

BLOOM + BRILLIANCE

Essential

BRAND + WEBSITE PACKAGE

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When you're launching a business, you've got a tight timeline and an even tighter budget! Save the fancy letterpress business cards for later—all you need to get your business off the ground right now are the essentials. A simple yet striking wordmark, a colour palette that sets the tone of your brand, and a one-page website that connects with your target market.

With the Bloom + Brilliance Essential Brand + Website Package, you'll get:

- A beautifully designed wordmark in 4 different variations + multiple colourways
- A custom colour palette with codes for print and web
- All the print, web and font files you'll ever need!
- A custom-designed, one-page website—loaded with features like banners, galleries, testimonials, custom forms, social media and email marketing integration, and much more.

PLUS: The Essential Package includes custom training videos and a month of support after go-live, as well as an intro to SEO to help with your search engine rankings!

PACKAGE DETAILS

WORDMARK SUITE

- Custom Designed Primary + Secondary Wordmarks
- Brand Stamp + Monogram Alternates
- Brand Colour Map with Colour Palette, Names, Values + Codes
- Brand Typography Palette with Font Pairings + Styles

CLIENT + MARKET RESEARCH

- Market + Industry Research
- Brand Discovery Questionnaire
- Website Discovery Questionnaire
- Website Audit, Strategic Planning Session + Guide

DESIGN + DEVELOPMENT

- Design + Development of a One-Page Fully Branded Website
 - Custom Landing Page (Banner, Contact Info, Social Media, Newsletter, Call-to-action)
 - Header Section (Menu, Banner, Call-to-action)
 - About Section (About + Staff Information, Gallery, Call-to-action)
 - Services Section (Information + Packages, Call-to-action)
 - Contact Section (Map, Custom Form + Contact Information)
- Website Framework (Overall Style, Custom Header + Footer)
- Mobile Responsive Styling (All Screen Sizes)
- Social Media Integration (Links + Feeds)
- Email Marketing Integration (Account Setup, Header + Form Design)
- Stock Photography Search and Photo Editing

TECH STUFF

- Domain Registration, Hosting + Email Setup
- Installation + Deployment of Staging + Live Websites
- Website Backup Scheduling

TRAINING + SUPPORT

- Custom Website Training Videos
- Walkthrough of Completed Website
- Unlimited Updates + Maintenance during Launch Month

DELIVERABLE FILE TYPES

- All file types will be delivered to you, including:
 - High-quality PNGs (300ppi, print/web)
 - High-quality JPGs (300 ppi, print) + Low-quality JPGs (72 ppi, web)
 - ESP files (vectors) + PDF files (for review)
 - Font files for PC,MAC + Website Use

TIMELINE

4 WEEKS

INVESTMENT

\$4000.00

PROJECT + PAYMENT SCHEDULE

INITIAL PAYMENT \$2000.00

(NON-REFUNDABLE DEPOSIT REQUIRED TO BOOK PACKAGE)

- 1/2 of Total Fee upon Agreement of Services

LAUNCH PAYMENT \$2000.00

(DUE 4 WEEKS AFTER PROJECT START DATE)

- 1/2 of Total Fee upon Approval of Staging Site, Before Handover

PAYMENT #1

\$2000.00

PAYMENT #2

\$2000.00

Testimonial

WHY KELLY LOVED WORKING WITH ME



"When I first found Janelle online, I had a really good intuitive feeling. But I'm a researcher, so I researched a bunch of companies, and sent them questions. I was the most happy with the answers Janelle gave. I felt like she really understood the nuances of what I wanted.

I was looking for something really authentic. Someone who was committed and interested enough to actually get to know me as a person. To help me weave my story, and what was most important to me about my business, into the very fabric of what she was creating.

Since hiring Janelle, I feel so much more clear on what it is that I have to offer, and also what I'm not offering. She has provided guidance every step of the way and really helped me with the entire process.

She is an amazing person, she is extremely talented, her depth of knowledge is evident, but my favourite part of working with Janelle is being with Janelle! When I met her in person, it just felt right. I love being with her."

Kelly Jones

KELLY JONES WELLNESS

Janelle Desrosiers

THE WOMAN BEHIND BLOOM + BRILLIANCE



Ever since I created my first logo (as a teenager) for my aunt's salon, I have been passionate about women and entrepreneurship. As a brand developer, strategist and web designer, I love that I get to help other women build their own businesses and their dreams. I also love working with clients who—like me—are feminist entrepreneurs who value relationships, integrity, creativity and compassion. Who are driven not only by a love of what they do but who they do it for. Who were born to build, serve and lead.

Bottom line: I love working with women who are on fire for what they do and want to make their corner of the world a better place by doing it.

The goal of every Bloom + Brilliance project is to share my clients' passion, purpose and power with style, clarity, and precision. To not only create something beautiful, but something that reflects the past, present, and future of their business.

If you have a dream for your life's work, I want to help you build it.

Want to take your dream further?

Email me at hello@bloomandbrilliance.com,
and let's build something beautiful.