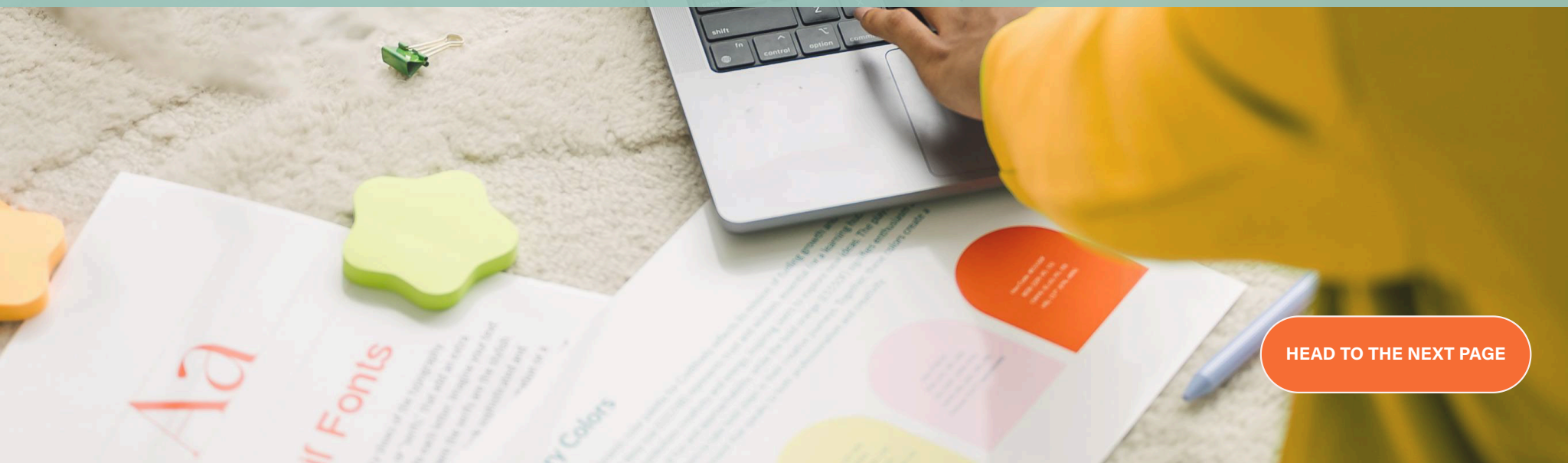




Welcome to The Design Duo Essentials Package Guide!



[HEAD TO THE NEXT PAGE](#)

Hey There, I'm Jonae Bond.

I'm thrilled to have you here! In the following pages, you'll discover all the details about our Visual Identity Design & Website Design package, including our creative process and everything you need to know to get started.

From how to inquire and book with us to what to expect throughout the journey, we've got you covered! Let's dive in and take your brand's visuals to the next level together!



[HEAD TO THE NEXT PAGE](#)

Visual Identity & Website Design

Your ultimate package for a cohesive and compelling brand presence. Dive into the realm of distinctive visual identity design, where your vision is transformed into a captivating logo suite, color scheme, and typography that resonate with your audience.

Pair that with a sleek, user-friendly website designed to engage and convert. This package isn't just about looks; it's about creating a seamless and powerful user experience that can amplify your brand's voice.

Timeline: 2-3 Months



Primary Logo: The cornerstone of your brand's visual identity, a bespoke primary logo designed to make a powerful first impression.



Secondary Logo: A versatile alternative to your primary logo, ensuring flexibility across various mediums.



Submark & Brandmark Logo: A simplified emblem of your brand for use in smaller spaces, maintaining brand recognition.



Color Palette: A carefully curated selection of colors that reflects your brand's personality and enhances visual appeal.



Typography: A set of typefaces chosen for their ability to communicate your brand's message with clarity and style.



Brand Pattern: Unique, custom patterns that add depth and texture to your brand's visual language.



Brand Guidelines: A comprehensive manual detailing the application of your brand elements for consistency and integrity.



Custom Website: Creation of a professional, user-friendly website tailored to your brand's needs and goals. Package includes 1-5 Web Pages.

Investment: — **\$2,000**

Step-by-Step Creative Process

1. INQUIRE:

Start by reaching out to us through our website or email. Fill out our inquiry form to give us a sneak peek into your project and goals!

2. DISCOVERY CALL:

Let's chat! We'll schedule a discovery call to dive deeper into your brand vision, values, and needs. This is where we get to know each other and discuss your ideas and expectations.

3. PROPOSAL & AGREEMENT:

After our call, we'll send you a tailored proposal outlining the scope of work, timelines, and pricing. Once we agree on everything, we'll finalize the contract to kick off the project!

4. MOOD BOARD CREATION:

We'll create a mood board that reflects the look and feel we envision for your brand. This includes color palettes, fonts, imagery, and overall style to ensure we're on the same page.

5. CONCEPT DEVELOPMENT:

Based on the mood board, we'll develop initial design concepts for your visual identity. This may include logo variations, patterns, and other visual elements that represent your brand.

6. CLIENT FEEDBACK:

We'll present the design concepts to you and gather your feedback. Your input is crucial, and we want to ensure the designs align perfectly with your vision!

7. REFINEMENT:

After receiving your feedback, we'll refine the chosen concepts to create a final design that resonates with your brand identity.

8. FINAL DELIVERABLES:

Once you're thrilled with the design, we'll provide you with all the final deliverables, including logo files, brand guidelines, and any additional assets needed for your visual identity.

9. WEBSITE PROCESS BEGINS

After finalizing the visual identity, we plan the website's structure by gathering content, defining goals, and creating a sitemap.

10. WIREFRAMING & MOCKUPS

In this phase, we create a visual framework by developing wireframes for page structure, designing mockups with branding, and ensuring consistency throughout.

11. DEVELOPMENT & TESTING

After design approval, we build the website on platforms like WordPress or Shopify, integrate key features (forms, payments, social links), and thoroughly test for functionality, responsiveness, and browser compatibility.

12. CLIENT FEEDBACK:

After presenting the completed site, we gather your feedback to make any final adjustments, ensuring the website meets your expectations before launch.

13. WEBSITE TESTING

After testing, we launch the website, perform a final review, monitor for issues, and provide support with content updates and technical questions.

14. LAUNCH & POST LAUNCH SUPPORT

With the launch of both your visual identity and website, you'll be ready to showcase your new branding. We'll also provide support with content updates and any technical questions.

Ready to design a brand that's authentically yours?

If you're ready to work together or have any questions, I'm here to assist you! Simply click the **inquiry button** below or schedule **a discovery call** to discuss your vision in detail. We look forward to collaborating with you!

INQUIRE NOW

BOOK A CALL

