

BRANDING & CREATIVE SERVICES

Helping businesses build clear brands, beautiful visuals, and strategic marketing systems.



01 BRAND DISCOVERY & STRATEGY

We uncover what makes your business unique and develop a strategy that aligns your brand with your goals and audience.



02 VISUAL IDENTITY & BRAND DIRECTION

From logos to color palettes, we design cohesive brand identities that reflect your values and stand out with confidence.



03 WEBSITE DESIGN & DIGITAL PRESENCE

Beautiful, user-friendly websites that showcase your brand, engage your audience, and convert visitors into clients.



04 CONTENT CREATION (PHOTOGRAPHY, VIDEO, GRAPHICS)

High-quality content that captures attention, tells your story, and strengthens your brand across every platform.



05 SOCIAL MEDIA STRATEGY & CONTENT PLANNING

Strategic plans and engaging content that build community, increase visibility, and keep your brand top of mind.



06 MARKETING MATERIALS & PROMOTIONAL DESIGN

Professionally designed materials that leave a lasting impression—both online and in print.



07 BRAND MESSAGING & COPY DIRECTION

Clear, compelling messaging that connects with your audience and communicates the heart of your brand.



08 WEBSITE MAINTENANCE & ONGOING SUPPORT

Reliable updates, technical support, and peace of mind so your site stays secure, current, and performing at its best.

WHO WE SERVE



SMALL
BUSINESSES



ENTREPRENEURS



NONPROFITS



SERVICE
PROVIDERS



PRODUCT-BASED
BRANDS



COMMUNITY
ORGANIZATIONS



Thoughtful strategy. Beautiful design. Meaningful results.

LET'S BUILD A BRAND THAT WORKS AS HARD AS YOU DO.



75 Market Street, Suite 16, Elgin, Illinois 60123
(224) 245-9577
www.silhouettecreativestudio.com
info@silhouettecreativestudio.com

VISUALIZE. CREATE. ELEVATE. LEAVE A LEGACY.

WHY WORK WITH LAURA?

Brand your business. Connect your audience. Grow with confidence.

I help businesses build strong, recognizable brands that attract, connect, and convert.



Laura Robertson

Creative Brand & Marketing Strategist
Founder of Silhouette Creative Studio



01 STRATEGIC BRAND EXPERTISE

I combine strategy with creativity to develop brands that reflect your vision, connect with your audience, and support your business goals.



02 VISUAL STORYTELLING THAT CONNECTS

From photography to graphics to content, I deliver visuals that capture your essence, build trust, and make your brand unforgettable.



03 ALL-IN-ONE CREATIVE SOLUTIONS

Branding, website design, content creation, marketing strategy, and ongoing support—everything your business needs to thrive.



04 EXPERIENCE ACROSS MULTIPLE INDUSTRIES

I've worked with small businesses, nonprofits, entrepreneurs, service providers, and product brands—helping them grow with purpose.



05 FOCUSED ON GROWTH & RESULTS

I create brands that not only look great but also increase visibility, build credibility, and drive real business growth.



06 PASSIONATE. RELIABLE. COMMITTED.

Your success matters to me. I treat every business like my own and show up with creativity, consistency, and care.



CREDENTIALS THAT CREATE RESULTS

- Years of experience in branding, marketing, sales, and creative direction
- Background in launching and growing brands from ground up
- Bachelors Degree in Business Management – Masters program for Digital Advertising & Marketing

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Your brand is more
than a logo.
It's your legacy.



Let's build a brand that sets you apart and grows your business.

STRATEGIC. CREATIVE. PURPOSEFUL.

À LA CARTE SERVICES & STARTING PRICES

Flexible creative support tailored to your business goals.



BRAND DISCOVERY SESSION

A focused 60-minute session to uncover your business goals, audience, and brand potential.

\$250



BRAND STRATEGY & MESSAGING

Define your positioning, messaging pillars, and brand voice to stand out with clarity and confidence.

STARTING AT
\$750



VISUAL BRAND DIRECTION / BRAND BOARD

A curated visual direction with colors, fonts, imagery, and style to bring your brand to life.

STARTING AT
\$600



WEBSITE DESIGN & DEVELOPMENT

Custom, responsive websites that look beautiful and convert—designed with strategy and intention.

STARTING AT
\$1,800



WEBSITE MAINTENANCE

Ongoing support to keep your website secure, updated, and running smoothly.

STARTING AT
\$245/month



SOCIAL MEDIA STRATEGY & CONTENT CALENDAR

Strategic planning and done-for-you calendars to keep your brand consistent and engaging.

