

INITIAL CLIENT INQUIRY

Thank you very much for your interest in Regina Cheri Designs! This packet includes details on the custom projects I offer and my design process. The Questionnaire helps me understand your brand and goals for this project. If you have any questions on the information requested, please email me at ReginaCheriDesigns@gmail.com.

QUESTIONNAIRE

You can complete the answers to these questions on a separate document or copy and paste into an email.

GENERAL QUESTIONS

1. What is the best email address to reach you at? 2. What is your blog/business name and URL?
3. What is your blog/business tagline?
4. Who is your hosting company?

UNDERSTANDING YOUR BRAND

5. What are 3-5 core values of your brand?
6. If your brand had human personality traits what would they be?
7. Describe the value your main product or service adds to your clients or readers.
8. Who is your ideal reader?
9. How will your brand differ from other brands in the same industry?

DESIGN PREFERENCES

10. What terms do you envision fitting your brand style?
11. What design elements do you prefer?
12. What are your favorite colors? Include examples of sites and branding that you liked how color was used
13. List examples where you've seen fonts + typography that you liked. Be specific.

14. Website Functionality: Please describe the functionality you are seeking in your site. If you would like a portfolio or e-commerce site, please specify. Provide examples of sites you would like to emulate.

PINTEREST BOARD

Start a Pinterest board where you pin images that reflect the attitude you want your brand to convey. Pinned images should reflect the meaning and attitude of your brand, include a few branding examples. You can share the board with me privately on Pinterest.

DESIGN PROCESS + TIMELINE

Projects can take approximately 2-8 weeks, depending on the services requested. Clients are given 5 business days to return feedback to me upon finalization.

1 | INITIAL INQUIRY

Complimentary 15-minute Skype Interview

2 | RESEARCH + OUTLINE

Develop Project Outline + Research Brand Style

3 | LOGO DEVELOPMENT

R1: Presentation of Color Palette + Mood board

R2: Present Logo Mockups. Two Rounds of Revisions R3: Finalize logo

4 | WEB DESIGN + BRANDING

DEVELOPMENT

R1: Website Wireframe + Creation of branding collateral

R2: Scratch Site: Testing + Refining (very minimal edits).

R3: Finalizing all web and branding assets

5 | INSTALLATION + LAUNCH

PRICING | PACKAGES

STARTUP BRANDING | \$500

This package aims to provide you with a thoughtful and personal brand identity for your business. This package includes a full brand design experience along with matching collateral.

- Custom logo design including primary and two alternative logo designs in color and black/white (logos sized for social media icons)
- Mood board that represents the inspiration and goals for the project
- Brand Guideline that includes typography details, color, iconographic elements, signature patterns, and brand style guide
- Choice of branding collateral - business cards, letterhead, thank you cards, stickers, social media campaigns, blog post templates, media kit, or email newsletter setup (choose one, additional fees apply for more)

CUSTOM WEBSITE DESIGN | STARTS AT \$900

Once you have invested in the branding package, complete your brand identity with a beautiful and user- friendly-designed website. I work with clients to design and develop websites that convey their brand identity while providing a sound user experience. The website design package includes the following:

- Custom design + development built on wix.com
- Design and setup of your homepage + 4 other pages (includes website, shop + blog)
- Setup of Email Newsletter templates + integrating signup forms within the website
- SEO recommendations and installation of certain functionality + mobile responsive and thorough testing
- Other pricing: Portfolio Website \$700 | E-Commerce Website: \$1,100.

PRICING | A LA CARTE

OTHER SERVICES

Graphic and web design freelancer work for projects that fit outside of the packages listed above.

Please specify if this is something you might be interested in.

- Content development | starting at \$300
- Business cards, letterhead, and note cards | \$75
- Invoices, contracts, resumes, and media kits | \$100
- Email newsletter setup + templates | \$100
- Social media profile styling | \$75
- Social media flyers | \$60
- Print Flyers | \$80
- E-book and online magazine design | \$40/hour

Please email me for “development only” web development, monthly retainers or any other inquiries.