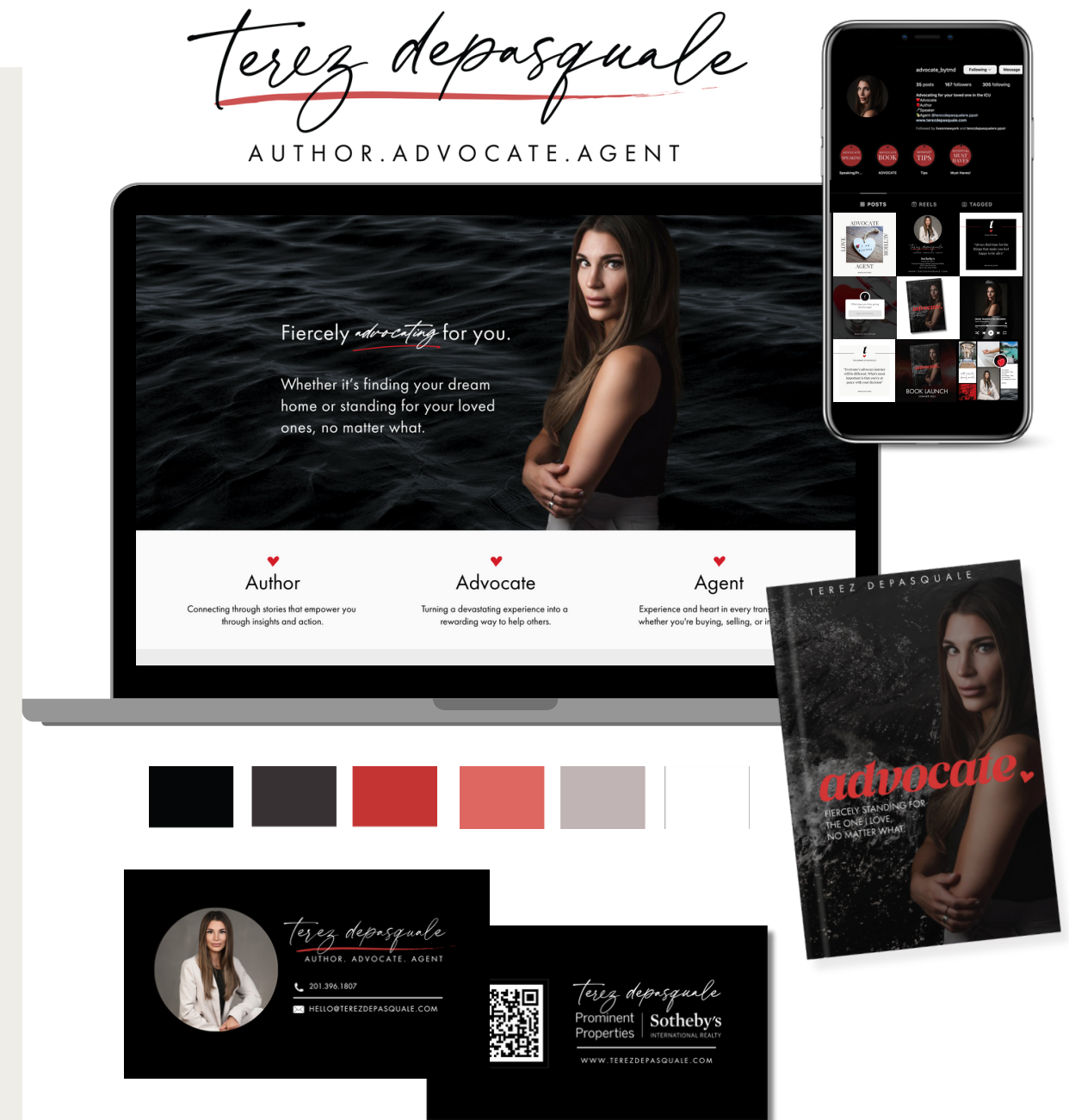
Squarespace, Showit, platforms

**Brand + Website - Starts at \$5,555**

[APPLY NOW](#)

*TIMELINE 2-4 WEEKS*

BRAND EVOLUTION



WILD DREAMS CO.

# INTENTIONAL BRAND DELIVERABLES

MOOD BOARD



COLOR STORY



THE BRAND IDENTITY

OPAL dawn  
HOLISTIC

OPAL  
DAWN  
holistic



WEBSITE DESIGN + COPY



WWW.OPALDAWNHOLISTIC.COM

WILD DREAMS CO.



# ELEVATE YOUR BUSINESS

## *WITH OUR ADDITIONAL OFFERS*



Ignite your business through intuitive strategies and intentional creativity, we not only craft visionary brand identities but extend our expertise to elevate your online presence. From captivating website designs and strategic SEO services to eye-catching social media graphics, we offer comprehensive solutions.

*IT'S NOT JUST ABOUT A BRAND; IT'S A TRANSFORMATIVE JOURNEY TOWARD A THRIVING BUSINESS. LET'S CO-CREATE A BRAND UNIVERSE THAT ALIGNS SEAMLESSLY WITH YOUR VISION, VALUES, AND PROPELS YOUR SUCCESS.*

## WEBSITE DESIGN + DEVELOPMENT

## ADDITIONAL SERVICES

### THE IMPACT • Landing/Sales Page

Includes 1 page on your existing website platform strategically designed to showcase your offer.

INVESTMENT - Starts at \$1,888

### THE GOLD •

Custom fully designed web pages for an essential starter website (Includes up to 4 pages).

INVESTMENT - Starts at \$3,500

### THE REFRESH •

Restyle/Refresh your current website with new colors, fonts, and layouts. (Includes up to 3 pages).

INVESTMENT - Starts at \$2,500

### THE ELITE •

Custom fully designed web pages for a more advanced website (Includes up to 8 pages).

INVESTMENT - Starts at \$6,500

Each website tier Includes (1) a 60-minute strategy call, Typography, Custom CSS, Basic SEO, Content Evaluation, and a training session.

**\*\*Does not include Logo/Brand design, Copywriting, or Full SEO Services.**

If you'd like to add on Copywriting or SEO Services we have experts on our team who specialize in those services as well. Starting at \$500+



## ADDITIONAL SERVICES

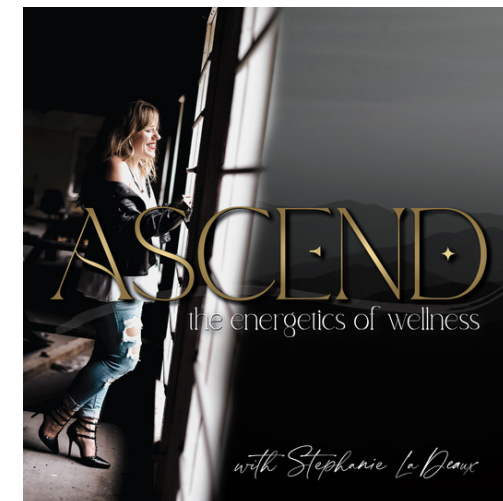
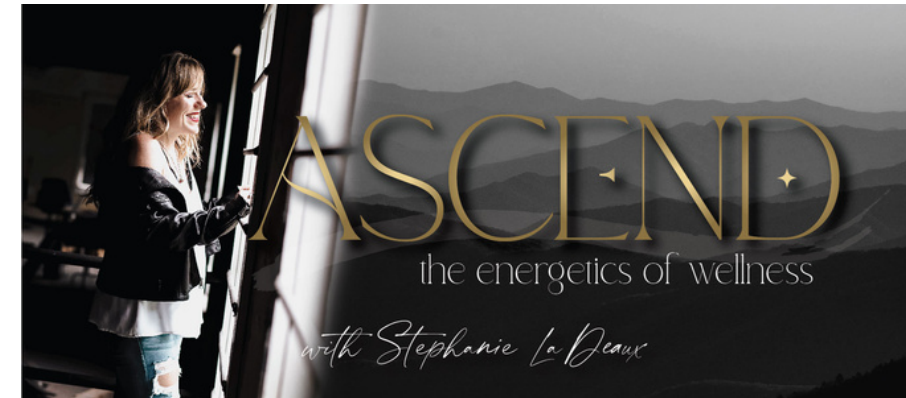
### THE ICONIC LAUNCH BUNDLE

Amplify your brand with a curated brand identity for each offer. Make a powerful statement with captivating Facebook and Email banners, irresistible Instagram posts, story graphics, and an Iconic logo. Leave a lasting impression and launch your brand with impact. Let your offers build their own brand recognition, while you sell with ease.

