



Branding and Web Design Packages
Liz Martin Creative, LLC.

Brand Identity Design

Branding & Logo Design: Begins at \$1000

PROCESS

- Initial consultation
- Client completes branding questionnaire
- Optional Pinterest inspiration board – review with client
- Mood board creation based on client
- 3 logo initial designs
- Revision of 1-2 designs
- 2 edit rounds of final logo

DELIVERABLES

- Font combinations
- Color schemes
- Brand mood board/style guide
- Logo in EPS, JPEG, PNG, PDF (high and low resolution for both print and web)
- Logo submark (secondary logo)
- Favicon logo for website

OTHER A LA CARTE SERVICES

- Email newsletter design (Mailchimp) or preferred platform
- Stationary
- Email signature
- Social post designs (templates)
- Business card design (does not include printing costs)
- Signage
- Iconography



“Make it simple, but significant.”

–Don Draper

I believe the foundations of a great online presence begins with a clean, beautiful, and functional, website. A website that you can grow and manage on your own, without having to hire out a designer every time you need to simple changes.

Basic Web Design Package

Basic package begins at \$3000

- No additional hosting fees
- An online strategy session to discuss the best site layout options
- Integrated blogs, galleries, forms, maps and more based on needs
- 5 curated stock photos (if needed)
- Template customization with recommended fonts, colors, page layouts, photographs, etc.
- Responsive, mobile and SEO friendly design
- Best SEO practices applied to website
- Easy website launch linking your domain name to your new site
- Integrate your email with contact forms
- Register site with Google Search Console
- Squarespace tutorial/walk-through to show you how to manage your new site

DELIVERY TIME

Estimated 10-12 weeks development time to design and publish site, given all assets are provided in a timely manner, and under assumption that any information, requests for clarification are addressed in a timely manner.

INVOICING/PAYMENTS

LMC requires a 50% deposit to begin new projects. 50% due at time of 'go-live'. LMC will invoice as phases complete.

SITE ADMINISTRATION/MAINTENANCE

Squarespace is a Content Management System (CMS) that will allow easy updates to your site, includes unlimited bandwidth, unlimited storage, and opportunity to expand your site as necessary in the future.



“The role of the designer is that of a good, thoughtful host anticipating the needs of his guests”

– Charles Eames

Web Design Process

EXAMPLE OF WEBSITE DEVELOPMENT WORK FLOW:

Website Layout Planning: 2-3 weeks

- Create an outline of the site content
 - Pages / navigation needed
 - Functional specs needed
- Create functional flow chart – this aligns with the outline
- Gather general information including style guides, images, external links, photos, logos and any other graphic files needed to complete project.
- Optimize photographs for web
- Collect written content from client (DROPBOX)
- Create 'wireframe' layouts of key pages showing the position of content and graphics on pages
- Gather all PDF documents that need to be incorporated into the website

Website Design/Implementation: 4-10 weeks

- Choose SS template design based on outline/wireframes
- Create color layout based on approved wireframes
- Develop any graphics needed
- Import content from existing site if applicable
- Implement brand's styles / colors and fonts for site development and any CSS required
- Integrate company social accounts (twitter feed, instagram, facebook, etc.)
- Import all content into pages and prepare to web review and add content that cannot be imported.
- Test functionality

Website Review and Edits: 2 weeks or less depending on hours/edit rounds.

- Review website before launch, additional edits, content review
- Add any missing content that is not basic – i.e. contact forms, e-comm, etc.
- Launch site – (Squarespace billing turned over to client, admin access granted)
- Register new site with Google Search Console (if not already registered)
- Walk through of new website/training on how to use site



Squarespace Platform/ Hosting Packages

SQUARESPACE BUSINESS LEVEL PRICING: (Recommended)

Administration through Squarespace.com at a cost of approximately \$23/month if billed annually. Initial domain registration is included with this fee.

- Unlimited Bandwidth
- SSL Security
- Mobile-Optimized Website
- Powerful Website Metrics
- Free Custom Domain with annual purchase
- Professional Email from Google
- 24/7 Customer Support
- Premium Integrations and Blocks
- Promotional Pop-Ups and Banners
- Fully Integrated E-Commerce
- Sell Unlimited Products & Accept Donations
- 3% Sales Transaction Fee
- Accept Donations
- Professional Email from Google

Advanced e-commerce level pricing available upon request.

For more info visit squarespace.com/pricing





Thank you for your interest in working with Liz Martin Creative. Feel free to reach out with questions or inquiries on additional services at liz@lizmartincreative.com or call (262) 573-8946. I look forward to hearing from you!