

The background of the slide is a photograph of a workspace. It features a dark wooden desk with a prominent grain pattern. On the desk, there is a white laptop, a white keyboard, and a white mouse. A white cable is visible running across the desk. The overall lighting is soft, and the colors are muted, creating a professional and clean aesthetic.

Process

It's helped to have a defined process of how working with you will go and what people can expect.

Here's an example from my website

HOW IT WORKS:

Our websites run between \$3,000 to \$5,000 depending on what you need. After your website is finished, we are happy to set up a retainer of \$100 per hour for regular maintenance and other services.

Each website rebranding project takes 2 – 3 weeks. The delivery time can be shorter or longer depending on the need of the individual project, number and complexity of revisions, client response timeliness, and our current booking schedule.

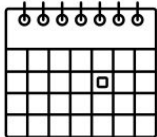
Offerings:

- 1 badass, brand new WordPress website.
- Standard SEO and we will connect your site to Google Analytics.
- Brand package with several new logo options you can choose from, a color scheme, a font we picked just for you.
- Business cards, social media packages, email newsletters, and other branding materials are available for an extra cost.



1. VISION

Like any relationship, it all starts with a first date to make sure we are a good match. After your initial inquiry review, we will set up a phone call. We would love to meet you in person if you are in the Austin area! In this initial meeting, I will ask you some questions regarding your business, vision, and goals for your brand development and give you the chance to ask me any question that comes to mind. This step will give us both a chance to get to know one another and make sure we are going to make an awesome team.



2. BOOKING

If we hit it off and find that we are the perfect match, we will send you a formal proposal. In this we will include a quote on the price and will require 50% of the agreed upon price as a deposit before we begin work. If everything in the proposal is approved by you, please sign, scan, and send the proposal back to us and keep a copy for yourself.



3. YES, HOMEWORK

Since there is typically a wait time between this step and the next, we give you a little homework to prepare for our upcoming project. We will send you a link to our branding questionnaire so can go through and answer some important questions to insure we are on the same page prior to your project start date. This questionnaire will provide valuable information for us as we move throughout your brand design process. .



4. INSPIRE

Whoop whoop! So your project start date is here and now it's time to get this party started. The first step of the branding process is the creation of an inspiration board. We will study your questionnaire and create a color palette along with style inspiration that will set the overall tone of your new brand. Within 3 business days of your start date, you will receive your first deliverable and have a chance to review and request up to 2 rounds of revisions until you are in love with the direction.



5. WEB DESIGN

All site photography and content is due prior to website mockup completion and before we go to the development stages (all files shared by dropbox folder). During this step, the final mockup of the home page and all interior pages are completed and approved by you before moving onto the development phase. Any delays in content may delay your project and bump it back in the pipeline. If any changes are requested by you after mockup approval, you will be billed separately.



6. CREATE

Now that we have established and finalized your design, we will then get to work on creating the cornerstone of your new brand. The design process can take approximately 5-10 business days to complete. We recommend you host your website on WP Engine, <https://wpengine.com/> they cost \$30 a month and are the fastest and most secure hosting service. We will need for you to create an account before we begin work on the site, and we can typically offer you a good discount on their services.



7. LAUNCH

Once your site is complete, your new custom developed theme will be uploaded onto your server. We will also hold our tutorial at this time to show you how to make updates to your site from the backend (you can pay us to make updates for you). Once our final checklist is complete and all systems are a go, we will launch your new site to the world!

We will also provide you with your swanky, new brand guide. This includes your lovely new logo, color palette, and inspiration photos then add in your sub mark, logo variations, social icons, patterns, fonts and any elements into a full branding guide format. You will have a chance to review and request up to 2 rounds of revisions on the final board. Once your approval is received and your final payment is made, we will package up your files and send them to you via a convenient Google Drive link for download. And then it's time for a champagne toast!



8. TOTAL REVAMP

For an extra cost, we will take your newly designed brand and continue it throughout your print material and social media design (business card, business letterhead/ note cards and envelopes, stamp, stickers, Facebook and Twitter page designs, etc.) to complete your seamless new look. In this, we are happy to include "launch day" photos. Your files are delivered in print ready pdf form.

Heartworthy

Client Branding Guide



Tell us about you!

Basic info:

Company name, What word(s), letter(s) or icon(s) should be included in the logo?
What are your values and mission?

Service Description:

What is it that makes you different or unique from the competition?



A little more...

Target Audience:

Who are your customers? What motivates them? Why do they want your service?

Creative Considerations:

If you have special colours you already use or special fonts that I should use send it. It can be very useful to know your personal preferences too.

