

PACKAGE

Brand Identity Plus Bundle



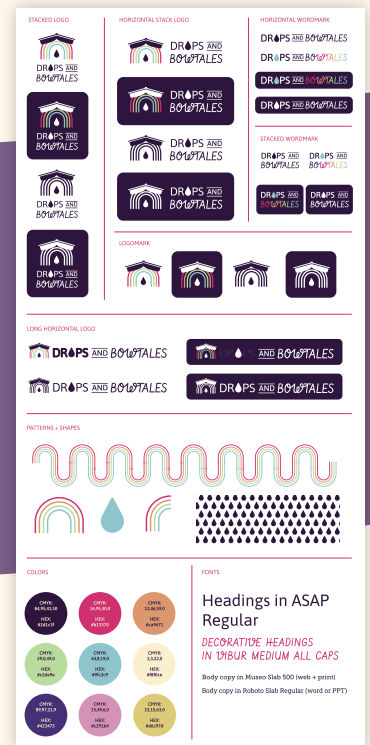
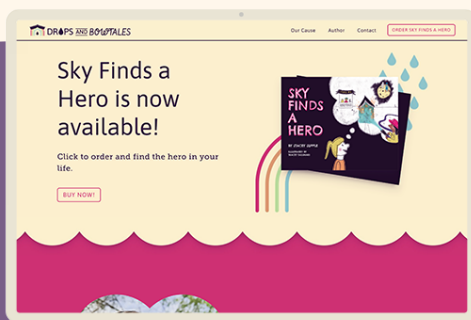
PERFECT FOR

The business that's ready to fully launch or rebrand their brand in both the print and web environment. Saves you \$1000 by bundling branding + website design!

INVESTMENT

\$7200*

** We offer payment plans! Price can increase if you require additional brand assets or if you request extra rounds of edits. Prices may change, see our website to confirm most recent pricing.*



WHAT YOU GET

- ~ Customized questionnaires
- ~ Kick-off calls for brand identity + web design
- ~ Logo sketches phase
- ~ 2-3 logo design choices
- ~ Brand board
- ~ 1 Brand asset
- ~ All logo and brand files
- ~ Website wireframes
- ~ Website with up to 8 pages designed on Squarespace
- ~ Custom CSS
- ~ Website editing tutorial

GENERAL TIMELINE

8-12 weeks, starting at the time of Kick-Off**

****Varies depending on our schedule. Signed contract + deposit required to reserve time on schedule.**



Brand Identity Plus Bundle Process



PHASE 01 - BRAND IDENTITY + LOGO



PHASE 02 - SQUARESPACE WEBSITE DESIGN



1. Free Discovery Call:

During your free Discovery Call with Joyage Studio, we discuss your overall needs, vision for your brand, ideal timeline and walk you through our process. This call is an opportunity for us to learn more about each other and determine if we are the right fit!

2. Customized Questionnaire:

The questionnaire is a crucial stepping stone for us to understand the “why” behind your business and what makes you unique! It is tailored to you and your business, asking detailed questions about your company’s offerings, your goals, what motivates and inspires you and the emotions you want your brand to convey.

3. Project Kick-Off Call:

The Project Kick-Off call marks the official start of the project where we go over all of the details of your project and get excited about this next step in your brand journey!

We discuss the questionnaire you filled out, review the project timeline and schedule meetings on the calendar to ensure we both have a clear understanding of what needs to be done and when it needs to be completed by.

4. Logo Sketch Phase:

After thoroughly reviewing everything we’ve learned about you and your business we get to work sketching!

We will present you with 6-8 groupings of sketched directions, each accompanied by a description of how it represents your business, the feelings it evokes, and symbols it contains. During our call we will discuss your thoughts, make on-the-fly changes, and narrow down the directions together to your top 3 directions.

5. Logo & Brand Board Creation:

This is where everything comes together! We now refine and perfect your chosen sketch directions into two (up to three) fully-realized logo options for you. We present each option with a concept write-up, each logo option in both stacked and horizontal versions, as well as in various mockups, so you can envision the logo and branding in action.

Once we have perfected your logo, we will assemble its core elements into a brand board, allowing you to sustain your brand identity as you move forward.

Brand Identity Plus Bundle Process



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6. Brand Asset Development:

After a couple rounds of edits on the logo design, we are then ready to create any additional brand assets that your project requires, such as a website design, business card, flyer, sticker, social templates, and so on.

These become great tangible examples of how all of the brand elements can come together, so we require that there's at least one brand asset created per branding project.

7. Delivery of Assets + Files:

When working with Joyage Studio, we deliver the final logo files in high resolution as PDF, SVG, JPG, PNG, as well as the original working Adobe Illustrator files. This will provide you with file formats for the majority of uses you may need. Additionally, we will provide the final assets necessary for your custom brand assets that were included in your brand package.

8. Website Kick-Off:

Now we begin the website design phase of the project! We start by more thoroughly discuss the goals of your site, content, visual preferences, timeline and set up future meetings.

9. Pinterest Board Exploration:

Based on our Kick-Off call I put together 3 visual directions of collected examples on Pinterest. We have an open conversation about what you're attracted to (or not) and why to better determine the direction of your website design.

10. Website Wireframing:

A high-fidelity wireframe is created of your site, created based off of the content available at the time. This is a blueprint of your website that helps as get aligned on the hierarchy and content of the website.

11. Website Design Phase:

A reveal of the homepage and 1 interior page design on Squarespace with a round of revisions. This helps us ensure we have the right visual direction. Then, we design the rest of the pages with one round of revision.

12. Finalizing + How-To:

We review all pages on desktop + mobile and ensure that everything is linked up, etc. We also schedule a call to review how to do basic edits on your website in Squarespace (settings, changing copy and changing photos).



EXAMPLES:

