THE DESIGN

PROCESS

brand design

NO 01

VIRTUAL COFFEE DATE

Let's get to know each other! We will focus on your current style, your goals (business and personal), how you started, and if you are ready to get started!

DEPOSIT
1/2 due

NO 02

WELCOME, FRIEND

Keep your eye out for a pretty little client packet! It will include the deisgn process, business worksheets, your goals, and what you can expect working with me.

NO 03

BRAND EXPLORATION

Your homework! You'll receive a detailed brand personality questionnaire, a pinterest formula guide for pinning the best images, and a brand guide template to narrow down your brand style. I'll review them further and ask any additional quesitons.

NO 04

COLOR INSPIRATION

Based on the details in No.3 you will receive an inspiration board with a color palette and thoughtfully chosen images to represent your overall design style.

NO 05

LOGO CREATION

Based on the above, five logo variations will be created. Each will be unique from the other to show you a variation of style, lettering, and layouts (2 revisions)

NO 06

RE-GROUP SESSION

Want to discuss the logos? Let's hop on Skype and chat through your thoughts and what is needed moving forward (brand board, patterns, stationery, etc) 1hr

NO 07

BRAND BOARD

Let's pull it all together! The brand board will include the primary logo, secondary logo, sub mark, patterns, and recommended fonts for your overall brand (1 revision)

brand design

NO 07

STATIONERY DESIGN

Design of custom business card, matching notecard and envelope, wax seal mockup, tag design or sticker/label design. (Includes 1 revision and printable files)

NO 08

USING YOUR BRAND

After finalizing, you'll receive a guided brand book PDF with examples on how to use your new branding. (fonts, patterns, sub marks, logos, print)

NO 09

SOCIAL MEDIA

Design of your Facebook page, 2 Instagram post templates, and an instagram visual guide on image posting examples.All nclude a canva.com editable template(1 revision)

NO 10

SOCIAL MEDIA GUIDE

Receive a worksheet and guide on how to use your brand on social media. Includes sample posts, social schedule, design ideas, topic suggestions for you to stay branded.

NO 11

LAUNCH KIT

To be used for a blog post and on social media to share your new look! Includes a mock up of your new logo/brand, styled mockups, website slideshow, etc.

NO 12

THANK YOU

A little gift in the mail and a send-off letter saying thank you! Includes a list of services offered if you're needing additional design!

FINAL PAYMENT

due before any final files are sent

FOR
SHOWIT5

website design

NO 01

WEBSITE DETAILS

Let's chat and discuss all of your website needs. The number of pages, creative details, you name it. Once done I'll create a wireframe for us and your estimate.

NO 02

THE DESIGN

Before starting, all of your content needs to be finalized. I'll start with the homepage and once it's approved by you I'll create the remaining pages around it. (2 revisions)

NO 03

RESPONSIVE DESIGN

Once the design above is completed I'll start the responsive site design. This will be a condensed and simplified version of the entire site for tablet and phone. (2 revisions)

NO 04

DEVELOPMENT

Hooray! Once all pages have been finalized the website developement will begin. I will create it on my own Showit account (if needed) and then move files to your own account for testing.

NO 05

COMING SOON

A custom designed coming soon page can be used and placed on your website while the website is in development. It can include social links and a sign-up. (1revision)

NO 06

EXTRA, EXTRA

Option to have a customized pop-up designed on your site for capturing emails and building your email list. Additional options are also available (1 revision)

NO 07

LET'S LAUNCH

Hooray, your website is ready to be seen by all! You'll receive a 1 hour tutorial prior to launching on how to use your site (along with resources) and a launch kit to show it all off! (additional tutorial time is available at my hourly rate).