STARTING AT
\$650



CONTENT CREATION SESSION (PHOTO/VIDEO)

On-brand photography or video content captured to tell your story and elevate your presence.

STARTING AT
\$850



MARKETING FLYER / PROMO GRAPHIC

Eye-catching designs that promote your offers and events with impact.

STARTING AT
\$75



EMAIL CAMPAIGN COPY

Compelling, brand-aligned emails that nurture your audience and drive action.

STARTING AT
\$250



PITCH DECK OR MEDIA KIT

Professionally designed decks and kits that position your brand to attract opportunities.

STARTING AT
\$500



ADDITIONAL WEBSITE UPDATES

Need a quick update? We've got you. Billed hourly for your convenience.

\$75/hour

*Custom packages
available for
larger projects.*



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MONTHLY BRANDING PACKAGES

Choose the level of support that fits your season of growth.



THE FOUNDATION

Starter Package

\$1,500
per month

- ✓ Brand Development
- ✓ Visual Brand Direction
- ✓ Social Media Strategy & Content Calendar
- ✓ 8–10 Branded Content Pieces
- ✓ 1 Content Planning Session
- ✓ Monthly Strategy Call

MOST POPULAR



THE GROWTH

Professional Package

\$3,500
per month

- ✓ Everything in The Foundation
- ✓ 12–16 Content Pieces
- ✓ 1 Photo/Video Content Session
- ✓ Website Support & Maintenance
- ✓ Campaign Support (1 per quarter)
- ✓ Monthly Strategy & Growth Call



THE LEGACY

Premium Package

\$4,700
per month

- ✓ Everything in The Growth
- ✓ 20+ Content Pieces
- ✓ Advanced Creative Direction
- ✓ Website Maintenance + Content Updates
- ✓ Email Campaign / Landing Page Support
- ✓ Branded Collateral Support
- ✓ Bi-Weekly Strategy Calls
- ✓ Priority Support



Ready to elevate your brand?
Let's build something meaningful together.



Silhouette
CREATIVE STUDIO 

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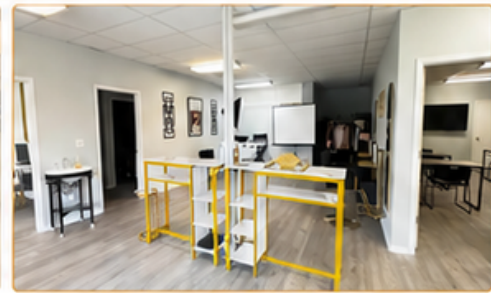
Silhouette

CREATIVE STUDIO

UNLEASHING YOUR CREATIVITY
THROUGH ART & MEDIA

A SPACE FOR
CREATORS.
TO CREATE.

Your Space
to Create
and Elevate



Professional
Lighting &
Equipment



Custom Props
Welcome



Basic Furniture &
Backdrop Available



High-Speed
Internet



Free
Parking



Access to
Creative
Community

CREATIVE STUDIO MONTHLY MEMBERSHIPS

CHOOSE THE PLAN THAT FITS YOUR BUSINESS

CREATOR MEMBERSHIP

10 HOURS / MONTH

\$159.00 *monthly*

- ✓ 10 studio hours each month
- ✓ Access to available photography areas
- ✓ Basic furniture & props
- ✓ Member rates for additional hours
- ✓ Online booking access



PERFECT FOR NEW OR
PART-TIME CREATORS

MOST POPULAR

PRO MEMBERSHIP

20 HOURS / MONTH

\$279.00 *monthly*

- ✓ 20 studio hours each month
- ✓ Access to available photography areas
- ✓ Basic furniture & props
- ✓ Priority booking over non-members
- ✓ Discounted additional hours
- ✓ Full access to content creation days



GREAT FOR GROWING
CREATORS

ELITE MEMBERSHIP

30 HOURS / MONTH

\$369.00 *monthly*

- ✓ 30 studio hours each month
- ✓ Priority studio scheduling
- ✓ Access to furniture, props & seasonal sets
- ✓ Lowest rate for additional hours
- ✓ Host mini-session days
- ✓ Early access to new sets



IDEAL FOR ESTABLISHED
CREATORS & BUSINESSES



More Than a Studio.

It's a creative community
where you can create,
connect, and grow
your business.

BOOK YOUR TOUR TODAY!



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SCAN TO BOOK
YOUR STUDIO
TOUR & MORE!