



*Jonnelle* CHAVEZ

DESIGN STUDIO  
MEDIA KIT 2019



H O L A !

## Meet Jonnell Chavez

Known for having an amazing aesthetic and knack for attention to detail, Jonnell Chavez has spent the last 10 years in the visual design field.

Her business has grown from designing for nightlife and event companies to creating the corporate identities, defining the visual brand, and designing products and packaging for million dollar companies in fashion, beauty and jewelry. She puts her blend of artistic skill, design thinking, and branding experience into every project, helping to create enduring images in customers minds. She's recognized around the world for her unique style, use of color, and creative typography

## Q U I C K F A C T S

### EDUCATION

- Over 10 years design experience
- College background that has nothing to do with design
- Tech School - Interactive Media

### SPECIALIZES IN

- Connoisseur of color
- Typography specialist
- Cohesive Branding
- Brewing Tea

### OTHER TALENTS

- Played in orchestra for over 6 years
- Growing plants
- Interior Design
- Watercolor Painting & Acrylic Pours



LET'S GET DOWN TO  
BUSINESS





## COLLATERAL PACKAGES

### PACKAGING DESIGN

Includes consultation on what packaging will work best with your brand. 2 concepts + 2 rounds of revisions. You will receive a packaging insert, mailerbag or box design, sticker pack or hang tag design.

STARTING AT \$800

### BOOK COVER DESIGN

Includes 2 concepts + 2 rounds of revisions. You will receive the final version of your book cover ready for print along with mockup.

STARTING AT \$500

### PRODUCT STYLING + PHOTOGRAPHY

Includes moodboard for project. 3 unique photography sets styled based on the moodboard to advertise your products effectively to your audience. Includes all unedited images + 9 edited images

STARTING AT \$800

### CUSTOM ARTWORK / CALLIGRAPHY

Send inquiry for customized quote & availability



# LOGO DESIGN PACKAGES



## BRAND BUILD OUT 4-6 WEEK PROCESS

### 01. TEA TIME

*Brand discovery, questionnaire, personal and business goals.*

### 02. BRAND BOARD

*Creating & coordinating secondary logo, submark, patterns, etc*

### 03. LOGO DESIGN

*3 logo + sublogo variations based on agreed upon brand board*

### 04. EDITS / REVIEW

*3 revisions included in process*

### 05. STATIONARY DESIGN

*Design of business card, notecard, tag or labels, stickers*

### 06. BRAND STYLE GUIDE

*Call & recap to discuss how to use your brand board created : including fonts, patterns, colors, etc*

### 07. SOCIAL MEDIA

*Design of your facebook/youtube banner, 4 instagram templates*

### 08. SOCIAL GUIDE

*Guide on how to use your brand online*

### 09. LAUNCH KIT

*Includes mockups of your brand & final logo files ( Vector, HI-res JPEG & PNG )*

# \$ 4000

*6 Spots Available*

## LOGO DESIGN 2-3 WEEK PROCESS

### 01. TEA TIME

*Brand discovery, questionnaire, personal and business goals.*

### 02. BRAND BOARD

*Creating & coordinating secondary logo, submark, patterns, etc*

### 03. LOGO DESIGN

*2 logo + sublogo variations based on agreed upon brand board*

### 04. EDITS / REVIEW

*3 revisions included in process*

### 05. BRAND STYLE GUIDE

*Instructions emailed on how to use your brand board created : including fonts, patterns, colors, etc*

### 06. FINAL FILES

*Final logo files include Vector, HI-res JPEG & PNG*

# \$ 1500

*8 Spots Available*



# BRANDING PACKAGES

## START UP

6-8 WEEK PROCESS  
6 slots available

### 01. TEATIME:

Brand discovery, questionnaire, personal and business goals.

### 02. BRAND BOARD

Creating & coordinating secondary logo, submark, patterns, etc

### 03. LOGO DESIGN

3 logo + sublogo variations based on agreed upon brand board

### 04. EDITS / REVIEW

3 revisions included in process

### 05. STATIONARY DESIGN

Design of business card, notecard, tag or labels, stickers

### 06. BRAND STYLE GUIDE

How to use your brand board created including fonts, patterns, colors, etc

### 07. RE-GROUP

Recap project. Confirm content needed for web design.

### 08. WEB DESIGN

All content must be finalized. Home page will be designed and submitted for approval. Addnl pages to follow

### 09. WEB DEVELOPMENT

Once all pages are designed, web development will begin

### 10. SOCIAL MEDIA

Design of your facebook/youtube banner, 4 instagram templates and instagram sample feed.

### 11. SOCIAL GUIDE

Design of instagram sample feed + customized filter / photo styling. Guide on how to use your brand online

### 12. LET'S LAUNCH

1 hour meeting to share tutorial on website functions, email marketing + all mock ups

\$6000

## THE WHOLE SHA BANG

8-10 WEEK PROCESS  
8 Slots Available

### 01. TEATIME:

Brand discovery, questionnaire, personal and business goals.

### 02. BRAND BOARD

Creating & coordinating secondary logo, submark, patterns, etc

### 03. LOGO DESIGN

4 logo + sublogo variations based on agreed upon brand board

### 04. EDITS / REVIEW

4 revisions included in process

### 05. STATIONARY DESIGN

Design of business card, notecard, tag or labels, stickers

### 06. BRAND STYLE GUIDE

How to use your brand board created including fonts, patterns, colors, etc

### 07. RE-GROUP

Recap project. Create moodboard for photoshoot, Discuss and begin planning for website

### 08. PHOTOSHOOT

Half day photoshoot

### 09. SELECTION + EDITS

Select up to 15 images + receive all images unedited

### 10. SOCIAL MEDIA

Design of your facebook/youtube banner, 6 instagram templates

### 11. SOCIAL GUIDE

Design of instagram sample feed + customized filter / photo styling. Guide on how to use your brand online

### 12. WEB DESIGN

All content must be finalized. Home page will be designed and submitted for approval. Addnl pages to follow

### 13. WEB DEVELOPMENT

Once all pages are designed, web development will begin

### 14. A LIL' EXTRA

Customized pop-up designed for capturing emails and building your email list

### 15. EMAIL MARKETING

Set up email marketing account and email marketing template

### 16. LAUNCH KIT

1 hour meeting to share tutorial on website functions, email marketing + all mock ups

\$10,200



# RETAINER PACKAGES

*Retainer packages vary based on client needs. These packages **start at \$1500/mth** with a **3 month commitment** . Retainer packages include but are not limited to content creation, photography, web updates, email marketing management, template design, animated ad designs for social media, social media planning & social media management.*

*Retainer clients must be referred by a current client or previously worked on a project with Jonnell Chavez Design.*

*To dive in deeper, send an email so that we may schedule a time to further discuss and evaluate your business needs!*





# CONTACT

READY TO DO BUSINESS?

ALL INQUIRIES EMAIL:  
HELLO@JONNELLCHAVEZ.COM

CONNECT WITH ME ONLINE ( BUT DON'T DM ABOUT BUSINESS LOL )  
Instagram, Pinterest & anywhere else >>> @JonnellChavez

All photography by Chris Paul Thompson

