

BLOOM + BRILLIANCE

Premium

BRAND, COLLATERAL + WEBSITE PACKAGE

Premium

BRAND, COLLATERAL + WEBSITE PACKAGE



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 Premium Brand, Collateral + Website Package, you'll get:

- A beautifully designed logo + wordmark in different variations + colourways
- A custom colour palette with codes for print and web
- Your choice of 6 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 12-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, faqs, blogs, custom forms, social media and email marketing integration, and much more.

PLUS: The Premium 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

LOGO + WORDMARK SUITE

- Custom Designed Primary + Secondary Logos + 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 6 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 12 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, information section, call-to-action)
- Blog (Main Blog page, Blog Post, Custom Sidebar)
- 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

12 WEEKS

\$12,000.00

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) - 1/4 of Total Fee upon Agreement of Services	\$3,000.00
BRAND DESIGN PAYMENT (DUE 4 WEEKS AFTER PROJECT START DATE) - 1/4 of Total Fee upon Approval of Brand + Collateral Design	\$3,000.00
WEBSITE DESIGN PAYMENT (DUE 8 WEEKS AFTER PROJECT START DATE) - 1/4 of Total Fee upon Approval of Website Design	\$3,000.00
LAUNCH PAYMENT (DUE 12 WEEKS AFTER PROJECT START DATE) - 1/4 of Total Fee upon Approval of Staging Site, Before Handover	\$3,000.00

PAYMENT #1	PAYMENT #2	PAYMENT #3	PAYMENT #4
\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00

Testimonial

WHY CAROLYN LOVED HER PREMIUM EXPERIENCE



"I love working with Janelle. It was really the best decision for my business and for me, as a new career woman and entrepreneur. I bought out an existing business and before I rebranded, I was so embarrassed to hand out business cards or send people to the website. I knew I needed someone who had the expertise to develop a brand that actually reflected the services I provide and who I am as a person. Janelle is that someone!

Janelle has a passion, so she really engages and works with her clients one-on-one. Everything was direct and easy, and she went above and beyond. She not only created my logo, but helped me come up with a name for my business, set up my social media, and all the technological stuff that I didn't know much about. People are finding me online, and my brand has even been connecting with new and younger markets.

Investing in my business this way made sense. I wanted something timeless that would set me up for success from the start. And now I have a brand and website that I'm proud of."

Carolyn Weiss

MERIDIAN CHIROPRACTIC + HEALTH CENTRE

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.