



KPELLE GIRL MEDIA

Services & Pricing Guidebook

Strategy. Content. Design. Campaigns. Websites. — everything a founder-led brand needs to grow with intention.



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Welcome to Kpelle Girl Media

WHO WE ARE

Kpelle Girl Media is a human-centered brand and campaign studio that helps founder-led brands build clarity, cultural resonance, and creative momentum.

In a crowded digital world, attention alone isn't enough. The brands people remember are built through strategy, storytelling, and moments that connect emotionally with their audience.

At KGM, we combine brand architecture, cultural insight, and creative direction to design brands that feel intentional and distinctive.

We build the strategy.
We design the moment.
We shape the narrative.





Our Founder

Hi, I'm Shennamu, a storyteller, brand strategist, and communications expert. I built KGM to make marketing more human, one brand at a time. My work blends my background in journalism, anthropology, and marketing to help brands become unforgettable. I thoroughly enjoy psychology and learning about human behavior, and believe that it is key to finding success in your business.

Kpelle is my heritage — a reflection of storytelling, history, and identity. Girl is the dreamer who grew up loving media and wanted to make it her world. I'm a mom, a wife, and just another girl in the world trying to make a living doing what I love.

I'm here to help brands thrive, find the right customers, and achieve all of their goals.

— Shennamu J



Mission

We exist at the intersection of anthropology, psychology, and design. We study human behavior, culture, and emotion, and then turn those insights into brands that feel alive.

Our goal is to help founder-led service businesses achieve the success they deserve.



Values

Human-Centric Marketing

Marketing that starts with people, not platforms. We study real human behavior, needs, and emotions to create brands that feel intuitive, authentic, and deeply relatable.

Psychology-Driven Creativity

Every design choice, word, and visual is intentional. Grounded in psychology, our creativity taps into how people think, feel, and decide.

Cultural Relevance

Brands don't exist in a vacuum. We build with culture in mind, tracking trends, social shifts, and collective conversations to ensure your brand feels timely and aware.

Emotional Storytelling

We don't just tell stories — we make people feel something. Through narrative, tone, and visual language, we craft stories that resonate and build loyalty beyond the scroll.



Our Services

Every brand has its own story, and we tailor each project around your goals, audience, and creative vision. Here's how we can work together:

001

Brand Strategy

Build a brand people remember.

002

Content Creation

Professional content that tells your story.

003

Campaigns & Activations

Bring your biggest moments to life.

004

Graphic Design

Design that works as hard as your brand does.

005

Website Design

Your website is your brand in motion.



Brand Strategy

Build a brand people remember. Whether you're launching something new or refining an existing business, we help define the foundation before any content is created.

SERVICES INCLUDE

- Brand positioning
- Messaging
- Target audience
- Brand voice
- Visual identity direction
- Brand audits
- Creative direction
- Marketing strategy

Interested in Brand Strategy? Let's talk.



The Brand Build



A full brand architecture experience where strategy, identity, and concept come together to create a brand that is clear, cohesive, and unforgettable.

WHO IT'S FOR

Founders building from the ground up.

WHAT'S INCLUDED

- Brand positioning
- Audience insights
- Messaging framework
- Tone of voice
- Brand story
- Core concept
- Logo suite
- Typography system
- Color palette
- Visual guidelines
- Marketing strategy

YOUR INVESTMENT

\$3,500



The Brand Refresh



Your brand has evolved — your presence should reflect that.

This is a strategic and visual realignment designed to bring your brand back into alignment with who you are now and where you're going next.

WHO IT'S FOR

Brands that have outgrown their current identity.

WHAT'S INCLUDED

- Brand audit
- Messaging refinement
- Tone of voice evolution
- Concept repositioning
- Logo redesign
- Typography system
- Color palette
- Visual direction

YOUR INVESTMENT

\$2,500



The Brand Starter



This package moves you out of the “DIY” phase and into a space of authority.

WHO IT'S FOR

The founder who has a clear vision but needs the professional assets to match their ambition.

WHAT'S INCLUDED

- Strategy session
- Primary & secondary logos + submark
- Typography suite
- Visual direction
- Mini style guide

YOUR INVESTMENT

\$750



Content Creation

Professional content that tells your story. We create high-quality visual content for brands, businesses, founders, and events — giving you weeks or months of assets to use across your marketing.

SERVICES INCLUDE

- Brand photography
- Short-form video (Reels, TikToks, Shorts)
- Product & lifestyle content
- Event content capture
- Behind-the-scenes content
- Social graphics
- Content planning
- Caption writing (optional)
- Content libraries

No social media management. Just beautiful, strategic content.



