

# collette collabs

## services + pricing guide

branding + web design

from brand design and strategy to  
websites and illustration, find out how  
we can transform your business.

@collettecollabs  
collettecollabs.com



mission

we create **show-stopping**  
brands for businesses that  
want to lead the pack.

we'll take the guess work out of  
branding so your business can grow.



TODAY IS YOUR DAY  
TO START FRESH  
TO EAT RIGHT  
TO LIVE HEALTHY  
TO BE PROUD





## 01

### about

meet the founder	5
common branding mistakes	6
our promise to you	7

## 02

### service + pricing

our services	8
design packages	9
additional services	11
our process	12
testimonials	13

## 03

### next steps

book your project	14
contact	15
frequently asked questions	16

# contents.



# 01

## about

find out what makes  
us different.







## meet the founder

## nice to meet ya!

I think we'd be great together.

If you're looking for a one-stop Branding and Web Design Studio to help your business or brand identity grow, you've come to the right place. Whatever the vision you have in mind, I am committed to bringing it to life with superior quality and functionality. With over 8 years of experience, I've had the pleasure of working with hundreds of brands and have built over 100 websites and completed over 600 Wix design projects for businesses all over the country. If you choose to work with me as your designer, I am confident that I will create a representation of your brand that you are proud of! I offer both full branding as well as advanced website design on Wix from start to finish. My agency is known for its quality work, quick turnarounds, and responsiveness.

From the initial strategy to the final outcome, I can ensure to deliver guidance and support throughout the entire design process. My mission is to work closely with you to understand what you want, what your style is, and which elements are most important to you.

-  8+ years experience
-  Certified Wix Partner
-  University of Central Florida
-  100+ happy clients



T to B: Forever Young Photography, Janine Wehby Artistry



services + pricing guide  
collette collabs

## common branding mistakes

# great branding is an investment in your business, not a cost.

It might sound obvious, but people don't want to buy from a business they don't understand or trust.

some common branding mistakes →



### unclear or confusing story

why?

86% of consumers say that authenticity is a key factor when deciding what brands they like and support .



### no consistent color palette

why?

Using signature brand colors can increase brand recognition by 80%.



### uninspired website

why?

0.05 seconds is all it takes for someone to form an opinion about your website.



### inconsistent branding

why?

Presenting a brand consistently across all platforms can increase revenue by up to 23%.



### wasting time trying to diy

why?

The average small business owner spends 20+ hours a week on design and marketing for their business. Why make it harder than it already is?



### branding that blends in

why?

It takes between 5-7 impressions for customers to become aware of your brand. Being different will set you apart.



## our promise

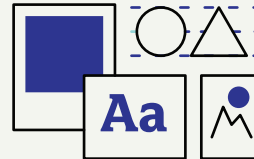
**we help you connect with your customers before they go somewhere else. we provide:**



a comprehensive research-based approach to understand who your customer is and what they want



a clear brand strategy that communicates your brand story



a visual identity (including logo, colors, fonts and imagery) that connects with your audience



professionally designed collateral that is easy to roll out to keep your branding consistent across multiple platforms

# 02

## our services.

find out how we can  
help your business.



# design packages

## ✓ Guided Process

We walk you through each step so you won't feel overwhelmed. You'll receive supporting documents at the end of the project so using your new brand is easy.

## ✓ Confidence in your branding

No more second-guessing the content you put out hoping it hits the mark. You can feel confident that your research-backed branding will get the job done.

## ✓ Get back to the things you love

Design (even bad design) is time-consuming, so get back to the things you care about while your branding takes care of itself.



### Custom Branding Suite

All branding packages are custom-tailored to your unique business needs and goals.

0-1 week based on feedback

**\$500.00**

#### Deliverables:

Brand Strategy & Research

Mood Board & Creative Direction

Primary Logo Design

Logo Variations

Typography Pairing

Complementary Color Palette

Brand Pattern & Elements



### Custom Website Design

Website design packages are carefully created to help your brand thrive online. With tiered options to custom fit your timeline and budget, Collette Collabs is prepared to take your website to the next level.

1-4 weeks based on feedback

**\$3,000.00-\$5,000.00**

#### Deliverables:

Full Compliance with your Brand

Custom Design of All Pages + Content

SEO Pages Titles + Descriptions

Favicon

Mobile Web Design

Site Submission to Google for Indexing

Tutorial for backend administration

Connect Wix Hosting/Premium Plan



### Mini Brand + Website

This service is perfect for startups or newer brands in the first 1-3 years of business who need elevated designs on a tight timeline.