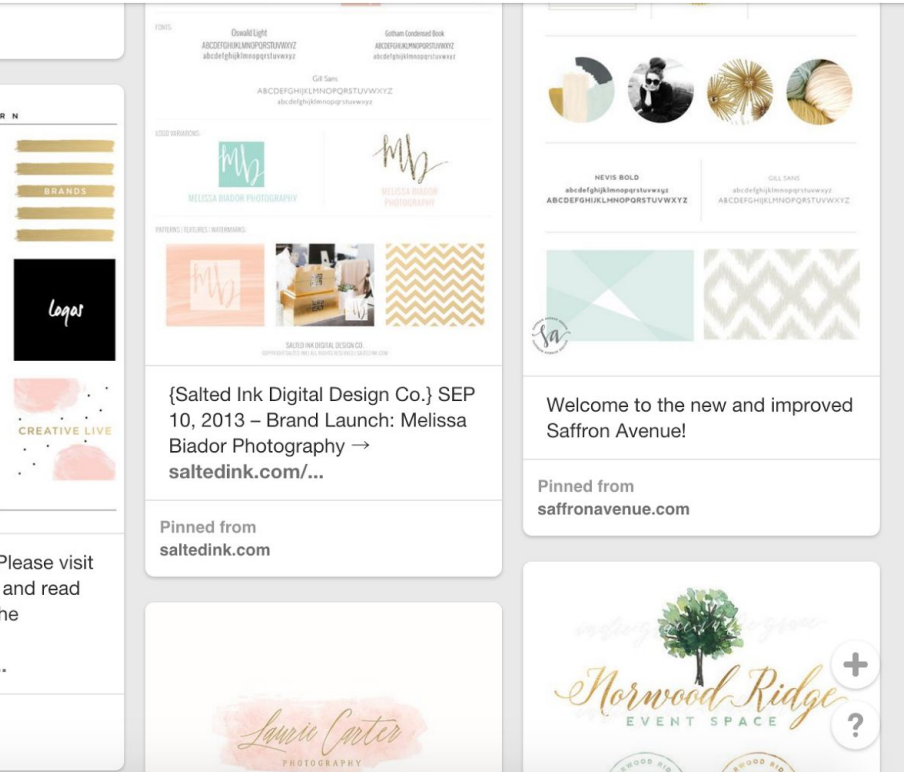
Most Important Point:

Most communications leave only one overall impression. Is there something specific the viewer should remember about the company after seeing the logo?

Branding

Move Pins

Edit board



1 | INSPIRATION BOARD

The inspiration board is a starting point and makes sure we are on the same page visually. We want any images you have collected, usually in a secret Pinterest board, and we will pull in colors, patterns, textures, and photos that visually represent the tone and theme of your new brand. *You will get 1 revision*

What we need from you:

- **Access to your secret Pinterest board**
- **Descriptions for each pin, explaining why the photo was included in the board**

2 | LOGO CONCEPTS

We want to get an idea of what message you want to give to the world with your site

What we need from you:

- **Mission statement**
- **Ideal customer**
- **Adjectives that describe the direction of the new brand..**



Laura Jack

Laura Jack

COLOR PALETTE



ALTERNATE LOGOS



TYPOGRAPHY

Lato

abcdefghijklm

nopqrstuvwxyz

Still Shine

abcdefghijklm

nopqrstuvwxyz

Lato Light

abcdefghijklm

nopqrstuvwxyz



E-COURSE

ABC's of Surviving
to Thriving

L.I.G.H.T

Grief Revocery
Coaching Method

3 | BRAND STYLE GUIDE

Here we add in alternate logos, signature patterns, color palette, specific font and type combinations, and any other imagery to complete the new brand. We then compile all of those elements into a brand style guide for you to reference in the future. *You will get 1 revision*

4 | WEBSITE DESIGN

Once the brand style board is complete and the designs are finalized, we get to work on the design of your new website. We start by mapping out the site to ensure that the layout is simple and intuitive, and then we add in all of the elements of the new brand. Blog and e-commerce design are also included. *You will get 2 revisions*

What we need from you:

- **Idea of what you are looking for (website purpose, successful site outcomes, etc.)**
- **Will this be a one page website? If not, I need a list of all the pages we need.**
- **Text and photos for each page - or, you can add content and photos on as an extra service**
- **Admin access to your current site/ website account you may have set up**
- **Access to domain name (for example your GoDaddy account)**



5 | LAUNCH DAY!

We believe something as significant as a new brand and website deserves to be celebrated! We showcase our client's new brand and website on our blog and social media and partner with you to generate excitement over your new launch! If you want a little more, we offer social media and marketing services. As a special thank you, you will get a custom "launch day" image to post to social media, if you choose.

What we need from you:

- If you loved working with us, please write us a review on Yelp or our website!



**I regret nothing.
The end.**