

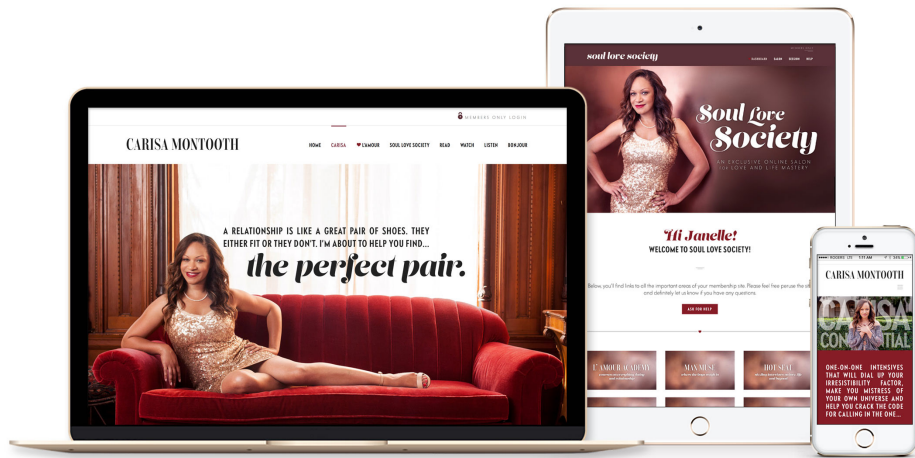
BLOOM + BRILLIANCE

Signature

BRAND, COLLATERAL + WEBSITE PACKAGE

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Whether you're a seasoned business owner or just starting your entrepreneurial journey, you know the value of investing early and getting things set up for success—right from the start! This package was custom built to offer essential research, strategy and support services, extensive branding collateral options and a fully built-out website that will wow your dream clients, make them fall totally in love with you and keep them coming back for more.

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

- A beautifully designed wordmark in different variations + colourways
- A custom colour palette with codes for print and web
- Your choice of 3 gorgeous brand elements, like stationery, or social media graphics
- A Brand Style Guide (Instructional + Inspirational Guide on How to Use Your Brand)
- All the print, web and font files you'll ever need!
- A custom-designed 8-page website that reflects and enhances your business, and works beautifully across smartphones, tablets, laptops and desktop computers. All pages are custom designed and loaded with features like banners, galleries, testimonials, custom forms, social media and email marketing integration, and much more.

PLUS: The Signature Package includes custom training videos and a year of support after launch, as well as an intro to SEO to help with your search engine rankings!

PACKAGE DETAILS

CLIENT + MARKET RESEARCH

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

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

CHOICE OF UP TO 3 BRAND ELEMENTS

- Business Card Design
- Post Card or Rack Card Design
- Custom Letterhead Design + Envelope Design
- 3 Product Labels or Sticker Designs
- 1 Product Package Design
- Brand Texture/Pattern Palette
- Social Media Graphics (Profile, Covers and Icons)
- 5 Social Media Story Templates
- 5 Social Media Post Templates
- 1 Branded Email Marketing Template Design

WEBSITE DESIGN + BUILD

Totally custom design + development of up to 8 feature-loaded, fully mobile responsive, branded website pages, such as:

- Home (banner, about/SEO info section, services + features section, call-to-action)
- About (banner, information section, call-to-action)
- Services (banner, information + packages section, call-to-action)
- Gallery/Testimonials (banner, photo gallery/testimonials section, call-to-action)
- FAQ (banner, FAQ section, call-to-action)
- Contact (with map, custom form and 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

TIMELINE

INVESTMENT

8 WEEKS

\$9,000.00

INCLUDED

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
- 12 Months of Website Updates + Maintenance (1 Hr/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

PROJECT + PAYMENT SCHEDULE

INITIAL PAYMENT (NON-REFUNDABLE DEPOSIT REQUIRED TO BOOK PACKAGE) - 1/3 of Total Fee upon Agreement of Services	\$3,000.00
BRAND + WEBSITE DESIGN PAYMENT (DUE 4 WEEKS AFTER PROJECT START DATE) - 1/3 of Total Fee upon Approval of Brand + Website Design	\$3,000.00
LAUNCH PAYMENT (DUE 8 WEEKS AFTER PROJECT START DATE) - 1/2 of Total Fee upon Approval of Staging Site, Before Handover	\$3,000.00

PAYMENT #1	PAYMENT #2	PAYMENT #3
\$3,000.00	\$3,000.00	\$3,000.00

Testimonial

WHY CARISA LOVED HER SIGNATURE EXPERIENCE



"When I first saw the website that Janelle created for me, I literally screamed with joy! I was so excited because it was so beautiful, so sophisticated, so lush, so gorgeous, so unique—I mean, this website is just the sexiest thing. It really up-levelled my entire online presence. My clients say to me "I found you through YouTube, but when I went to your website, that's when I really knew you were legit."

And it was more than just creating a website. It was an entire visual brand. The coaching website, the membership site, the colour palette, the fonts—there's even a style bible so that everything is consistent.

My income doubled in the first 12 months that I had my new website. I went from making \$30,000 to \$60,000 a year. It's wonderful to have a brand that actually matches the quality of the work that I do and the results that my clients get.

I get to show up now in the world in a bigger way—and I couldn't be happier."

Carisa Montooth

LOVE COACH + ENERGY HEALER

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.