

# Welcome.

I'm honored you've reached out, and couldn't be more excited to work together! I'd love to come alongside you as you enter this exciting season in your organization. I've prepared this guide to take the guesswork out of the design process and make sure you have all the information you need in one place. Don't hesitate to reach out with questions along the way. I can't wait to learn more about you and your small business or non-profit!



*Brooke*



# Brand.

Long gone are the days of branding shame. Do you have it?

*“I research my competitors and cringe at how my ‘DIY’ brand compares.”*

*“I’ve got a logo, but that’s it. I have no idea how to use it or make it work for me.”*

*“I don’t even know what my logo means. It certainly doesn’t reflect my ethos.”*

You’re proud of what you do.

It’s time that your brand reflects your hard work.

## Why do I need a brand? Isn’t a logo enough?

A brand identity is what brings your small business or non-profit to life. It starts with a good logo, but building out a system is the key to success. The brands you know and love allow every part of their business to portray their mission and purpose - from the color, to the text,

to the photos. It’s this system of design pieces that come together to create something professional, memorable, and easy for you to execute throughout your business or non-profit for years to come.



## Here's what you'll get:

Custom logo & variations

*A custom mark with variations for flexibility*

Custom color palette

Unique typography

Branding overview

*A simple reference to keep you on track moving forward*

Social media Profiles

*To ensure all of your platforms reflect your identity*

3 collateral items

*1 print and 2 digital items of your choosing!*

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## Here's what you'll invest:

\$900 - \$1,500

*I'll create a custom quote to ensure the project scope meets your exact needs after we chat.*

## Here's how it works:

### 1. Consultation

We'll discuss info and schedules to make sure we're a good fit! I'll send over a custom quote as well as the first of two invoices.

### 2. Research & Strategy

You'll fill out a questionnaire to share what you do and why you do it. Your questionnaire will guide my research. I'll send a brand strategy & direction your way to make sure we are on the right track. This will serve as the foundation of your brand moving forward.

### 3. Design

The good stuff! Once I have your approval on the direction, I'll jump into the nitty-gritty of the design process. We'll walk through the first proof together. Two rounds of changes are included to make sure its just right.

### 4. Project Wrap-Up

I'll make the final changes, package the design files, and send them your way, along with a comprehensive Brand Guide. You'll have everything you need to launch your new brand, and I'll be here to cheer you on and support any future design needs!



# Website.

The storefront of the modern world. Is your's working for you?

*"I want my site to reflect my ethos, but I don't have the budget to pay a developer"*

*"I haven't touched my website in years and I hope and pray people don't find it..."*

*"The task of creating a website is over my head, but I want the skills to manage it"*

You've worked hard to be where you are.

It's time for a website that works for you and converts viewers to customers.

## Are you a web developer or a web designer?

I am a web designer! That means that rather than code a website platform from scratch, I work my magic within Wordpress or Squarespace to create a site that looks custom but didn't cost it, and doesn't leave you to re-hire me every time you want to make changes.

## Why not DIY my site?

Time is money. Investing in a web designer frees you to do the things you love to do. I bring strategy, direction, and vision to every site. This creates a custom look beyond the generic platform and maximizes its capability as well as your time.



## Here's what you'll get:

WordPress or Squarespace site

*Custom design with a user-friendly interface*

Accessibility compliant & mobile friendly

Site map & strategy

Opt-ins/pop-ups

SEO setup and Google Integration

Site how-to guide

*Step-by-step videos to make edits a cinch*

One-hour training

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## Here's what you'll invest:

\$1,900 - \$2,500

*I'll create a custom quote to ensure the project scope meets your exact needs after we chat.*

## Here's how it works:

### 1. Consultation

We will discuss info and schedules to make sure we're a good fit! I'll send over a custom quote as well as the first of two invoices.

### 2. Research & Strategy

You'll fill out a questionnaire about your brand and lay out the details of what you need your site to do for you. Your questionnaire will guide my research. I'll send the site wireframe, strategy, and design direction your way to make sure we are on the right track. You'll use this wireframe to finish writing content, or I'll pass this off to Averson's content writer if you've signed up her services.

### 3. Design

Once I have all of your content, and you've approved the direction, I'll jump in! We'll walk through a comprehensive draft together. Two rounds of changes are included to make sure its just right.

### 4. Site Launch

I'll make the final changes and take your site live! We'll schedule a one-hour training to get you on track for DIY site maintenance. Not your thing? Sign up for monthly maintenance and Averson will take care of it.



## The Signature Package.

Are you ready to take this entire process off your to-do list? If everything you've read so far has you nodding in excitement, you're in luck.

Reach new business heights with a brand and website that works for you, not against you. Averson has your back from start to finish.



Here's what you'll get:

Everything included in the Brand and Website Packages! Please see previous pages for details.

Here's what you'll invest:

\$2,200 - \$5,500

*I'll create a custom quote to ensure the project scope meets your exact needs after we chat.*