#### EACH BUNDLE INCLUDES:

- (1) 4- Hour Voxer Support Day
- (1) Iconic Logo, (5) Customizable IG Story Slides,
- (2) IG Posts, (1) Facebook, and (1) Email Hero Banner.

Investment: \$777 - ( For Two bundles)



*TIMELINE 1 WEEK*

# MONTH TO MONTH RETAINERS

## BASIC MONTHLY SUPPORT

1-Day Voxer Support (3 hour day)  
Up to 3 hours of Monthly Support

Investment: \$555

## SIGNATURE MONTHLY SUPPORT

2-Days Voxer Support (3 hour day)  
14-Day Content Creation Plan  
Choose (1) OPTION(S) per month

Investment: \$555

## ELITE MONTHLY SUPPORT

1 Week Voxer Support (3 hour day)  
30-Day Content Creation Plan  
Choose (2) Curated Graphics per month  
Up to 2 Hours of Monthly Support

Investment: \$777

## **GRAPHIC OPTIONS TO CHOOSE FROM**

- (10) - SOCIAL MEDIA TEMPLATES
- (1) - PRESENTATION (SLIDE DECK)
- (3) - YOUTUBE COVERS
- (5) - PINTEREST GRAPHICS
- (4) - EMAIL/FACEBOOK BANNER
- (1) - EBOOK/WORKBOOK DESIGNS





Experience the  
*transformative impact* we've  
had on our clients' lives.

# TESTIMONIAL

*“Working with Cassandra not only brought me clarity around my coaching biz but DEEPER knowing of who I am & knowing how I want to show up for myself & my people. I ENJOYED her beautiful soul, advice, intentionality, & her card pulls which you did out of the kindness of your heart. I felt SEEN, HEARD, & DIVINELY GUIDED in her space! What you have created for your biz & others is UNMATCHED & worth any dollar amount! THANK YOU for bringing my brand/logo to REALITY! Forever GRATEFUL!”*



NAME	BRIANA BROWN
BUSINESS	GLOW + RISE CO
PROJECT NAME	BRAND MENTORSHIP + IDENTITY
INSTAGRAM	@GLOW_ANDRISE_CO







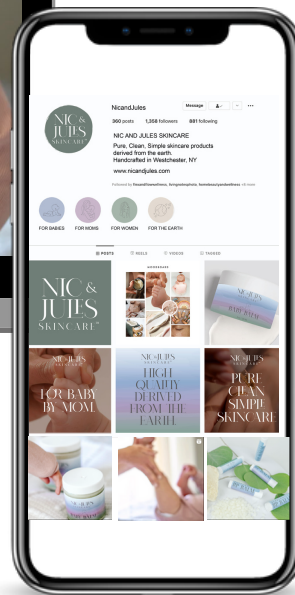
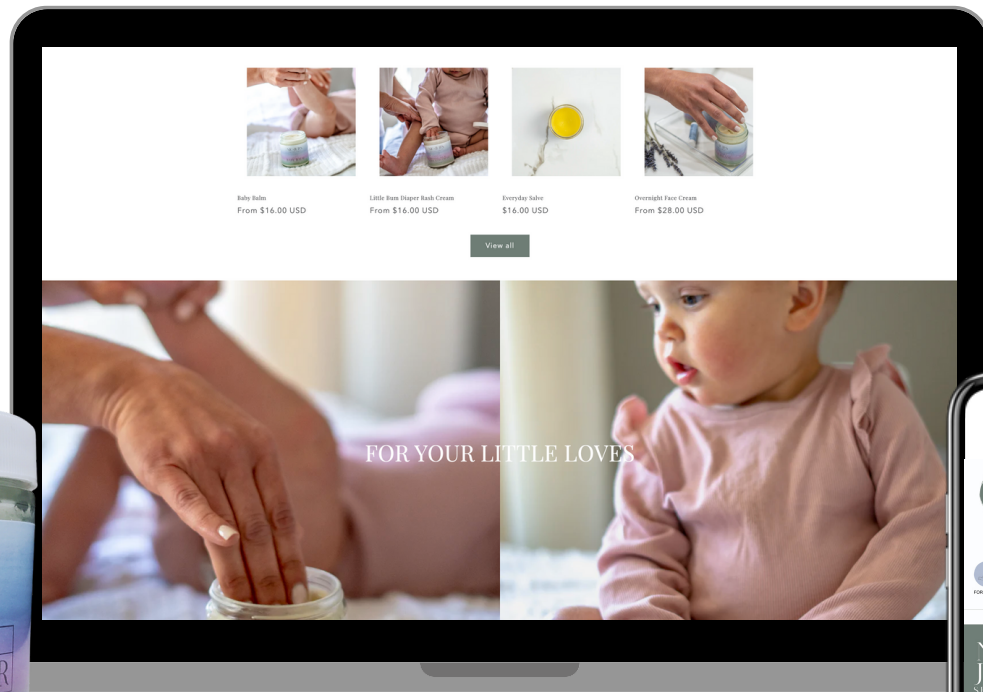
# TESTIMONIAL

