EMARIE DESIGN

Crafting brands & websites that reflect your uniqueness.

Explore the 2022 EMARIE DESIGN Client Intro Guide

Who's the human behind EMARIE DESIGN?

Hi, I'm Emma Marie (she/her)! I'm a brand and website designer, helping therapists, coaches, and other holistic service providers make their visions a reality. In addition to my largely self-taught background in design, I also have a bachelor's degree in anthropology. I love and understand the importance of the social sciences and the ways the field can be applied to make change for individuals and our culture at large.

I would be honored to help you help others by creating a brand design that encapsulates your essence — and respects the clients you serve.

DON'T I JUST NEED A LOGO?
Why invest in brand design?

You're the expert on yourself, your style, and your clients. But sometimes it can be difficult to combine your expertise into one comprehensive identity that conveys your message.

That's where EMARIE DESIGN comes in — turning your values, goals, and design inspiration, however unique and varied, into a brand that connects with your ideal clients.

Brand design is so much more than a single logo. In fact, when you invest in brand design, you'll receive several logos that complement each other, along with a color palette and several fonts to tie it all together — and those are just the basics. From your website to your intake forms, having a cohesive brand identity helps draw in your ideal clients and create a seamless experience for them.

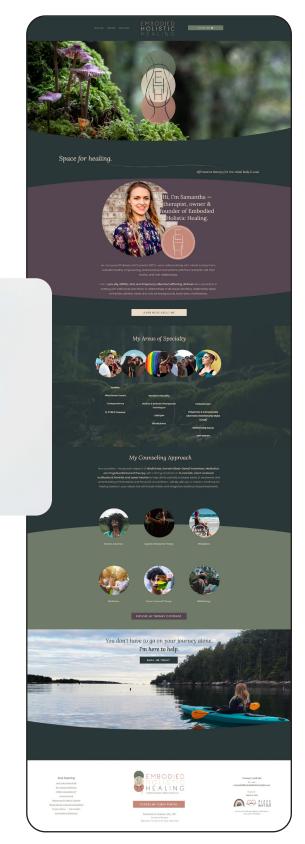**Explore some examples of my recent work on the following pages!**

Recent Work

Embodied Holistic Healing

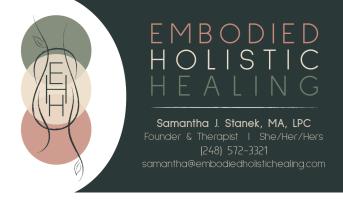**WWW.EMBODIEDHOLISTICHEALING.COM**

Embodied Holistic Healing provides affirmative therapy for adult individuals, couples, and people in multi-partner relationships, utilizing a holistic wellness umbrella to help clients heal in all aspects of living — emotional, mental, sexual, spiritual, and physical.

SCOPE OF WORK:

BRAND IDENTITY DESIGN | WEBSITE DESIGN

EMBODIED
HOLISTIC
HEALING

Samantha J. Stanek, MA, LPC
Founder & Therapist | She/Her/Hers
(248) 572-3321
samantha@embodiedholistichealing.com

Recent Work
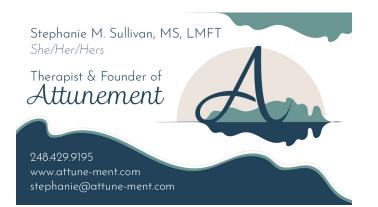
Attunement

WWW.ATTUNE-MENT.COM

Attunement offers teletherapy in Michigan for individuals, couples, and multi-partner relationships to heal trauma, explore sexuality, and manage relationship issues, helping you live your most authentic life.

SCOPE OF WORK:

BRAND IDENTITY DESIGN | WEBSITE DESIGN

Stephanie M. Sullivan, MS, LMFT
She/Her/Hers

Therapist & Founder of
Attunement

248.429.9195
www.attune-ment.com
stephanie@attune-ment.com

Recent Work

Color Your Name

WWW.COLORYOURNAMECOACHING.COM

Color Your Name provides beautiful solutions for a colorful life through coaching by and for LGBTQIA+ and polyamorous people.