2-4 weeks based on feedback

**\$4,850**

#### Deliverables:

Brand Strategy & Research

Mood Board & Creative Direction

Primary Logo Design

Logo Variations

Typography Pairing

Complementary Color Palette

Classic Website Design

## our packages



## custom website design tiers

### web design package options

#### classic website design

Basic website with full brand compliance and customized visuals.

- SEO Page Titles and Descriptions
- Mobile Website Design

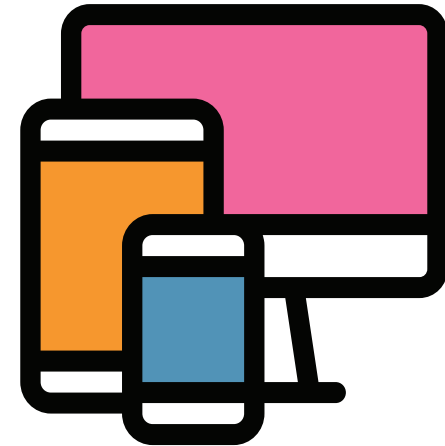
#### advanced website design

Websites with full brand compliance, customized visuals and advanced features such as Bookings and Payment options

- SEO Page Titles and Descriptions
- Mobile Website Design

#### eCommerce website design

- Set up online stores (up to 20 products) with payment and shipping methods
- Custom product Pages, Special Menus, Filtering Functionality, and improved discoverability to existing stores
- SEO Page Titles and Descriptions
- Mobile Website Design



🕒 0-1 week based on feedback

💰 \$3000.00

🕒 1-2 week based on feedback

💰 \$4500.00

🕒 3-4 weeks based on feedback

💰 \$5000.00



## our packages

# Additional services

Our packages are designed to set your business up for success, however if you're after something more unique or specialised we offer a number of other services, simply contact us for a quote.

---

business cards

---

brochures

---

social media starter kit

---

ad design

---

flyers

---

website updates / maintenance

---

photography editing

---

video + animation

---

signage

---

email marketing

---

+ more on request

---



## our process

# our design process.

### \$ project deposit + payment

A deposit of 50% is taken up front to secure your slot, with the remaining amount due before file final hand-over.

We accept payment methods via credit or debit card only. Payment plans can be discussed on an individual project basis.

### The tools we use:

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Adobe Creative Cloud Design

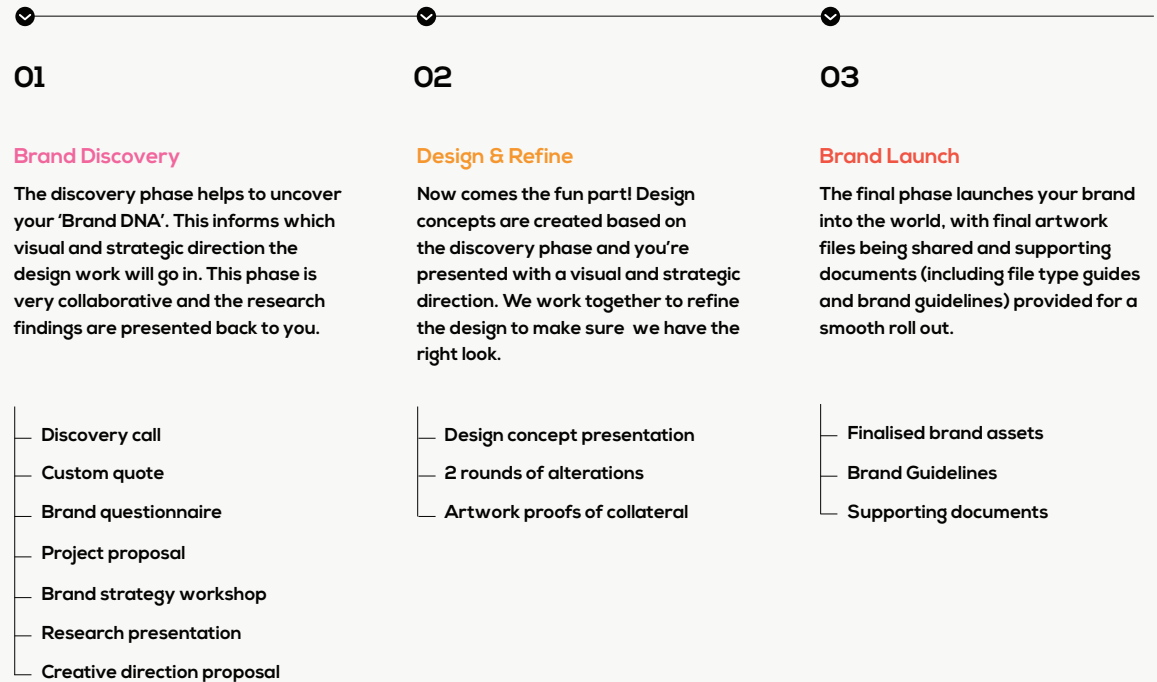
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Wix Web Hosting - Exclusively

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Dropbox File Share

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Don't just take our word for it.



