

DESIGN FASHIONY
FAB

SERVICES KIT 2017



www.fashionyfab.com

hello@fashionyfab.com

WELCOME

Thank you for your interest in working together! I'm Maru, the creative and founder of Fashiony Fab.

I love working next to talented creatives, helping them build that beautiful design they need, in a process that they can fully enjoy.

Specializing in branding and web design, based in a complete creative process, your vision will come to reality in only a few steps. My aim is to encourage you to get rid of all the stress and help you build a strong brand.

In here you will find the complete design process and timeline for all packages. If you don't find what you need, don't hesitate in contacting me for a custom quote.

Looking forward to hearing from you and working together on this new adventure!

THE PACKAGES

01.

LOGO DESIGN

Questionnaire

Vision Board

Color Palette

Logo Design

02.

BRANDING

Questionnaire

Vision Board

Color Palette

Primary Logo

Secondary Logo

Brand Icons / Patterns

Marketing Collateral

Final Brand Board

03.

BLOG DESIGN

Questionnaire

WordPress Design

Genesis Framework

Full Installation of Blog Layout Design

04.

WEB DESIGN

Questionnaire

WordPress Design

Genesis Framework

Homepage Design

Up to 4 Inner Pages

Full Installation

Full Support

E-Commerce Set-Up

LOGO DESIGN

- 01.** *Comprehensive Questionnaire:* To gather all the information about your brand and what you want to communicate with it.
- 02.** *Vision Board / Color Palette:* Visual representation of the main concept of your brand using images and colors.
- 03.** *Logo Concepts:* Includes 4 logo concepts to choose from and 3 revisions.
- 04.** *Final Logo Files:* Final logo in high resolution and ready to use in popular file formats, created using vectors.

Timeline: 1 to 2 weeks

Investment: \$350 divided in 2 payments

BRANDING

- 01.** *Comprehensive Questionnaire:* To gather all the information about your brand and what you want to communicate with it.
- 02.** *Vision Board / Color Palette:* Visual representation of the main concept of your brand using images and colors.
- 03.** *Logo Concepts:* Includes 6 logo concepts to choose from and 3 revisions + secondary logo and submark.
- 04.** *Brand Icons / Patterns:* Creation of decorative elements to make your brand stand out. 3-5 icons and 1-2 patterns.
- 05.** *Collateral Designs:* Business cards, letterhead and notes ready for printing.
- 06.** *Final Files:* In high resolution and ready to use in popular file formats, as well as a brand board to use as visual reference.

Timeline: 2 to 3 weeks

Investment: \$550 divided in 2 payments

BLOG DESIGN

01.

Comprehensive Questionnaire: To gather all the information about your brand and what you want to communicate with your web design and reach your ideal audience.

02.

Choosing the Perfect Theme: Includes the Genesis Framework and theme for your brand, which is fully customized to fit your content and branding.

03.

Layout & Widgets: Special layout options, widgets and plugins to make your website unique and fit your content.

04.

Installation / Customization: Includes a coming soon page during the design phase if you choose to.

Timeline: 2 to 3 weeks

Investment: \$450

WEB DESIGN

01.

Comprehensive Questionnaire: To gather all the information about your brand and what you want to communicate with your web design and reach your ideal audience.

02.

Choosing the Perfect Theme: Includes the Genesis Framework and theme for your brand, which is fully customized to fit your content and branding.

03.

Layout & Widgets: Special layout options, widgets and plugins to make your website unique and fit your content.

04.

Installation / Customization: Includes a coming soon page during the design phase if you choose to.

05.

Content & Inner Pages: Includes content on the homepage, up to 4 inner pages, as well as E-Commerce with up to 3 products if required. All content and images must be provided by you.

Timeline: 3 to 4 weeks

Investment: \$750

LET'S DO THIS!



If you are ready to start, please confirm your project by filling out the contact form on the website www.fashionyfab.com or get in touch directly at hello@fashionyfab.com

