



# packages

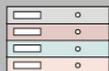
DELIVERABLES, PRICE GUIDES  
AND TURNAROUND TIMES

PAGE ONE: WELCOME MESSAGE  
PAGE TWO: BRAND DESIGN PACKAGE  
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PAGE THREE: WEBSITE DESIGN PACKAGE  
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## THE BRAND BASKET

**BRAND DESIGN:**  
LOGO DESIGN, STYLE GUIDE,  
MOODBOARD, GUIDELINES



## THE STATIONERY CUPBOARD

**BRAND DEVELOPMENT:**  
BRAND STATIONERY AND  
MARKETING MATERIALS



## THE DESIGN DESK

**WEBSITE DESIGN:**  
SET UP, BUILD, CUSTOMISATION,  
POPULATION, DEVELOPMENT



## THE PENCIL POT

**ILLUSTRATION:**  
ILLUSTRATED GREETING CARDS,  
STATIONERY AND GIFTS

# hello

## AND WELCOME

Thank you so much for allowing me the opportunity to present my brand and website design projects to you!



I am a brand and website designer {and have been for six years!}, working from my home studio in Wirral, North West England.

I love nothing more than to thoughtfully create and carefully develop brands and websites in order to capture the essence of small creative businesses.

### MY CORE VALUES

With my core values being friendly, simple, creative, enthusiastic and twinkly, it is my aim to make friends with my clients – to genuinely connect with you to provide you with the most fun, personal, easy and light-hearted service. Whether we work together on brand styling or website design, it's my aim to provide you with something you LOVE. And which will resonate with clients/customers, business contacts and peers alike.



Welcome to Belle and the Moon - the home of pretty and affordable brand and website design - specialising in helping small business owners in the creative marketplace.

I aim to help your business visual identity look professional, polished and representative of your organisation's core values - with a sprinkle of your personality!



This document is designed to provide you with all the information you may need - including package deliverables, pricing and turnaround times for Belle and the Moon brand design, brand development and website design projects.



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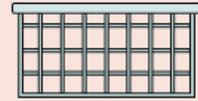
# brand design

## PACKAGE DETAILS



Brand design begins with logo design and here at Belle and the Moon, I put my heart into each project to ensure each client's logo and surrounding brand identity reflects your organisation's mission statement, core values and personality.

Imagine your brand as being a basket – it contains everything. It holds physical items such as brand stationery and marketing materials, as well as how you engage your customers and social media following – it even includes your audience's feelings and opinions about you.



### THE BRAND BASKET

**BRAND DESIGN:**  
LOGO DESIGN, STYLE GUIDE,  
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#### Capsule Brand Design Package

This package includes:

- ♥ Client design questionnaire
- ♥ Two original logo concepts
- ♥ One round of amendments (up to three edits)
- ♥ One submark or alternative design
- ♥ Style guide with colour references and typeface recommendations
- ♥ Final files in various formats

Cost: £150

Turnaround time: seven to 14 days

#### Full Brand Design Package

This package includes:

- ♥ Client design questionnaire
- ♥ Three original logo concepts
- ♥ Two rounds of amendments (up to three edits)
- ♥ One submark or alternative design
- ♥ Brand elements
- ♥ Moodboard
- ♥ Style guide with colour references and typeface recommendations
- ♥ Final files in various formats
- ♥ Brand guidelines
- ♥ 10% off brand stationery package

Cost: £250

Turnaround time: seven to 14 days

**PAYMENT DETAILS:**  
Each project is split into two payments, with a 50% non-refundable deposit invoice issued before the project is underway and the remaining balance invoice issued upon project sign off. Payments are to be made through online banking or PayPal.

For information about the Brand Design process, please visit:

[belleandthemoon.co.uk/services/process](http://belleandthemoon.co.uk/services/process)



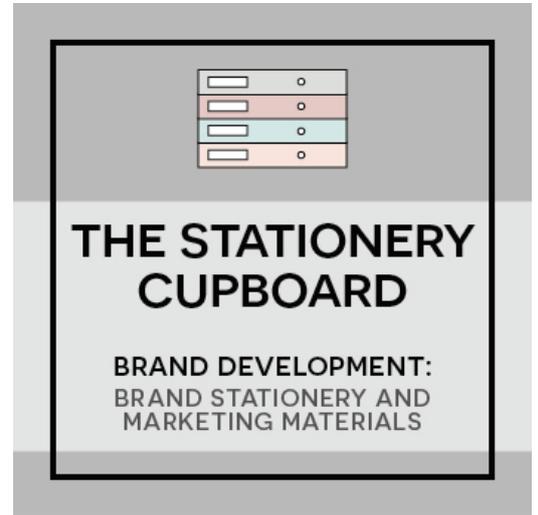
# brand stationery

## PACKAGE DETAILS



Whilst a logo is considered the corner stone of your brand identity, your brand can be developed through collateral. These materials include stationery {business cards, letterheads and thank you note cards} and marketing materials {flyers, leaflets, brochures and posters} - imagine a stationery cupboard, if you will!!!

These printed items are where your brand really comes to life, leaving a positive lasting impression – and remaining extremely important in the digital world we live in! Let Belle and the Moon do the hard work for you!



