



J. ALEXANDRIA CREATIVE
2021 INVESTMENT GUIDE



MEET JADE

I'm a multi-passionate creative and small business owner's biggest cheerleader. I've been exactly where you are! I've sat in that dark and dingy corporate cubicle, bingeing podcasts and hustling to get out of my 9-5 make my dream a reality. I've Googled every business question you can think of. And I've worked with countless business owners just like you. I am here to take your business to the next level. I'm a right-brained designer from one of the country's most left-brained cities, Huntsville, Alabama (known as the Rocket City--no, seriously). I live with my husband, Brandon and our Goldendoodle, Finn! I attended the Savannah College of Art and Design in Savannah, Georgia and graduated with a BFA in Advertising in 2015. After college, I worked in an ad agency, and later my corporate job was a graphic designer for a multi-billion dollar financial institution before I went full time with J. Alexandria Creative! When I'm not head down at my laptop, I'm bingeing Schitt's Creek, Grey's Anatomy, or reading on my Kindle. My happy place is anywhere near a body of water or soaking up lots of time with my family.

BRAND ESSENTIALS

Perfect for small businesses who are ready to create a consistent brand experience for their business. This is our entry level branding package that is perfect for small businesses who don't have any brand materials or for the small business who is using a DIY or templated logo.

PACKAGE DETAILS

1 HOUR BRAND STRATEGY SESSION

MOOD BOARD EXPLORATION

LOGO DESIGN IN BLACK+WHITE & FULL COLOR

SUBMARK DESIGN

TYPOGRAPHY SELECTION

COLOR PALETTE

SINGLE PAGE BRAND BOARD

INVESTMENT: \$1,200

PAYMENT PLAN: 3 PAYMENTS OF \$400

TIMELINE: 6 WEEKS

Brand Essentials

BRAND EXPERIENCE

The brand experience is our all-inclusive, luxury branding experience. This package expands on our brand essentials package by offering branded collateral and marketing materials, along with a complete strategy guide to communicate the brand strategy and visual aesthetic.

PACKAGE DETAILS

1 HOUR BRAND STRATEGY SESSION

MOOD BOARD EXPLORATION

LOGO DESIGN IN BLACK+WHITE AND FULL COLOR

SUBMARK DESIGN

COLOR PALETTE

TYPOGRAPHY SELECTION

BUSINESS CARD DESIGN

CUSTOM STATIONERY SUITE

CUSTOM COLLECTION OF SOCIAL MEDIA TEMPLATES

CUSTOM BRAND STRATEGY DOCUMENT

INVESTMENT: \$3,000

TIMELINE: 12 WEEKS

PAYMENT PLAN: 4 PAYMENTS OF \$750

Brand Experience

BRAND ESSENTIALS+WEBSITE TEMPLATE INSTALL

For the business ready to build out their branding and online presence, this package includes the best of both worlds. This is a more budget-conscious option for our clients who are looking for branding and website design. We create a strategic, custom brand, and select and install a website template that fits the brand aesthetic.

PACKAGE DETAILS

- 1 HOUR BRAND STRATEGY SESSION
- MOOD BOARD EXPLORATION
- LOGO DESIGN IN BLACK+WHITE & FULL COLOR
- SUBMARK DESIGN
- TYPOGRAPHY SELECTION
- COLOR PALETTE
- SINGLE PAGE BRAND BOARD
- WEBSITE TEMPLATE SELECTION
- 1 HOUR WEBSITE STRATEGY SESSION
- INSTALLATION OF WEBSITE TEMPLATE+UP TO 5 PAGE LAYOUTS
- CUSTOMIZED TO BRANDING (LOGO, IMAGERY, COLORS, AND TYPEFACES)
- BASIC SEO, EMAIL MARKETING INTEGRATION & SOCIAL MEDIA INTEGRATION
- CUSTOMIZED VIDEO WALKTHROUGH+TRAINING TO MANAGE YOUR SITE
- 30 DAYS POST LAUNCH SUPPORT (AS NEEDED)
- SOCIAL MEDIA LAUNCH GRAPHICS

INVESTMENT: \$2,700

TIMELINE: 12 WEEKS

PAYMENT PLAN: 4 PAYMENTS OF \$675*

*CUSTOM PAYMENT PLANS AVAILABLE. COST OF TEMPLATE NOT INCLUDED.

Brand Essentials+Website Template Install

WEBSITE TEMPLATE INSTALLATION

Website template installation is perfect for the small business just getting started with their website and online presence, but isn't ready for a completely custom website just yet. We custom curate a template that fits your existing branding and meets the technical needs of your business.

PACKAGE DETAILS

WEBSITE TEMPLATE SELECTION

1 HOUR WEBSITE STRATEGY SESSION

INSTALLATION OF WEBSITE TEMPLATE+UP TO 5 PAGE LAYOUTS

CUSTOMIZED TO BRANDING (LOGO, IMAGERY, COLORS, AND TYPEFACES)

BASIC SEO, EMAIL MARKETING INTEGRATION & SOCIAL MEDIA INTEGRATION

CUSTOMIZED VIDEO WALKTHROUGH+TRAINING TO MANAGE YOUR SITE

30 DAYS POST LAUNCH SUPPORT (AS NEEDED)

SOCIAL MEDIA LAUNCH GRAPHICS

INVESTMENT: \$1,500

TIMELINE: 6-8 WEEKS

PAYMENT PLAN: 3 PAYMENTS OF \$500*

*PRICE DOES NOT INCLUDE COST OF TEMPLATE.