“

100% recommend!! She made my logo, website, business cards, and brochures! I could not be anymore grateful for the work she did and how everything came out!! She took my ideas and vision and made it more amazing than I ever imagined!



Marvelyn Tiziani  
The Marvelous Wellness Center

“

Charisse and her team were great to work with. We are a process orientated company and working with Charisse was seamless. They understood our needs and delivered an amazing final product.



Ryan Verdery  
Summit Retirement Partners

“

Charisse is fantastic! Her design work is eye-catching, delivered our website very quickly, and made sure we had everything we needed on launch date. She even called after the launch to ensure everything was running smoothly. She is top-notch!!!



Mike Armstrong  
WoofWorks Training

“

Thoughtful and creative and always willing to try to help with a suggestion. Would absolutely work with Charrisse again.



Brad Baumgarten  
Elevated Coffee Company

# 03

## next steps

ready to start working towards  
your dream branding?

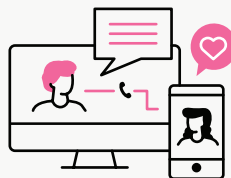


# how to book your project.

If you're ready to take the leap and start growing your business today then we'd love to hear from you.

## Contact information

- ✉ [charisse@collettecollabs.com](mailto:charisse@collettecollabs.com)
- 🌐 [www.collettecollabs.com](http://www.collettecollabs.com)
- 🕒 Monday – Friday, 9am – 5pm / EST
- 📍 Deerfield Beach, FL / USA



01

### Schedule a discovery call.

A discovery call allows us to discuss your project in detail, and helps to define the scope of the project so a custom quote can be sent to you. We'll discuss your goals and what the design process is like.

- Visit [www.collettecollabs.com](http://www.collettecollabs.com)/book-online
- Then select a day and time that suit you
- We'll have a virtual call to discuss your goals



02

### Receive a quote and book your slot.

Once we've defined the scope and budget of your project we'll send through a custom quote and proposal with a few pricing options. Each will include different deliverables to suit your needs.

- Receive a customized quote and project proposal
- Accept proposal or request amendments
- Sign contract and pay deposit to secure your slot



03

### Grow your business with your dream branding.

Once you're booked in we'll start our three phase design process to build your dream brand! Research will inform the strategy and design and together we'll build a brand will grow your business.

- Brand discovery questionnaire and/or workshop
- Design and refine concepts to nail the look and feel
- Receive final assets and launch your new brand



## frequently asked questions.

We believe that transparency is an essential part of the process and making sure our clients have all the answers they need is really important to us. Here are some common questions clients have asked.

### Can I add more to a package?

Yes! We have a list of services, but if you're after something else please ask. Before any extra work is undertaken you'll be sent a quote so there are no surprise costs at the end of the project.

### How much input will I have?

This is your brand, and chances are you understand it better than anyone. We'll be guided by the brand goals you set out through each phase of the design process to make sure we get it right.

### How long will a project run?

Rough estimations of the duration are included in the description of the packages, for each extra piece of collateral we'll add on a few days to a week depending on the scope.

### What's in the contract?

Our design contract outlines the specific deliverables of each project, along with information on ownership and the payment requirements.

### When will we get started?

After we've had a discovery call we'll send through a custom quote and project proposal including a timeline with specific dates.

### What final files will I receive?

At the end of the project you'll receive a link to a shared folder with all finalized files in the appropriate formats. This could include JPEG, PNG, TIFF, PDF and EPS.

### What are the supporting documents?

We provide a number of guides to help you roll out your brand easily. This includes a brand guideline PDF with the 'rules' of your branding and a guide on the file types and how to use them.

### Do you do re-branding?

We love re-branding, but we do like to start from scratch instead of rework existing logos and elements. Our research based approach means we develop a brand specific to your business goals.



let us help you transform  
your brand from no thanks  
to **oh yes please!**



# thank you

book your obligation free  
discovery call today.

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