Content Intensive



A focused content sprint designed to give you everything you need to show up consistently and cohesively. One-time.

WHO IT'S FOR

Launches, rebrands, and campaigns.

PRICING BY ASSET

Short-form video edit **\$150-\$300 each**

Branded graphic **\$75-\$150 each**

Carousel design **\$125-\$250 each**

Story template set **\$80-\$180 per set**

Launch / hero visual **\$200-\$400 each**

YOUR INVESTMENT

STARTING AT

\$75/asset



Content Engine



Ongoing, strategic content creation designed to support your brand long-term with monthly batches of ready-to-post assets.

WHO IT'S FOR

Brands ready to stay visible, consistently.

WHAT'S INCLUDED

- Ongoing video edits
- Graphics and carousels
- Story content
- Monthly content batches

YOUR INVESTMENT

STARTING AT

\$600/mo



Campaigns & Activations

Bring your biggest moments to life. From launches to fundraisers, we develop campaigns that connect with your audience and create momentum.

- Product launches
- Grand openings
- Brand activations
- Giving Tuesday campaigns
- Fundraisers
- Anniversary campaigns
- Holiday campaigns
- Seasonal promotions
- Community events
- Marketing campaigns

Brand Activation

For brands ready to move beyond visibility and create real cultural presence through bold, intentional campaign work.

WHAT'S INCLUDED

- Campaign concept development (named + fully defined)
- Strategic ideation + creative direction session
- Messaging and narrative framework
- Experiential and/or digital activation ideas
- Visual direction and moodboard
- Cultural + PR positioning angles
- Rollout strategy
- Execution roadmap (how the idea becomes reality)

STARTING AT

\$3,000

YOUR INVESTMENT



Graphic Design

Design that works as hard as your brand does. From everyday marketing materials to large-scale campaign assets, we create clean, intentional designs that communicate your message.

SERVICES INCLUDE

- Business cards
- Flyers
- Brochures
- Posters
- Menus
- Signage
- Presentation decks
- Event materials
- Invitations
- Programs
- Packaging
- Merchandise
- Digital graphics
- Print collateral



Pricing Philosophy

Quick Fixes

\$50 – \$100

Standard Designs

\$100 – \$250

Premium Print Pieces

\$250 – \$500+

Transparent tiers like this tell a customer they're working with a professional designer — not a template mill.

Standard turnaround is 3–5 business days for individual pieces; bundles typically run 1–2 weeks. See rush add-ons for faster timelines.



Design Price List

Brand Essentials & Marketing Materials

BRAND ESSENTIALS

Business Card	\$75
Loyalty Card	\$75
Gift Certificate	\$75
Letterhead	\$85
Envelope	\$65
Email Signature	\$50
Thank You Card	\$75

MARKETING MATERIALS

Flyer	\$125
Poster	\$150
Rack Card	\$150
Trifold Brochure	\$275
Bifold Brochure	\$225
Postcard	\$125
Menu	\$225
Coupon	\$100



Design Price List

Signage & Events

SIGNAGE

Yard Sign	\$125
Retractable Banner	\$175
Vinyl Banner	\$175
Window Graphic	\$225
Table Sign	\$85
Foam Board Sign	\$125
Directional Signage	\$150

EVENTS

Invitation	\$125
Event Program	\$200
Welcome Sign	\$125
Seating Chart	\$175
Name Tags	\$75
Event Package	From \$500



Design Price List

Merchandise & Digital

MERCHANDISE

T-Shirt Design **\$150**

Hoodie Design **\$150**

Tote Bag **\$125**

Sticker Sheet **\$125**

Mug Design **\$100**

Hat Design **\$125**

DIGITAL

Social Media Graphic **\$75**

Carousel (5 Slides) **\$150**

Presentation Deck **From \$300**

Ebook **From \$400**

Workbook **From \$400**

PDF Lead Magnet **From \$250**



Add-Ons

Extend any project with these optional add-ons.

Extra revision

\$25

Same-day rush

+\$75

24-hour rush

+\$50

Source files (AI/PSD/INDD)

+\$50

Additional file format

\$15

Print coordination

Starting at \$50

Resize for another platform or size

\$20-\$35 each



Design Bundles

These will sell! Ready-to-go creative support for founders, vendors, restaurants, and event hosts.