Website Template Installation

CUSTOM WEBSITE EXPERIENCE

A custom website is the perfect way to enhance your online presence and create a luxe, branded experience for your potential clients. Our speciality is creating beautiful, yet strategic websites that represent your brand, while providing an optimized user experience that is designed to convert.

PACKAGE DETAILS

1 HOUR STRATEGY SESSION

CUSTOM WEBSITE UP TO 8 PAGES

COPYWRITING FOR WEBSITE

EMAIL MARKETING + SOCIAL PLATFORM INTEGRATION

BASIC SEO IMPLEMENTATION

SITE SPEED OPTIMIZATION

SOCIAL MEDIA INTEGRATION

SOCIAL MEDIA LAUNCH GRAPHICS

30 DAY POST-LAUNCH SUPPORT PERIOD

CUSTOMIZED VIDEO WALKTHROUGH+TRAINING TO MANAGE YOUR SITE

**We build websites on Wordpress, ShowIt, or Squarespace. We provide custom website platform recommendations based upon our clients' needs and technical abilities. eCommerce sites require custom quote.*

INVESTMENT: \$5,500

TIMELINE: 12 WEEKS

PAYMENT PLAN: 4 PAYMENTS OF \$1,375*

*CUSTOM PAYMENT PLANS AVAILABLE

Custom Website Experience



OUR PROCESS

STEP 1: INSIGHT+STRATEGY

This is the most important part of the process. We build a foundation for the project during our initial consult call. Then, once we begin working together you will complete our client insight questionnaire so we can gain an in-depth understanding of your business, your vision, and your current clientele. Then, we have a strategy session where we develop the overall direction for your brand, website or project.

STEP 2: CONCEPT DEVELOPMENT

Once we've completed the strategy phase, we move into developing visual concepts for you to review. For Branding, this looks like the mood board and initial logo concept phase and for website design, this will be working through your site map and initial web page mock ups.

STEP 3: EXECUTION + IMPLEMENTATION

Execution is the final stage of the process where we are refining and making edits. For branding, this might look like final tweaks for the logo design and moving into the final brand board and strategy guide approval. For website design, this means your website is in development and we are making final touches and testing.

STEP 4: LAUNCH!

This is the part where we celebrate and drink champagne because everything we have been working toward is finally complete. All designs have been approved and you've launched them to your audience and implemented them into your business!

KIND WORDS FROM OUR CLIENTS

“ I highly recommend working with Jade for all your graphic design needs. She went above and beyond for my design project, and whipped up stunning promo cards, business cards, and handouts for a conference I was sponsoring. Jade was very attentive to all of my edit requests and the final products turned out beautifully on-brand. I know from experience that it's sometimes challenging as a creative to work with designers because they may not understand your vision or style, but that was not the case with Jade. She thoroughly exceeded my expectations. Go work with her, you won't regret it!

PAIGE G., THE LEGAL PAIGE

“ Jade is the one thing in my business I cannot do without. There are not enough good things or ways I can describe my experience working with Jade. She is the most professional, creative, resourceful and flexible designer and project manager I've ever worked with. Jade is the one thing in my business I cannot do without. There's no one better out there. I'm grateful I get to work with her.

VITALE B., LIFE COACH

“ Jade was amazing to work with! She was so thorough and I really appreciated her follow up and patience. I felt like she was very responsive and proactive. I would love to work with her again!”

-ERIN J., LIFE ON MADISION LANE



WHAT FILE FORMATS DO I RECEIVE IN MY BRAND PACKAGE?

We believe in providing all the files necessary for your business. Our clients receive a vector (.EPS), JPEG, PNG, and PDF files formatted for both print and digital use.

DO YOU OFFER CUSTOM PAYMENT PLANS?

We understand that every business has a budget. If you opt for a payment plan, we do offer some flexibility outside our standard payment plans. For example, we have had clients ask to make smaller payments up front and larger payments toward the end of the project vs. an even split. Feel free to reach out to us if you are interested in customizing your payment plan.

WILL I BE ABLE TO MAKE EDITS TO MY SITE AFTER IT'S COMPLETE?

We understand that websites will need to be updated at various times in your business. This is why we build our websites with user-friendly page builders that make it easy for our clients to make simple changes like swapping images or editing text. We provide training videos that explain how to maintain your website so our clients feel empowered to make changes on their own, and we NEVER require monthly maintenance plans. We do offer hourly maintenance starting at \$75/hour.

DO YOU OFFER E-COMMERCE WEBSITES?

Yes! Shopify is typically our recommendation for e-commerce sites. We provide custom quotes for e-commerce websites, as the scope of work varies based upon the number of products and any specific integrations needed.

WILL MY SITE BE MOBILE RESPONSIVE?

YES! More people will view your website on their phone than on a desktop! We ensure mobile responsiveness for mobile, table and desktop.



WE'D LOVE TO WORK WITH YOU

Whether you're just getting started or are an established business, we would love to support you as you level up and grow into the next phase of your business!

VISIT OUR WEBSITE AT
WWW.JALEXANDRIACREATIVE.COM

READY TO GET STARTED?
[FILL OUT THIS FORM TO INQUIRE WITH US](#)

Need a custom quote? We are happy to put together a custom proposal for you based on the needs of your project. Please email jade@jalexandriacreative.com and we will get back to you in 24-48 hours!