

Fashiony Fab

Packages Guide 2017

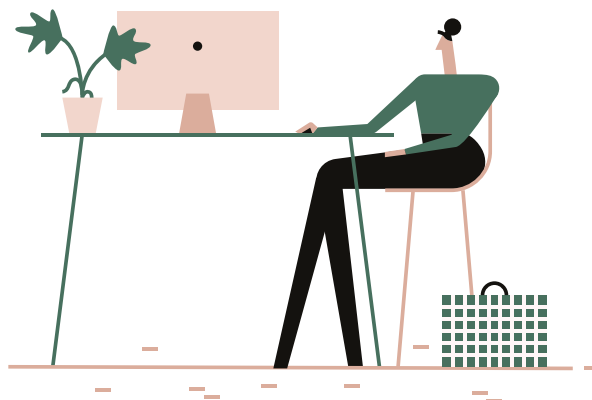


WWW.FASHIONYFAB.COM



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 or Wix Design

Genesis Framework

Blog Layout Design

04.

WEB DESIGN

Questionnaire

WordPress or Wix Design

Homepage Design

Widgets & Plugins

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, making sure all the design elements reflect that.
- 02. Vision Board / Color Palette:** Visual representation of the main concept of your brand using images and colors, taking into consideration the previous questionnaire.
- 03. Logo Concepts:** 4 logo concepts to choose from and 3 revisions for the final one.
- 04. Final Logo Files:** final logo in high resolution and ready to use, created using vectors, so they don't lose quality.

Timeline: 1 to 2 weeks

Investment: \$350 divided in 2 payments

Branding

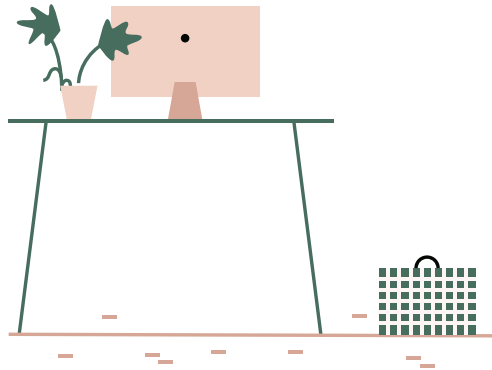


- 01. Comprehensive Questionnaire:** To gather all the information about your brand and what you want to communicate with it.
- 02. Vision Board / Color Palette:** Visual representation of the main concept of your brand using images and colors.
- 03. Logo Concepts:** 6 logo concepts to choose from and 3 revisions for the final one. Secondary logo and submark will be created, based on the first design.
- 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:** Final files and a brand board to use as visual reference. Includes a color guide of CMYK, Web and Pantone Codes.

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:** Genesis or Wix theme for your brand, which is fully customized to fit specific content as well as branding.
- 03. Layout & Widgets:** Installation of widgets and plugins to fit the final content.
- 04. Installation / Customization:** Coming soon page created during the design phase.

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:** Genesis or Wix theme for your brand, which is fully customized to fit specific content as well as branding.
03. **Layout & Widgets:** Installation of widgets and plugins to fit the final content.
04. **Installation / Customization:** Coming soon page created during the design phase.
05. **Content & Inner Pages:** Content added to the homepage, up to 4 inner pages, as well as E-Commerce with up to 3 products if required.

Timeline: 3 to 4 weeks

Investment: \$750

Let's do this!

I can't wait to start working together.



If you are ready to start, please confirm your project by filling the form on the website or by sending a message to hello@fashionyfab.com