SCOPE OF WORK:

BRAND IDENTITY DESIGN | WEBSITE DESIGN | SOCIAL MEDIA DESIGN

Ambiamory:

A relationship orientation in which individu can be comfortable a happy in eithe polyamorous monogamous relationships. Ambiamorists may be open t relationship structures tha fit the individuals involved in the as well as the l situations in which they find themselves.

@coloryournamecoaching

Old Relationship Energy (ORE):

The dynamic of a **long-standing established romantic or sexual relationship**, in which one feels a **strong level of comfort and contentment** in their relationship.

@coloryournamecoaching

The right brand design is a resource to help you help others.

THE RIGHT BRAND REFLECTS YOUR IDENTITY, VALUES, AND EXPERIENCE.

And the right brand design process is approachable, transparent, and personalized — **embracing and affirming your uniqueness:**

EXPLORE

First, we'll schedule a free discovery call by phone or video chat to make sure we're a good fit! Once we sign a contract, the design strategy begins with a collaborative inspiration board and a thorough questionnaire to get to the heart of your brand identity or website goals.

DESIGN & REFINE

The next step looks similar for both brand and website design. After a period of research and creative work, we'll meet again for the big unveiling — your brand identity design or website mockup presentation! Revisions are an important part of this process, too, making your designs as perfect as they can be.

LAUNCH

Once we've refined the designs, it's officially time to put your brand — or website — out into the world! If you choose a package that includes brand design, you'll also get a style guide to effectively and confidently use all of your brand elements.

I hope you're as excited about this process as I am!
Now, let's find the right investment for you.

The Brand
Design Package

Custom and strategic design process, beginning with a collaborative mood board, in-depth questionnaire, and brand consultation

Full brand suite*, including a primary logo, secondary logo, text logo, and submark logo

Up to three collateral pieces, such as brand patterns, illustrations, and/or tagline logos

Branded color palette

Branded typography including header, body, and accent fonts

One business card design

Step-by-step style guide, encapsulating your brand identity and instructions for effectively using your logo(s), color palette, fonts, and more

TIMELINE: 4 TO 6 WEEKS

PRICING: BEGINS AT $1,000.00

Primary & Secondary Logos

EMBODIED
HOLISTIC
HEALING

Color Palette

EMBODIED
HOLISTIC
HEALING

Logo Marks

Fonts

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Other design assests, such as brochures, social media graphics, etc. can be included upon request for an additional fee.

The Website Design Package

Custom 4-8 page website designed using Showit, Squarespace, or Wix

Design optimization for mobile and desktop

Search engine optimization (SEO) to help you reach your ideal clients

Website copywriting and editing support

Identifying brand-aligned stock photos

Website platform training and one month of technical support following launch

TIMELINE: 6 TO 8 WEEKS

PRICING: BEGINS AT $2,000.00

Combined Brand Design + Website Design Package

This investment includes everything in the Brand Design + Web Design packages, plus a seamless flow from brand to website design!

Custom and strategic design process, beginning with a collaborative mood board, in-depth questionnaire, and brand consultation

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Up to three collateral pieces, such as brand patterns, illustrations, and/or tagline logos

Branded color palette

Branded typography including header, body, and accent fonts

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+

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Search engine optimization (SEO) to help you reach your ideal clients

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Identifying brand-aligned stock photos

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TIMELINE: 10 TO 14 WEEKS

PRICING: BEGINS AT $3,000.00

Check out the sample timeline for this combined package on the next page!

Sample Project Timeline

(Timeline varies depending on overall project scope)

PRE-START DATE	Brand Discovery Questionnaire Pinterest Mood Board
WEEK 1	Initial Zoom Call to Review Brand Pre-Work
WEEK 1-3	Brand Research + Design Zoom Call to Review Brand Concepts
WEEK 4	Brand Refinements Final Design Touches
WEEK 5	Brand Style Guide Final Files Review
WEEK 6-7	Website Wireframe Development Website Wireframe Presentation Website Wireframe Refinements
WEEK 8-11	Website Page Buildout Website Page Presentation Website Page Refinements
WEEK 12-13	Website Test Run Final Website Refinements Client Training
WEEK 14	Brand Launch Preparation Brand Launch

Are you ready for a brand identity created just for YOU?

Reach out today to schedule your no-cost, no-commitment discovery call!

HELLO@EMARIEDESIGN.COM