

viva  
la violet 

2017 DETAILS & PRICING



handcrafting  
**BEAUTIFUL WEBSITES & BRANDING**  
for female creatives since 2008

# hello and thank you!

*for your interest in my design services*

*Viva la Violet offers website and branding design services for female creatives that truly embody who they are in passion, in vision and in style.*



## *So who am I?*

My name is Heather Jones and I am a wife, mother to three, and a Website and Branding Designer. Since 2008 I have been creating websites and branding designs for hundreds of female creatives across the globe, and I truly hope to have the opportunity to work with you as well. This document will outline the details and pricing of my services for 2017.

## *But more importantly, who are YOU?*

I'm so anxious to hear your thoughts, wishes, dreams, and ideas for that special project you can't stop thinking about. While I am the one-woman-show behind the design, the spotlight is on you! It's so important to have a beautiful and meticulous home on the web- and I want to collaborate with you to create just that. Let's work together to create the perfect design you have always dreamed of!



## Branding Design \$1200

installment option- two payments of \$600

inspiration board for ballet belle / by viva la violet



*The Branding Design process is an explorative journey that provides everything you need to capture the unique identity of your business or blog. The result is a professional and beautiful branding design that will be a true reflection of your personal style.*

### THIS PACKAGE INCLUDES THE FOLLOWING:

- Branding Design Questionnaire
- Collaborative Pinterest Board
- Inspiration Board to showcase color palette, textures, patterns, and other visual inspiration
- Custom logo design and submark design with up to three revisions
- Branding Board including logo, submark, color palette, two typography choices and style inspiration
- Business Card Design formatted for your printer choice
- Delivery of final files in .ai, .jpg, .png, .and .psd file formats

*\*Estimated Timeframe: 3-4 Weeks*



## Website Design \$2000

installment option- two payments of \$1000



### THIS PACKAGE INCLUDES THE FOLLOWING:

- Comprehensive Website Design Questionnaire
- Collaborative Pinterest Board
- Inspiration Board to showcase color palette, textures, patterns, and other visual inspiration
- Custom logo design
- Custom fonts & colors
- Navigation menus with dropdowns
- Mobile Responsive Design
- Five Pages Designed: Home, Contact, Blog & two additional pages of your choice (About, Services, etc)
- Custom Contact Form
- Two Subscribe / Signup Boxes
- Social Icons & Sharing Icons
- One Social Media Feed (Instagram, Pinterest, etc)
- Three rounds of revisions
- Installation of Website and delivery of logo files

*The Website Design Service is for small business owners and bloggers in need of a functional website with a luxurious and unique design. We will collaborate to handcraft a beautiful website that you will be proud to show off!*

*\*All websites built on WordPress using the Genesis Framework*

*\* Any additional Page Designs are \$150/ea*

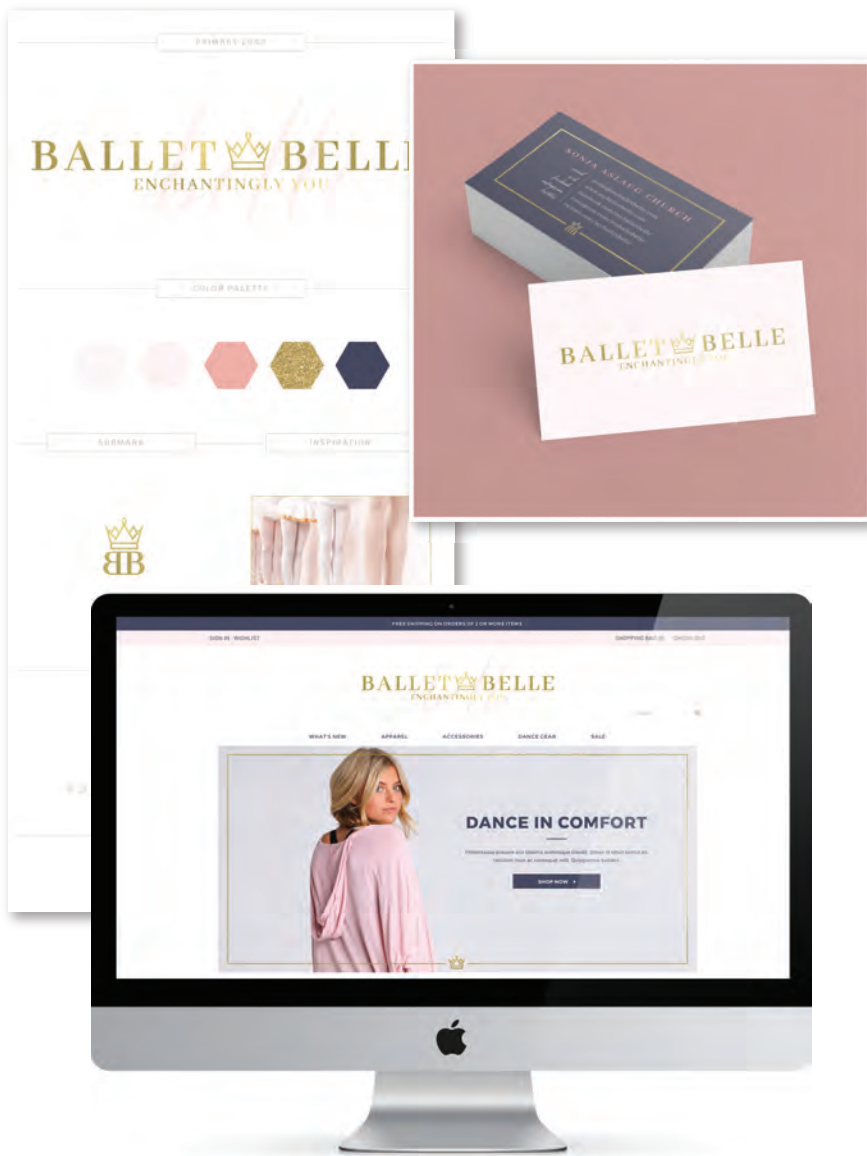
*\*Ecommerce Design available- please contact for pricing*

*\*Estimated Timeframe: 4-5 Weeks*



## Branding & Website Design Duo ~~\$3200~~ \$3000

savings of \$200 / installment option- two payments of \$1500



*The Design Duo includes all elements of both the branding & website design packages. My goal is to create a beautiful design that is infused with both your style and personality. Let's work together to create a complete branding and website experience that will make a lasting impression.*

### THIS PACKAGE INCLUDES THE FOLLOWING:

- Design Questionnaire
- Collaborative Pinterest Board

#### Branding Elements

- Inspiration Board
- Custom logo design and submark design with up to three revisions
- Branding Board
- Business Card Design formatted for your printer choice
- Delivery of final files in .ai, .jpg, .png, and .psd file formats

#### Website Elements

- Custom fonts & colors
- Navigation menus with dropdowns
- Mobile Responsive Design
- Five Pages Designed: Home, Contact, Blog & two additional pages of your choice (About, Services, etc)
- Custom Contact Form
- Two Subscribe / Signup Boxes
- Social Icons & Sharing Icons
- One Social Media Feed (Instagram, Pinterest, etc)
- Installation of Website

*\*Estimated Timeframe: 4-5 Weeks*



*I can't wait to hear from you!*

*You can email me directly at [hello@vivalaviolet.com](mailto:hello@vivalaviolet.com)  
for more information*

*xoxo, Heather*