



BRAND + WEBSITE DESIGN

PROCESS  
*and*  
TIMELINE

style&the storyteller



# WELCOME

Hi, I'm Brea! I'm the creative mind behind Style & the Storyteller and your new branding BFF.

You're here because you want to own your niche, stand out as an industry leader & attract the dream clients you've been lusting over. Style & the Storyteller is for the businesses that truly want to make a difference + have no problem stepping out of their comfort zone to do that.

*Our mission is to partner up with creative renegades and sassy sisters ready to go pro and shift their side-hustles into their full-time success stories.*

What gets me out of bed every morning, is the desire to help people just like you create a business you not only love, but brings in MONEY. So let's get busy and build the brand of your dreams babe!

with gratitude,  
*your design making dream team*

# TIMELINE *for* BRAND DESIGN

*4 week timeline and process*

4 WEEKS PRIOR TO START DATE	1 WEEK PRIOR TO START DATE
<p>You Book project on our calendar You Pay 50% Deposit You Book your Brand Strategy Meeting We send you project details and Brand Discovery Questionnaire</p>	<p>You complete Brand Discovery Questionnaire We complete Brand Strategy Session You complete Final Payment</p>
WEEK ONE	WEEK TWO
<p>We Create + Send Brand Discovery Brief You Sign off or provide feedback on the Brand Discovery brief We begin logo concept drafting</p>	<p>We send Logo + Brand Concept You provide Feedback on Concepts We refine concepts based on your feedback We send Website Content + Style Questionnaire</p>
WEEK THREE	WEEK FOUR
<p>You approve final Brand + Logo concept We begin finalizing your designs You complete Website Content + Style Questionnaire You book Website Design Strategy Meeting</p>	<p>We save final Brand files We release brand files in a Dropbox folder We complete Website Strategy Session via Zoom</p>

YOU – THE CLIENT
  US - DESIGN TEAM

# BRAND DESIGN PROCESS

Take a quick peek at our process and what to expect for your 4 week brand design project process.

## STEP ONE

### *Brand Discovery Creative Brief*

We'll send you a Brand Discovery Creative Brief that outlines the strategy behind your brand, with color and inspirational logo design concepts. You'll have one opportunity to revise this design once. We'll revise the Creative Brief design if needed and resend. This allows us to be on the same page before designing.

## STEP TWO

### *Design Concept Presentation*

We'll get started on your logo + brand design! By the end of the week we'll send over a Brand Design Presentation that shows off your new Brand Design. We'll hop on a 15-minute Brand presentation meeting to walk you through the reason behind your designs. Afterwards you'll have time to think on the designs and provide feedback. You'll also get started on gather the content for the Website Design Phase and fill out our Website Content + Style Questionnaire.

## STEP THREE

### *Revising the Designs*

You'll provide feedback on the Brand Design and we'll spend the rest of the week working through rounds one and two of your design revisions. You'll also complete the Website Content + Style Questionnaire and book your Website Strategy meeting.

## STEP FOUR

### *Launch & Love your Designs!*

We'll send the final version of the Brand Design concepts and you'll sign off on the final designs. Afterwards we'll finalize your files and have them sent over to you via Dropbox by the end of the week.

# TIMELINE *for* WEBSITE DESIGN

*14 day timeline and process*

MONDAY   DAY 1	TUESDAY   DAY 2
We send Website Direction Brief sent by 7 PM EST   NYC Time	<b>You complete Website Direction Feedback Form by 12pm EST   NYC Time</b> We revise the Website Direction Brief (if needed) and resnd by 7 PM EST   NYC Time
MONDAY   DAY 8	TUESDAY   DAY 9
We send the First Draft of Website by 7 PM EST   NYC Time	<b>You Complete the Website Design Feedback Form by 12pm EST   NYC Time</b> We complete your requested revisions and send Second Draft of Website by 7 PM EST   NYC Time
WEDNESDAY   DAY 10	THURSDAY   DAY 11
<b>You Complete the Website Design Feedback Form by 12pm EST   NYC Time</b>	We complete your requested revisions and send Final Draft of Website by 12 PM EST   NYC Time
FRIDAY   DAY 12	MONDAY   DAY 14
We continue working on refining your website, including preparing for mobile and optimization	<b>Your website is ready to be launched into the world! Get excited and share with you community!</b>

YOU - THE CLIENT
  US - DESIGN TEAM

# WEBSITE PROCESS

Take a quick peek at our process and what to expect for your 14-day website design project process.

## STEP ONE

### *Website Direction Brief*

We'll send you a Website Direction Brief that outlines the strategy behind your website, a wireframe of all the pages that we'll be designing and a preview of the expected design of the first page. You'll have one opportunity to revise this design. Additional rounds of revisions can be purchased, should you need.

## STEP TWO

### *Website Revisions*

You'll have two opportunities to revise your website. We'll send over a Website Feedback Form and you'll fill it out by the date we've assigned for you. Afterwards, we'll send over a new walkthrough video walking through the changes we made for you. Should you need additional revisions, you are welcome to purchase additional revisions at \$595 per round.

## STEP THREE

### *Backend Magic*

We'll work our magic on the backend of your website. We'll make sure everything is working properly and mobile optimize your website.

## STEP FOUR

### *Launch & Celebrate!*

Woo hoo! We did it! Your site is launched and ready to go! Pop the bubbly and share with your community!



# READY TO GET STARTED?

YOU + US + A VIRTUAL COFFEE DATE.

What's a virtual coffee date? Well, It's like a real coffee date except you can wear your pjs and nobody will care. Plus, it's obligation-free. Super casual. And totally short and sweet.

We can discuss your project + needs and see if we'd be a good fit for you + your biz!

[BOOK YOUR VIRTUAL COFFEE DATE HERE](#)