Brand Message

# Colors:

SD Red

SD Orange

SD Green

SD Blue

# Fonts:

**Headings –** Ubuntu

**Other Font –** Open Sans

# Pitches

## 70 Chars or Less:

Be an iceberg with a site as unique as you are by utilizing Progressive Web Tech!

## 280 Chars or Less:

Do you run an ecommerce site? At SeaDeer Studio, we want to make you and your business a digital iceberg in the ocean we call the internet! Convert your site to a Progressive Web App making it a cross-platform mobile application and a site all at the same time!

## Elevator Pitch:

To be successful in the tech industry, you must stay cutting edge! Nothing screams cutting edge like Progressive Web Applications! With a PWA your digital presence can rival big and established corporations at a fraction of the cost and time it took to build theirs. You run an ecommerce site? Then make yourself unique by being your own Amazon with an app for your customers to download! Be your own iceberg today!

## Brand Features

**Customer Portal –** Every customer will have their own personal account and link with us where they can manage payments, see project details and progress, post questions and/or issues, and request more work to be done. They can do this on the site or on the SeaDeer App!

**PWA Tech –** This is cutting edge technology and many design agencies don’t yet offer it. Customers can have an ecommerce site as an app like Amazon all at once, making them seem much more established and creating a very comfortable customer experience for repeat purchases.

**The Entrepreneur Plan –** If the customer doesn’t have the funds readily available then they can do a prolonged and custom payment plan while giving us a bit of their skill to help us both advance. (The Entrepreneur Plan)

**A Defined Process –** Customers will get to see the full process from inception to final release of their site in our very own 35 Steps or less process!