

brand deliverables

- ⊗ 1-hr brand strategy session with Katie, of Pop & Grey, and Deb to kick off your project and to begin to translate the information we gather from you into a clear-cut strategy for your brand design and messaging, and get to know the intricacies of your business so we can put its best foot forward.
- ⊗ A custom brand positioning and messaging guide that includes:
 - Your brand positioning statement
 - Your brand values, ideal audience, sweet spot, brand voice and brand experience
 - A brand “word bank” with vocabulary that covers both the work you do for your clients and/or the deliverables you provide and the service experience you deliver to your clients. This is one area where we really define what differentiates you from the competition.
 - An ideal client analysis to find the sweet spot overlap between your brand values and what your client wants and what’s truly important to them in their home and in working with a designer.
 - An SEO keyword strategy
 - A “Brand Manifesto” that lays out your ideas and beliefs around the work you do. It’s another area that pinpoints your differentiators, plus it’s a HUGE resource for informing topics and ideas for content marketing and social media strategy in keeping with your new branding and website!
 - A write-up and curated mood board to represent the proposed visual direction to encompass all that your brand has to say
- ⊗ Tagline development
- ⊗ Primary logo design
- ⊗ Secondary logo/submark design and logo variations for flexibility and cohesion
- ⊗ Corresponding pattern and/or texture designs
- ⊗ Custom social media icons

- ⊗ Custom Pantone, CMYK, RGB and Hexadecimal color palette
- ⊗ Typography selections
- ⊗ Facebook cover/profile design
- ⊗ 2 custom branded Instagram templates in your choice of format for easy editing
- ⊗ Business card design
- ⊗ Notecard design
- ⊗ Email marketing template
- ⊗ Instagram branded launch graphics
- ⊗ Full brand board and style guide for future guidance

website deliverables

- ⊗ Complete website copy
- ⊗ Completely custom design of all site pages based on your strategic brand design
- ⊗ Up to 6 custom page designs and up to 10 pages based on those designs
- ⊗ Fully responsive mobile design
- ⊗ SEO-friendly creation
- ⊗ Developed, custom-built WordPress backend for easy ongoing DIY management (while I recommend WordPress, other platforms are available upon request)
- ⊗ Live test site during development and seamless migration to your server at launch
- ⊗ Google analytics integration
- ⊗ Contact form(s)
- ⊗ Blog post transfer from old website
- ⊗ Initial SEO-friendly content import
- ⊗ Seamless integration with your email marketing software
- ⊗ Screenshare tutorial and website documentation guide so that you can confidently manage and update your website
- ⊗ Optional ongoing Wordpress monthly maintenance