



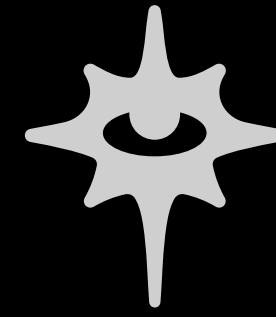
CASA SODA

The Wellness Projector / Branding / Landing page and Pitch Deck Development

Sept 2024

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Mitla 145, Narvarte



Objective

The objective is to design The Wellness Projector's brand and digital ecosystem with a holistic and human-centered approach, demonstrating expertise and experience in high-impact and large-scale projects while maintaining the human and feminine aspects of the initiative, which aims to create a positive impact for the greater good.

General info

- Kickoff del proyecto: September 23
- Website Launch: October 11

Team

- Daniel Pliego - Strategy and Project Management
- Said Diaz - Branding, Presentation Design, and Graphics
- Karla Campos - Operations, Feedback Management, Asset Delivery

Roadmap

- Week 1:
 - Brand definition and logo design (typography, colors, graphic style, look & feel)
- Week 2:
 - Landing page architecture and design
- Week 3:
 - Landing page development
 - Pitch Deck design

Quote

Subtotal

\$1,524 USD

— 20% Friends and Family discount / \$254 USD

Total

\$1,270.00 + IVA (16%)

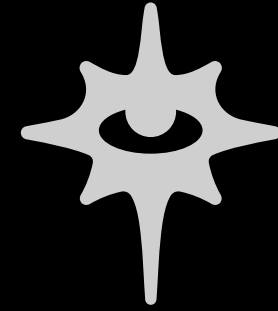
- 30% advance to start - 70% at the end of the project

Additional costs

Hosting & domain - \$20 usd month

Entregables

- Live Landing page developed in Framer
- PDF Press
- Figma or Canva file to edit the presentation



Gracias

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