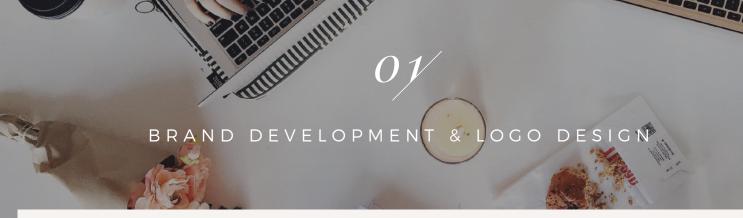


package O1

# BRAND DEVELOPMENT & LOGO DESIGN

 $A\ thoughtfully\ crafted\ visual\ identity\ to\ attract\ and\ communicate\\ with\ your\ dream\ clientele$ 



#### FULL BRANDING PACKAGE

- 1. Main/primary logo
- 2. Submark and logo variation
- 3. Pattern and/or texture pairing
- 4. Coordinating font recommendations
- 5. Full brand palette with colour codes for print
- 6. Final Brand Style Guide

#### + BRAND LAUNCH KIT

- 1. Business Card Design (double-sided)
- 2. Instagram launch announcement
- 3. Facebook or Twitter cover image
- 4. Social media profile images
- 5. Brand Board (sized for instagram/fb)
- 6. Mood Board (sized for instagram/fb)

### HOW WE GET THERE

Brand positioning & design questionnaire

Guided visual brainstorming session (via Pinterest)

BRAND STRATEGY & CREATIVE BRIEF :: Includes target client base analysis, brand personality positioning, rationale for colour selection and stylistic direction

CURATED MOOD BOARD :: to set the tone & style of your brand moving forward.

CUSTOM COLOUR PALETTE :: including colour codes (cmyk, rgb, hex)

INITIAL CONCEPTS :: 3-4 custom logo options designed for you to select from

REVISIONS :: 2 rounds of revisions via email to perfection

BRAND BUILD OUT:: around main logo selection, bringing cohesion and flexibility to your brand

#### TIMELINE

WEEK 1: Questionnaire + visual brain-

storm session

WEEK 2: Target audience research

Creative brief & brand posi-

tioning

Mood board & palette options

delivered

WEEK 3: Client feedback due

First draft logo concepts

delivered

WEEK 4: Client feedback due

Second round revisions due back to client if needed.

WEEK 5/6: Brand build out & final styling

Client approval Files delivered

INVESTMENT \$895

p a c k a g e 02

# CUSTOM WEBSITE DESIGN & DEVELOPMENT

A seamless & responsive online experience designed to connect with your audience personally and impress them professionally



## FULL SITE DESIGN

- + custom designed & in-house developed
- + responsive design + SEO integration
- + option for seamlessly integrated blog

- + strategic call to actions that convert
- + brand growth guidance & positioning
- + post-launch pdf tutorial for your new site

## HOW WE GET THERE

Brand positioning & design questionnaire

Guided visual brainstorming session (via Pinterest)

BRAND STRATEGY & CREATIVE BRIEF :: Includes target client base analysis, brand personality positioning, rationale for colour selection and stylistic direction

CURATED MOOD BOARD :: to set the tone & style of your site moving forward.

CUSTOM COLOUR PALETTE :: including colour codes (cmyk, rgb, hex)

Content To-Do Checklist to guide you in gathering or updating content to ready it for our design

HOMEPAGE DESIGN :: includes custom call-to-action buttons, social media icons and widgetized footer section.

EMAIL OPT-IN :: installation & form design

INTERIOR PAGES:: design and content import of up to 4 individual interior pages (about, services, contact etc.). Option to include blog integration. Additional page designs available for \$200/pg

REVISIONS:: Includes 1 mockup of all page designs + 2 rounds of refinement via email & one final round of minor edits before we launch!

TIMELINE

WEEK1: Client Questionnaire &

pinterest session

WEEK 2: Target audience research

Creative brief & brand positioning, mood board & colour palettes delivered.

WEEK 3/4: Content Gathering

WEEK 5: Website content due

WEEK 6: Site mockups delivered

WEEK 7: Client feedback due

Revisions back to client

WEEK 8: Second round revisions due

back to client if needed

Client approval

WEEK 9: Site content uploaded

WEEK 10: Final live edits

Site launched!

INVESTMENT \$2000 (in two installments)

 $e\text{-}commerce \ \& \ monthly \ site \ maintenance \ plans$  CONTACT FOR A CUSTOM QUOTE

# READY TO JOIN ME?

Fill out the contact form and tell me a little about yourself!

visit

feather lited esigns. com/contact