*"I can't say enough good things about Cassie. If you are looking to start your own business or even take to another level, she will help you achieve it!"*

*"She is so dedicated and passionate about what she does. She will work with you every step of the way and is very knowledgeable about all things starting/running a business. She will make sure you are happy with the final result!"*

*"I've been recommending her to all of my friends and family who are looking for creative, branding and website services. I will definitely be leveraging her services in the future."*

*-Kim B., Nic and Jules Skincare*



# TESTIMONIAL

*“Cassandra did a stellar job with both my branding and website. I am so thankful for her! She helped me lay out the foundations of my business, completely understood me and my vision, was so patient in answering all of my questions and waiting on my feedback. She really held my hand through the entire process which is exactly what I needed. Not only is this woman SUPER talented, but she is also such a sweet soul. I am so happy I got the chance to work with someone like her, if you need any brand or design help, I cannot recommend Cassandra enough!”*



NAME	NICOLE ZELAYA
BUSINESS	SOCIALLY STELLAR MARKETING
PROJECT NAME	BRAND IDENTITY + WEBSITE + COPY
WEBSITE	SOCIALLYSTELLARMARKETING.COM



FEATURED IN  
BLOGS, PODCASTS, & MAGAZINES

CLICK TO LISTEN IN OR READ AN ARTICLE

GOSS

WOMEN  
**thrive**  
MAGAZINE

**EVEDARE**





# OUR CORE VALUES

## WHY US?



### ***EXPERIENCE***

Over 5 years in the brand design industry, with over 15 years as a graphic design expert. We have experience working with clients across a range of industries from salons to restaurants to leaders in the coaching industry. We love working with soul aligned leaders who cultivate change.

