

MW Design Studio - Complete Services Master Document

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Service Philosophy

MW Design Studio provides custom services tailored to each client's specific needs rather than predetermined packages. We guide businesses through their complete digital journey from foundation to optimization.

BRAND SERVICES (Foundation Stage) - Available Now

Logo Design

What's Included: Complete logo package including primary logo, horizontal version, stacked version, icon version, and all necessary file formats (AI, EPS, PNG, JPG, SVG) **Timeline:** 2-3 weeks **Deliverables:** Logo files, usage guidelines, color variations

Brand Identity System

What's Included: Custom color palette, typography selection, visual elements, photography direction, and brand voice guidelines **Timeline:** 4-5 weeks (after logo completion) **Deliverables:** Brand style guide, color codes, font files, visual element library

Brand Guidelines

What's Included: Comprehensive brand book (PDF or web guide) with clear rules for logo usage, color codes, typography, and application examples **Timeline:** 3-4 weeks (after brand system completion) **Deliverables:** Brand guidelines document, application examples

Business Cards

What's Included: Professional business card design aligned with brand identity, print-ready files **Timeline:** 1-2 weeks **Deliverables:** Print-ready files, multiple format options

Brochures

What's Included: Marketing brochures and promotional materials design, content layout, print specifications **Timeline:** 2-3 weeks **Deliverables:** Print-ready brochure files, digital versions

Signage

What's Included: Custom sign design for business locations, vehicle graphics, window displays **Timeline:** 2-4 weeks depending on complexity **Deliverables:** Print-ready sign files, installation specifications

Letterhead & Stationery Design

What's Included: Complete professional stationery suite including letterhead, envelopes, business cards, note cards **Timeline:** 2-3 weeks **Deliverables:** Print-ready stationery files, brand-consistent templates

Presentation Templates

What's Included: Custom PowerPoint/Google Slides templates with brand consistency, multiple slide layouts **Timeline:** 2-3 weeks **Deliverables:** Editable presentation templates, style guidelines

Brand Photography & Content Photography

What's Included: Photography direction and strategy including shot lists, styling guides, mood boards, and brand photography guidelines for consistent visual identity **Timeline:** 1-2 weeks for direction materials **Deliverables:** Detailed shot lists, styling guides, brand photography standards

Packaging Design

What's Included: Custom packaging design for physical products, structural design guidance, print specifications **Timeline:** 3-4 weeks **Deliverables:** Print-ready packaging files, 3D mockups, production specifications

PHOTOGRAPHY SERVICES (Professional Photography) - Available Now

Local/Regional On-Location Photography

Service Area: 50-100 mile radius from base location **What's Included:**

- Professional on-location photography at client sites
- Business headshots and team photography
- Office/storefront/workspace photography
- Product photography for physical goods
- Behind-the-scenes and lifestyle content
- Event photography (business events, grand openings, corporate functions)

Pricing Structure: Hourly rates or day rates + travel fees for outside immediate area **Timeline:**

Schedule assessed per project + 1-2 weeks editing/delivery **Equipment:** Professional mobile photography kit

Deliverable Packages:

- **Hourly Sessions:** All raw images + 15 professionally edited high-resolution images + web-optimized versions
- **Half-Day Sessions (4 hours):** All raw images + 40 professionally edited images + web-optimized versions
- **Full-Day Sessions (8 hours):** All raw images + 75 professionally edited images + web-optimized versions
- **Event Photography:** All raw images + edited gallery of key moments (quantity varies by event length)
- **Additional edited images:** Available for purchase beyond package limits

Extended Travel Photography

Service Area: Nationwide travel available **What's Included:**

- Multi-day photography projects
- Comprehensive brand photography sessions

- Event photography and documentation
- Extensive content creation for marketing campaigns

Pricing Structure: Day rates + travel expenses (flights, hotel, meals) **Timeline:** Project-based scheduling + editing/delivery timeframe **Note:** Full day bookings required for travel projects

Deliverable Packages:

- **Single Day:** All raw images + 75 professionally edited images + web-optimized versions
- **Multi-Day Projects:** All raw images + edited gallery scaled to project scope
- **Travel Event Coverage:** Comprehensive event documentation with edited highlights gallery

Studio Photography Sessions

What's Included:

- Controlled studio environment photography (studio rental arranged)
- Professional headshots and portraits
- Product photography with professional lighting
- Brand photography with custom backdrops

Pricing Structure: Session rates + studio rental fees **Timeline:** Scheduled based on studio availability + editing timeframe **Equipment:** Professional studio lighting and backdrop setup

Note: Studio space rented as needed for optimal controlled environment

Deliverable Packages:

- **Headshot Sessions:** All raw images + 10 professionally edited headshots with multiple background/style options
- **Product Photography:** All raw images + 20 professionally edited product images with various angles/lighting
- **Brand Portrait Sessions:** All raw images + 15 professionally edited portraits + web-optimized versions
- **Extended Studio Sessions:** All raw images + edited gallery scaled to session length

Photography Direction & Strategy

What's Included:

- Detailed shot lists and styling guides
- Mood boards and visual direction
- Technical specifications for other photographers
- Photo selection and editing coordination

Pricing Structure: Project-based or consultation rates **Timeline:** 1-2 weeks for direction materials **Best For:** Clients working with local photographers or internal teams **Deliverables:** Comprehensive photography guidelines, brand standards

Usage Rights: All photography services include full commercial usage rights for client's business marketing and promotional purposes.

MARKETING SERVICES (Growth Stage) - Available Now

Blog & Content Services

Blog Setup & Management

- Complete blog strategy and WordPress technical setup with SEO foundation
- Editorial calendar development and ongoing management
- Analytics setup and reporting

Content Creation

- SEO-optimized blog articles (500-2000+ words)
- Long-form guides and case studies
- Website copy for key pages

Content Calendars

- 3-6 month content planning with management tools

- Competitive analysis and strategic topic mapping

Newsletter Services

- Newsletter strategy with audience segmentation
- Mobile-responsive design and high-converting content
- Subject line optimization and CTA development

SEO Services

Technical SEO

- Complete site audit and speed optimization
- Mobile-friendliness improvements and schema markup implementation

On-Page SEO

- Keyword mapping and meta title/description optimization
- Heading structure improvement and local SEO setup

SEO Strategy & Reporting

- Competitive analysis and content roadmap development
- Link building management and performance dashboards

Social Media Services

Platform Setup & Optimization

- Professional profile development with optimized bios
- Branded imagery and strategic linking setup

Content Creation

- Educational posts and promotional content
- Behind-the-scenes materials and custom graphics
- Strategic captions with hashtag research

Content Templates

- Platform-specific templates for posts, stories, and covers
- Category templates for quotes, tips, showcases, and testimonials

Social Media Management

- Content calendar management and post scheduling
- Stories and reels creation and community engagement
- Analytics reporting and performance tracking

Email Templates

What's Included: Professional newsletter and promotional email designs, mobile-responsive templates **Timeline:** 1-2 weeks **Deliverables:** Email template files, customization guidelines

Print Advertising Design

What's Included: Newspaper ads, magazine ads, promotional flyers (managed through trusted outsourcing partners with quality control) **Timeline:** 1-3 weeks **Deliverables:** Print-ready advertising materials

Event Marketing Materials

What's Included: Banners, booth displays, promotional items for trade shows and events **Timeline:** 2-4 weeks **Deliverables:** Print-ready event materials, setup guidelines

Direct Mail Campaigns

What's Included: Postcard design, targeted campaign strategy, mailing list optimization **Timeline:** 2-3 weeks **Deliverables:** Print-ready direct mail materials, campaign strategy document

Infographic Design

What's Included: Visual data presentation for social media and marketing materials, data visualization **Timeline:** 1-2 weeks **Deliverables:** High-resolution infographics, social media versions

AUTOMATION SERVICES (Optimization Stage) - Coming Soon

Social Media Automation

What's Included: Content scheduling workflows, social media calendar automation, hashtag research and application systems **Timeline:** 2-4 weeks setup **Deliverables:** Automated systems, training documentation

Lead Generation Automation

What's Included: Contact form integration and lead routing, follow-up email sequences, lead scoring and qualification systems, CRM integration and data management **Timeline:** 3-6 weeks setup **Deliverables:** Automated lead systems, reporting dashboards

Business Process Automation

What's Included: Custom workflow optimization, tool integration, process streamlining **Timeline:** 2-8 weeks depending on complexity **Deliverables:** Automated workflows, documentation, training

Service Delivery Approach

Custom Service Philosophy

- All services are customized to client needs rather than fixed packages
- Flexible timelines based on project scope and client requirements
- Collaborative approach with regular client feedback and approval points

Limited Client Capacity

- MW Design Studio accepts a limited number of projects at a time to ensure exceptional quality and personalized attention
- This focused approach allows for dedicated resources and superior service delivery, especially critical during our establishment phase

- Quality over quantity commitment ensures each client receives the attention their project deserves

Target Market

Small businesses, entrepreneurs, and service-based companies looking to establish or improve their digital presence

Quality Standards

- Professional design standards maintained across all deliverables
- Regular quality control checkpoints throughout project lifecycle
- Client satisfaction and approval required before project completion

Notes for Implementation

- Website template services (Squarespace/Shopify) removed from current offerings
- Focus on services that can be delivered with current capabilities
- Photography services represent unique competitive advantage
- Automation services planned for future development when systems are established