### Brand Stationery Package

This package includes:

- ♥ 100 business cards {double-sided, 450gsm, silk, matt or gloss}
- ♥ 100 thank you notecards {single-sided, 350gsm, silk, matt or gloss}
- ♥ 100 stickers {37mm circle | 45mm square}

Cost: £130  
{Including all design, print and delivery}

Turnaround time: seven to 14 days

### Marketing Materials and Social Media Suite

- ♥ Flyer, leaflet, poster
- ♥ Brochure, catalogue
- ♥ Loyalty card, comment card
- ♥ Gift voucher, sticker, packaging
- ♥ Roller banner, signage, point of sale
- ♥ Menu, table talker
- ♥ Facebook profile picture and cover photo artwork
- ♥ Twitter profile photo and header photo artwork
- ♥ Instagram profile picture and first four posts artwork

Cost: quote upon receipt of brief  
{Design, print and delivery}

Turnaround time: five to seven days

**PAYMENT DETAILS:**  
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# website design

## PACKAGE DETAILS



Having a website for your business has become a prerequisite. Establishing and building your online presence is extremely important in not only showcasing your company and brand but also in engaging potential and existing customers.

I work using a content management system called WordPress - it's customisable, reliable and robust. I will email links of three website themes {essentially website templates}, which I will select based upon your brief. These links will direct you to mock up preview websites, where you can navigate the site and imagine seeing your logo, corporate colours, content and images. Your website will look exactly like the demo theme you select.



### Website Design Styling Package

This package includes:

- ♥ Five-page website
- ♥ Domain name and hosting
- ♥ One email address
- ♥ Choice of three website themes
- ♥ Customisation of colours
- ♥ Population of content and images
- ♥ Professional, clean and fresh design
- ♥ Fully responsive
- ♥ Online document

Cost: £500  
*One-off payment plus £10 domain and £75 + VAT hosting annually*

Turnaround time: 21 to 28 days

### Website Development

After launch, additional features can always be added to your website:

- ♥ Social media feeds
- ♥ Surveys and polls
- ♥ Case studies
- ♥ Client testimonials
- ♥ Photo galleries and carousels
- ♥ Call to action buttons/call-out bars
- ♥ Bespoke contact forms
- ♥ Google maps
- ♥ Online shop

Cost: approximately £25 each {with the exception of online shop}

*Quote to be provided upon consultation*

Turnaround time: five to seven days

**PAYMENT DETAILS:**  
Each project is split into two payments, with a 50% non-refundable desposit invoice issued before the project is underway and the remaining balance invoice issued upon project sign off. Payments are to be made through online banking or PayPal.

For information about the Website Design process, please visit:

[belleandthemoon.co.uk/services/process](http://belleandthemoon.co.uk/services/process)



All pricing and package details listed in this document are subject to change. This informational sheet is a quote only and services are not limited to the list above. Please contact Belle and the Moon for a custom quote on your project. Any additional revisions not included in the original package are billed seperately at our hourly rate of £25. Please note that I ask all clients to stay on time with their responses, feedback and client responsibilities such as completed questionnaires, website content and images. Any delays from the client may result in project delays. Belle and the Moon has the right to display and market all work completed as a result of this agreement.

# website design with online shop

## PACKAGE DETAILS

So, if you choose to have an online shop bolted on to your brochure website, you will receive all of the previous page's deliverables, plus all that goes with an ecommerce function. {More information on this can be found on the next page.}

I understand that this is such a huge commitment and a massive investment - but please know I will work so hard for you to ensure your website looks as stylish and professional as it can and will work extremely efficiently and effectively for potential customers.

For information about the Website Design process, please visit:  
[belleandthemoon.co.uk/services/process](http://belleandthemoon.co.uk/services/process)



### Ecommerce Website Package

This package includes:

- ♥ Five-page website
- ♥ Domain name and hosting
- ♥ One email address
- ♥ Choice of three website themes
- ♥ Customisation of colours
- ♥ Population of content and images
- ♥ Population of up to 30 products {titles, descriptions, images, prices, delivery and meta tags using agreed keywords for SEO provided by email in a spreadsheet template}
- ♥ Professional, clean and fresh design
- ♥ Easy to navigate
- ♥ Fully responsive
- ♥ Link to online documentation {including step-by-step instructions of how to update your website - how to add products, pages and blog posts}

Cost of website: £500

Cost of e-commerce function: £300

Total: £800 {one-off cost}

Plus £10 for your website domain and £75 + VAT for hosting {annual cost}

Turnaround time: 21 to 28 days

**PAYMENT DETAILS:**  
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# website design with online shop

## PACKAGE DETAILS



### Ecommerce Website Package - More Information

**Delivery:** WordPress allows the shopowner a few different options for delivery. These are as follows:  
Free {you can incorporate the cost of your delivery within the cost of the product but name delivery as free}  
One flat rate {one cost of postage for all items}  
Two or more rates - this gets trickier to implement! {This could be for small items £2.50 but for large items £4.00, for example. You would have to manually assign a cost for each item from these two options.}

**Stock control:** The shop function of your website has stock control inherently built into the shop. The shopowner will simply need to populate it with the numbers in stock for each individual product. Reports can be run on low in stock, out of stock and most stocked, making it easy to manage.

**Related products:** When populated, cross-sells feature on each product page and up-sells are displayed on the cart page. A maximum of two of each can be included for every product.

**Automatic communication:** When an order has been received, is processing and has been completed, an email will be automatically sent to the customer with their product breakdown. This is triggered by the shopowner manually changing the status of the order in the back end of the website.

**Newsletter:** A newsletter sign-up bar can be shown on your website and can be linked to MailChimp, meaning a sign-up is automatically fed into the database of your MailChimp account.

**Sale products:** If having a sale, these products can be found under a 'Sale' tab on the shop navigation menu and perhaps even on the shopfront as feature products.

**Voucher code:** This function can be included whenever you wish. The customer will be able to input their code on the cart page to view their discount.

**If you would like a more in-depth proposal, please don't hesitate to contact me:**

**[hello@belleandthemoon.co.uk](mailto:hello@belleandthemoon.co.uk)**



# thank you

SO MUCH FOR ALLOWING ME TO PRESENT  
INFORMATION ABOUT BELLE AND THE MOON  
PACKAGES TO YOU!



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