New Business Starter

\$325

- Business card
- Flyer
- Social media graphic
- Yard sign

AVAILABLE NOW

Vendor Package

\$425

- Banner
- Table sign
- Business card
- Flyer
- QR code sign

AVAILABLE NOW

Restaurant Package

\$525

- Menu
- Flyer
- Loyalty card
- Gift certificate

AVAILABLE NOW

Event Package

\$550

- Invitation
- Welcome sign
- Program
- Social graphic
- Yard sign

AVAILABLE NOW



Website Design



Your website is your brand in motion. We design strategic, conversion-focused sites that translate your brand into a seamless digital experience — a fully custom 5-page build that performs like a business tool.

WHO IT'S FOR

Brands and founders who need a website that feels like their brand.

WHAT'S INCLUDED

- Custom 5-page design: Home, About, Services/Work, Contact, Blog
- Homepage built to drive inquiries or bookings
- Mobile-responsive design, tested across devices
- Contact form setup with email routing
- Blog page structured and ready for content
- Foundational on-page SEO
- Google Analytics + Search Console connected
- One structured round of revisions
- Pre-launch QA — links, forms, mobile, load speed
- 30–45 minute walkthrough call
- 2 weeks of post-launch support for small fixes

YOUR INVESTMENT

STARTING AT

\$1,500



SEO & Process

SEO, SPECIFICALLY

- Keyword-informed page titles and meta descriptions
- Proper header structure (H1/H2) for readability and search
- Image alt text for accessibility and search
- Clean, descriptive URL structure
- XML sitemap submitted to Google
- Local SEO basics if you serve a specific area

Ongoing SEO — content strategy, monthly optimization, backlink building — is a separate, ongoing service.

PROCESS

Discovery & Strategy

Week 1

Design

Week 1–2

Build

Week 2–3

Revisions

Week 3

Launch & Handoff

Week 4

Typical timeline: 3–4 weeks from kickoff, assuming content and feedback come back on schedule.

Interested in a new website? Let's talk.



Price Guideline

At Kpelle Girl Media, we believe world-class brand architecture shouldn't be reserved only for Fortune 500 companies. We bridge the gap between “DIY” and “Big Agency” by providing high-level strategy, anthropology-backed insights, and premium design at an investment level that makes sense for scaling founders.

Flexible Scaling — we understand that as a founder, cash flow is king. To support your growth, we offer structured payment plans.

Brand Strategy, Website & Campaign Packages

ONE

50% due at the start of the project, to kick things off after signing the contract.

TWO

25% due at the midpoint, when we check in to make sure everything is on track.

THREE

Final 25% due upon project completion, before you receive the final package.

Graphic Design & Bundles

A simpler structure:

***50% deposit to
begin, balance due
before final files
are delivered.***





Our Process

FULL ENGAGEMENTS

Brand Strategy, Website, Campaigns

1

Inquiry

2

Discovery Call

3

Proposal + Strategy

4

Creative Development

5

Delivery & Launch

GRAPHIC DESIGN

Quick-Turn Requests

1

Inquiry & Quote

2

Deposit

3

Design

4

One Revision Round

5

Final Files Delivered





Who We Work With

Our studio is rooted in human-centric marketing, where psychology, anthropology, and design come together to shape brands that actually mean something. We partner with founders who understand that real growth starts with understanding people: their behaviors, emotions, and what truly moves them.

We're especially drawn to service-led founders because we get it. Building something on your own is beautiful, but it's also a lot. Our role? To take marketing off your plate and turn it into something intentional, strategic, and aligned — so you can focus on what you do best.

IDEAL CLIENTS — BRAND STRATEGY, CONTENT & CAMPAIGNS

- Skincare brands
- Wellness founders
- Beauty startups
- Lifestyle brands
- Mission-driven businesses
- Founder-led brands

Graphic Design and quick-turn projects are open to a wider range of local and small businesses too — vendors, restaurants, event hosts, and more.

Not for: “Can you grow my Instagram?”

For founders who say: “We’re building something that deserves a moment.”

A woman with short dark hair, wearing a light pink blazer and matching trousers, stands by a large window. She is holding a dark smartphone in her hands and looking out the window. The window shows a view of a city skyline. The interior has a wooden shelf with some plants and books.

KPELLE GIRL MEDIA

Thanks for Your Interest

LET'S BUILD SOMETHING MEMORABLE.

The brands people remember aren't built through random content. They're built through clear strategy, meaningful storytelling, and moments that resonate with culture. At Kpelle Girl Media, we design those moments.

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