



*design*

PACKAGES KIT

## BRANDING &amp; WEB DESIGN PACKAGE

*the***PENNY**starting at *\$6,000.00***BRAND BOARD**

*Brands are built on inspiration drawn from experience. Think of think as the melting pot of your inspiration. We suggest using Pinterest for this. Get ready to get pinning!*

**LOGO VARIATIONS**

- + *Primary Logo*
- + *Secondary Logo*
- + *Submark*
- + *3 Revisions*

**EMAIL SIGNATURE**

*Your email signature gives life to your brand with every conversation. You will receive a customized email signature capturing the essence of your new brand.*

**BRAND STYLE GUIDE**

*This guide captures a summary of your new brand, including logo designs, color palette, typography, and brand elements. Additionally, this guide also includes instructions for how to use your different logo variations and serves as a reference for when you add to your brand identity.*

**COLLATERAL (Choose 3)**

- + *Business Card Design*
- + *Letterhead*
- + *Envelope Design*
- + *Stickers/Stamps*
- + *Thank You Card*
- + *Social Media Image(s)*

**WEB DESIGN**

- + *Custom Web Design (up to 12 site pages)*
- + *“Mobile First” & Responsive Design*
- + *Choice Platforms, including Squarespace or Wordpress*
- + *Social Media Integration*
- + *On-Site Search Engine Optimization (SEO)*
- + *1.5hour Live Lesson*

**FINAL FILES**

*You will receive PNG, JPEG, and PDF files for all of your designs at the end of your project. This also includes a guide for How to Use your Site and How to Make the Most Out of Your Brand.*

WEB DESIGN &amp; DEVELOPMENT —

*the*CARRIE

starting at \$4,500.00

## WEB DESIGN

- + Custom Web Design (up to 12 site pages)
- + “Mobile First” & Responsive Design
- + Choice Platforms, including Squarespace or Wordpress

## SOCIAL MEDIA INTEGRATION

*Who doesn't like free advertisement? We understand that in today's environment, social media can be a primary driver of traffic to both your brand and your web site. We will ensure that your social media platforms are easily integrated to showcase your followers, posts, and engagement.*

## ON-SITE SEO

*SEO, or Search Engine Optimization, is the fancy way of saying that your site appears in your search engine when you Google yourself or your brand. We ensure that your site is optimized to appear in search engines, which means all the bells and whistles will be activated. Let's make searching for yourself fun!*

## 1+ HOUR LIVE LESSON

*Have no fear. Before we send you on your way with your new web site, we'll sit down and run through a 1.5hour Live Lesson where we'll discuss How to Use Your Site, How to Make the Most Out of Your Brand, and How to Edit Your Site. We'll also turn over any remaining passwords to you for safekeeping before Launch.*

BRAND IDENTITY DESIGN

*the*ADISON

starting at \$3,000.00

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