### ***INTUITIVE***

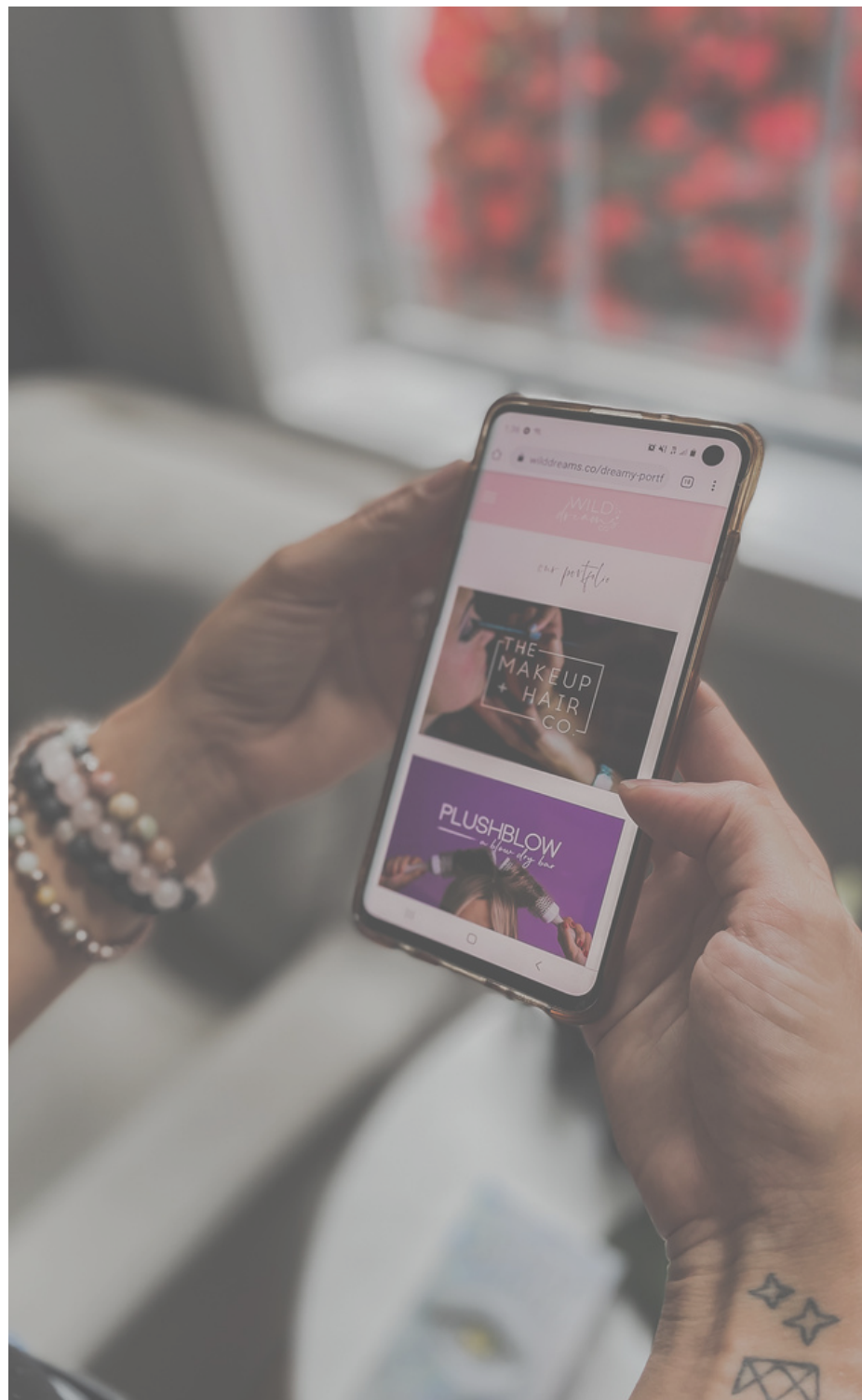
By guiding with Intuition, we are able to gain clarity around your vision. By simply getting to know you and tapping into your energy to guide you into truly embodying the essence of your brand.

### ***INNOVATIVE***

You can rest assured that you'll never get a cookie cutter brand or strategy. The concepts we create with you are always original and unique to your individual brand. We provide you all the visuals to build a cohesive brand identity.

### ***INTENTIONAL***

At the core of everything we do is lead with intention. Putting intention into every single brand we create is our strongest feature. Creating a brand that truly speaks to your soul.



# READY TO ELEVATE YOUR BRAND?

CREATE MAGIC WITH US TO BRING  
YOUR WILDEST DREAMS TO LIFE!

