



THE MOXIE WORKSHOP

MW

STATIONERY & COMPANY BRANDING

# branding guide

OCTOBER 2018 | PRICING IS SUBJECT TO CHANGE

f o p



*Hi there!*

I'm Jamie, a graphic design artist focusing on wedding stationery, branding and website design. I have a classic, delicate, and timeless aesthetic, backed with 8+ years experience. I enjoy collaborating with brides and entrepreneurs who are searching for classic, timeless design.

When I am not busy with clients, I work another 40 hours for an urgent care where I can provide care for those in need. I also enjoy binge watching a great TV show and relaxing with my hubby, Jon, and daughter, Julianna. I am based in Winter Garden, Florida and work with clients all around the world.

Thank you for your interest in my work. Design is not just my passion, it has become my lifestyle. I eat, breathe and sleep design. My business focuses on excellent client service and carefully curated designs - quality over quantity, always.

With love,

*Jamie*

# the process

01.

## BROWSE THE WORKSHOP

Are you tired of having beautiful work and a not so beautiful or fitting brand? Let The Moxie Workshop help! Too often business owners have beautiful work, but brands that just fall short and the quality of their brand does not match the quality of their work. Our branding process is meant for business owners who are willing to invest their time and energy into developing a cohesive, timeless brand.

## VIRTUAL COFFEE DATE

We will start with a consultation so I can get to know your business and ensure we are a good fit. We'll discuss your target audience, short-term and long-term goals, and how you can elevate your new brand. After the consultation, you'll be provided a detailed custom estimate based on exactly what we chatted about.

02.

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## WELCOME, FRIEND!

Keep your eye out for a custom client packet! It will include the design process, business worksheets, your goals, and what you can expect working with me. Inside, you will find your proposal, which contains all of the services we discussed. Once you have signed on the dotted line and paid a 50% retainer fee, you can pop the bubbly because now we are going to Rock-n-Roll!

## BRAND EXPLORATION

Homework time! I'll send you a comprehensive brand questionnaire. We'll define your ideal client and niche, in order to create a brand style board; a collage of images that we feel are representative of the visual brand you should have. The style board will also include a color palette and should be an overall look and feel of your brand.

04.

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## FINAL WRAP-UP

We have tweaked until achieving perfection, and it's time to make things official! You will be provided final design files to review and sign off on. Once you have signed off on the final files, you will no longer be able to make any changes to your designs. We'll package your electronic files and deliver them to your inbox within 2 working days. Vector files will only be provided for logos. All other designs will be delivered as a high quality .jpg and .pdf. Final balance is due with the returned signed print files.

## DELIVERY

Electronic files will be packaged and emailed within 2 business days. For collateral pieces, such as business cards, once we have your stamp of approval, your items will be sent to one of our trusted printers.

We will inspect your pieces and ship them directly to you. You will receive a shipping confirmation along with tracking details once available.

06.

LET'S CHAT ABOUT YOUR NEXT PROJECT!



Are you just needing a basic branding solution? Our logo design services are for the newer entrepreneur, or those with just an online business who prefers a more neutral palette and simple design.

If you are looking for a sophisticated, minimalist brand to coordinate with the clientele you are trying to attract, we can offer you a solution that works for your business.

## **.01** STYLE EXPLORATION

*Virtual Coffee Date:* Brand focus, questionnaires, pinterest gathering, personal and business goals.

*Fun Homework:* Brand Discovery Questionnaire to gather your goals, business tools, brand guide, etc.

*Color Inspiration:* Brand board with color palette and overall style, includes brand breakdown.

*Logo Design:* Three custom logo concepts, based on your brand style, refined to one final design.

## **.02** BUILDING THE BRAND

*Regroup Session:* Let's chat and discuss logo revisions and the additional items moving forward.

*Font Pairing:* Carefully curated font selection to match your brand and your style.

*Color Palette Development:* I will select the perfect hues, as well as name options to translate your brand.

## **.03** PUTTING IT OUT THERE

*Brand Toolbox:* Logo files will be provided in .JPG, .PNG, .PDF, & .EPS formatting.

