



We've created a process for brand projects to ensure your long-term success. We see a lot of competitors who ask a handful of questions before disappearing for a period of time, returning with a finished project and an invoice. We prefer to take a more collaborative approach that keeps you involved at every stage.

HERE'S HOW WE ILLUMINATE YOUR IDEAS

- **DETERMINE:** We know your brand should communicate both who you are, what you do and how someone can connect with you. . It should speak to your audience on a subconscious level and make a positive impression upon them. We begin every project with a illumination session, during which we will **DETERMINE** the tangible and intangible things that make your brand and team illuminate!
- **DESIGN:** Our creative designers will take the information from our illumination session and begin to **DESIGN** some options using 100% of their creative ingenuity. Once the designs are completed, we'll present it to you based on the information you've given us. You'll have the opportunity to review and provide feedback for revisions.
- **DELIVER:** Once you're satisfied with the design, we'll launch your brand and **DELIVER** to you all the information.

THE BENEFITS OF ILLUMINATING YOUR IDEAS WITH US

- We will keep you involved at every step of the process. This improves results and makes the entire web design project progress faster.
- Your design will be entirely original and crafted by an experienced & creative designer.
- Your design will be more than flashy - it will be a powerful visual manifestation of your brand's identity.
- Our staff will communicate with you in a prompt, professional manner throughout the project.



WHEN YOU ARE READY TO ILLUMINATE

The client can take the following steps to proceed with this project:

1. Choose the best brand project that fits your brand needs and email our team with your chosen project.
2. Our admin team will then, send over your initial invoice for payment.
3. Once your payment has been submitted, we'll kick off with a preliminary Illumination Loading email detailing your steps to moving forward.

***All potential clients are given 7 days to accept the proposal before it expires.*

Brand Strategy Proposals

Brand Strategy for Start-Ups • \$2500

INCLUDES: Brand Strategy Session & Business Discovery + Brand Identity Playbook, Standard Logo Design & Brand Guide

- Up to a 3 Page site
- 72hr Day Turn for 1st Proof
- Premium Hosting
- Custom Graphics
- No templates
- Domain Purchase
- 1st Month Hosting Free
- SEO Setup
- Google Analytics
- Social Media Integration
- Custom & Responsive Forms

TIMELINE: 5 WEEKS

Brand Strategy for ReBranding • \$4000

- Up to 5 Page Design
- Premium Hosting
- Premium Logo
- Brand Book
- Custom Graphics
- No templates
- Domain Purchase
- Annual Hosting Purchase
- SEO Setup
- Google Analytics
- Social Media Integration
- Standard Promo Flyer
- Creative Website Strategy Conversation
- Brand Identity Foundation Session
- Custom & Responsive Forms
- Events Platform
- 30 Day Social Media Calendar

TIMELINE: 8 WEEKS



Premium Brand Strategy • \$6500

- Up to 15 Page Design
- Premium Hosting
- Premium Logo
- Brand Book
- Custom Graphics
- No templates
- Domain Purchase
- Annual Hosting Purchase
- SEO Setup
- Google Analytics
- Social Media Integration
- Standard Promo Flyer
- Creative Website Strategy Conversation
- Brand Identity Foundation Session
- Events Platform
- Custom & Responsive Forms
- eCommerce for up to 25 Items
- POS + Shipping Integration
- 60 Day Social Media Template

TIMELINE: 8 WEEKS

**Payment Options Available*

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A La Carte

Graphic/Flyer Design • \$150

Graphic/Flyer Event Pack • \$500

Includes: General Graphic + up to 2 collateral graphics + all graphics duplicated for all social media dimensions

Premium Logo • \$700

includes: Brand Strategy/ Identity Session, Logo Brand Style Guide, Visual Identity Elements: Typeface, Color/Pattern & Hierarchy

Standard Logo • \$450

includes: Brand Strategy/ Identity Session, Logo Brand Style Guide

e-Commerce:

up to 10 products • \$450

up to 25 products • \$600

up to 50 products • \$1000

Social Media Consulting & Management • [CLICK HERE](#)

Content Writer: Starting at \$150 hr

Videographer+Video Editor: Starting at \$500

Photoshoot: 2hr shoot, 10 edited photos including stock photos • \$600