[BOOK YOUR FREE 15 MIN CLARITY CALL](#)

NAME

CASSANDRA CARUSO

EMAIL

HELLO@WILDDREAMS.CO

WEBSITE

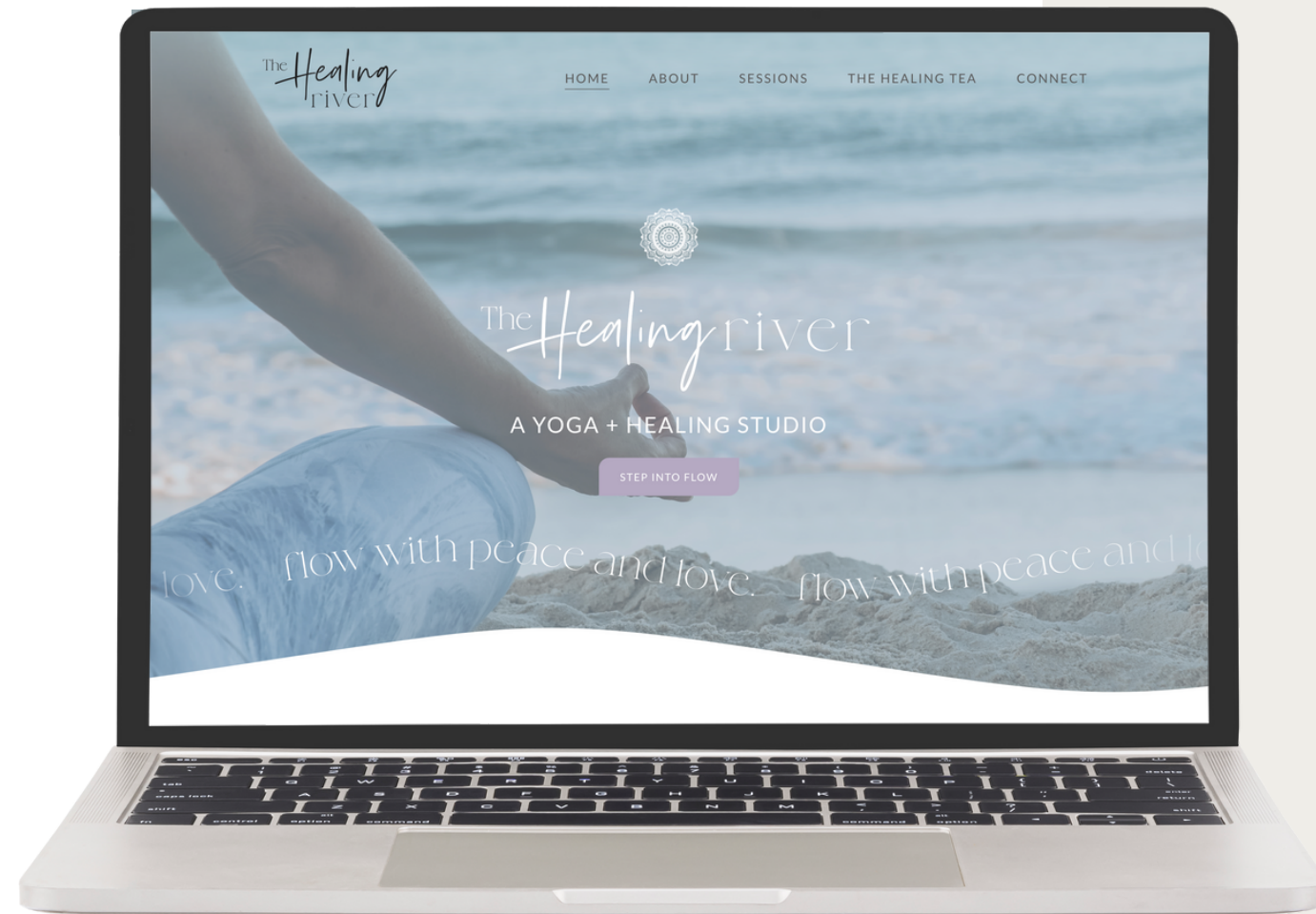
[WWW.WILDDREAMS.CO](http://WWW.WILDDREAMS.CO)

SOCIAL



WILD DREAMS CO.

# OUR PREMIER PARTNERS



## EXPERTS IN THE REALM OF

SEO + DIGITAL MARKETING

MARKETING MANAGEMENT

SOCIAL MEDIA MANAGEMENT

AD EXPERTS

PINTEREST MANAGEMENT

AND MORE.



*SEND US AN EMAIL TO LEARN MORE ABOUT OUR PARTNERS*

WILD DREAMS CO.