*Launch Kit:* Sharing your new brand with everyone! Includes one mockup of your brand to introduce your new look.

**EXCLUSIVE LOGO DESIGN \$300**

additional design services are available if needed to customize your experience

[WWW.THEMOXIEWORKSHOP.COM](http://WWW.THEMOXIEWORKSHOP.COM)



## **02.** EXCLUSIVE BRAND STYLING & STRATEGY *3-4 Weeks Design Process*

If you are a more established business, a brand strategy will be important so you can determine how to attract your ideal client. We offer full branding services for those who are ready to take their business to the next level.

### **.01** STYLE EXPLORATION

*Virtual Coffee Date:* Brand focus, questionnaires, pinterest gathering, personal and business goals.

*Fun Homework:* Brand Discovery Questionnaire to gather your goals, business tools, brand guide, etc.

*Color Inspiration:* Brand board with color palette and overall style, includes brand breakdown.

*Logo Design:* Three custom logo concepts, based on your brand style, refined to one final design.

### **.02** BUILDING THE BRAND

*Regroup Session:* Let's chat and discuss logo revisions and the additional items moving forward.

*Curated Design Elements:* Pulling it together and creating coordinating secondary logo, submark, patterns, etc.

*Font Pairing:* Carefully curated font selection to match your brand and your style.

*Color Palette Development:* I will select the perfect hues, as well as name options to translate your brand.

### **.03** PUTTING IT OUT THERE

*Market Yourself:* Design of one collateral piece, business card, brochure, rackcard, etc.

*Aesthetic Brand Board:* Guide on how to use your brand online (tips and tools, social schedule, etc)

*Brand Toolbox:* Logo files will be provided in .JPG, .PNG, .PDF, & .EPS formatting.

*Launch Kit:* Sharing your new brand with everyone! Includes mockups / styled images of your brand.

**EXCLUSIVE STYLING & STRATEGY \$500**

additional design services are available if needed to customize your experience

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### 03. SEMI-CUSTOM WEBSITE VIA SQUARESPACE 4 Weeks Design Process

One of my favorite parts of designing a brand is seeing it come to life in web design. We offer design services via the Squarespace platform, with a strategic outline. I'll customize a template of your choice (not included in pricing). After completion, your website will be fully functional with all of your brand images & content.

#### •01 WHAT IS SQUARESPACE?

Squarespace is an all-in-one platform that gives you everything you need to run your business. Whether you're just getting started or are an established brand, our powerful platform helps your business grow.

*Is it for me?* Squarespace is recommend for those who have minimal knowledge about coding and developing a website. It's user-friendly, drag-and-drop feature makes updating a breeze. It's platform is best for brand new businesses that don't require a huge server or large product lines.

*Cost & Needs:* You are required to have your own hosting (\$6/mo) and domain, but other than that the monthly cost is low. I will customize a responsive template and fit to the needs of your business. Support and security add-ons are recommended.

#### •02 BUILDING THE BRAND

*Website Consult:* Chat to discuss your needs, your style, wireframe, and recommended content and the process

*The Design:* Based on the initial step you'll receive a mockup of the homepage design, custom blog or shop, and 4 interior pages.

*Responsive:* After step above is completed a semi-custom responsive site is designed for phone and tablet to match the design.

*Launch:* Once design has been finalized and final payment made your site will be implemented into your squarespace account.

*Party Time:* Along with the launch you'll receive graphics and mockups to announce your new brand and website.

SEMI-CUSTOM WEBSITE VIA SQUARESPACE \$500

additional design services are available if needed to customize your experience

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## *Additional Services*

Business Card | \$75

Letterhead & Envelope | \$75

Social Media Banner | \$75

Postcard | \$75

Rack Card | \$100

Brochure | \$150

Branded Sticker / Label | \$50

Thank You Card | \$75

### *Looking for more?*

From custom laser signage, escort / place cards, menus, napkins, bar items, table numbers, coasters, napkins, cups, mirrored signage, etc. All products are priced separately based on the item, quantity, and size. Please email and contact me with what you are looking for!