

SIGNATURE PACKAGE PROCESS

LOGO DESIGN · BRAND FOUNDATION · WEB DESIGN



Evy Koch

SOULFUL AND HOLISTIC

brand styling, web design and photography

We get to know each other through a Skype session. You share your vision, goals and intention with me and I explain you the process and answer you all your open questions.



We are a design studio for creative and soulful entrepreneurs on a mission to make our planet a sustainable and peaceful place for all of us.

Building a authentic website on the foundation of who you are, your strengths and your passion isn't a linear process. You, your ideas, your goals and your vision are unique and I am very happy to adapt my process to your path of growth.

Our work together will be grounded in mutual honesty, trust and respect.



You decide for a package that fits for you or I will send you a custom proposal for your needs: Every situation is different and I want to truly see and hear you and your needs.

Answer you open questions and if you feel we are a good fit and decide to have me by your site on this journey I will send you the invoice or you buy the package through my shop, we decide a start date and you pay the first installment.



WELCOME PACKAGE



You fill out the soul of business questionnaire, the creative brief for your logo and the website questionnaire.

LOGO DESIGN

I create your brand mood board which is rooted on your brand values and ideal client, based on your creative brief and my research.



I choose you a color palette for your brand which is a mirror and reflection of who you are and your core values.

3 Logo versions with 3-5 revisions

It is very important that you 100% love your logo and it reflects who you are in the inside on the outside and I know that we creative souls often have to see certain changes so you can feel if a certain version is the right fit for you and I wholeheartedly support this process of letting it grow holistically.





Skype Session to review the logo design and brainstorm ideas for the additional elements.

I design the additional logo and if agreed open textures, patterns and custom symbols that fit with your brand style and you review them and give me feedback.



I make you font suggestions that are aligned with your mood, logo, brand elements and core values and you give me feedback.

I deliver you the logo files, brand elements, color palette, fonts and moodboard in vector eps format, png and jpeg.



YOUR LOGO DESIGN IS READY TO BE IMPLEMENTED INTO YOUR WEBSITE!

WEBSITE DESIGN AND DEVELOPMENT



I get an overview of the project and review the website questionnaire you sent me.

We set up a Skype Session to discuss the intention, vision and structure for your website.



You send me your personal photos to embed in the website and brand.

We start working on a first draft for your website to define the structure and we will set up your customised Wordpress theme.



Show you the first draft and you give me feedback regarding it, to see what goes into your desired direction and where we need to make changes and adapt.

You create the copy for the pages of your website and share it with me and I insert your content into your website and add some images and graphics to go along with your words.



We review the website with the inserted copy and content over Skype together and refine the design.

We go back and forth with feedback and perfect the details.

We create a flow that guides your clients through the website and supports your intention for every subpage.



You give me your testimonials to insert into your site.

You write 3 blogposts as a start, you share them with me and I insert them into your website.



NEWSLETTER SET UP AND INTEGRATION

I set up and install your newsletter basics.



Brainstorming ideas and decide on a newsletter gift that helps your ideal client to get to know you. You create the gift and write the copy.

I design you the newsletter pdf freebie after you gave me your content and make it fit with your brand.

You review it and we embed it into your newsletter welcome mail.

Control the newsletter flow and set up the thank you page.



Skype session to review our work and discuss the final changes.

RESPONSIVE DEVELOPMENT AND TESTING

We plan 2 weeks to develop the responsive version of your website, to test all the function, make cross browser checks, set up SEO and Google analytics.



In this time we give you the backend login for your website, explain you how you can insert your blogposts in the future and change texts.

Your website will be set up with an easy interface where you can adapt your copy, if you want to make some major changes on your own, this is possible, but in this case we will not take the responsibility for the responsive version.

Your site is ready and on the launch date and we will celebrate together on Skype!



You have one month of email support from me for all upcoming questions you may have.



YOUR WEBSITE IS READY TO SUPPORT
YOU IN DOING WORK YOU LOVE AND
MAKING THE WORLD A BETTER PLACE
IN DOING SO!

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