

The background of the entire page is a light grey color. Scattered across the page are several dried botanical elements: a cluster of white flower petals on the left side, a single green leaf with a brown stem in the lower center, and another cluster of white flower petals in the lower right. A white rectangular box with a thin black border is centered on the page, containing the main text.

# INVESTMENT GUIDE

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*elevated, bespoke brands founded on  
intentional strategy and timeless design*

# INTRODUCTION

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Ashley Ferreira Design offers thoughtful brand and website development backed by intentional strategy for creative entrepreneurs and wedding industry pros. Through my signature strategy approach and custom branding services, we'll craft an elevated brand that is an authentic reflection of your best work, clarifies your message, and allows you to hit your sales goals, all while seamlessly connecting refined visuals with profitable strategy, allowing you to make a memorable mark with your target audience.





Her communication and  
customer service was top notch!

*“Her presentation and design were flawless. I am so glad I found Ashley. She is kind, dedicated and so talented. Go with her for all your branding needs”*

-Adrienne Michelle Weddings

# I. CUSTOM BRAND EXPERIENCE

*4-6 week partnership | Investment: \$2,400.00*

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## DETAILS

Your brand deserves to be seen in a way that reflects your best work and connects you to your dream clients. As your brand designer and strategist, we'll work together to craft an elevated visual identity that's backed by results-driven strategy through my signature brand development process. We'll dive deep into your brands core values, mission, and biggest goals, honing your voice and story to connect you with the clients that need your work the most.

Through comprehensive strategy sessions, you'll come away with a tailor-made, actionable Style Guide to help you implement your new elevated visual branding and on-brand messaging into every facet of your marketing, from social media to web design to print materials, and more, giving you a tangible brand style guide you can refer back to for years to come, equipping you with the tools you need to not only look the part, but act and speak the part.

## WHO IT'S FOR

My signature brand experience is for you if you're ready for a branding journey that connects refined visuals with profitable strategy, clarifies your message and delivers long-lasting results, getting you back to focusing on what you do best.

Whether you're just starting out and looking to make the best impression right off the bat or you've been in business for a while now, you're done with the diy route and ready for a brand that truly represents who you are and equips you with the tools and visuals you need in order to connect with your dream clients and propel you towards your biggest financial goals.

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### CUSTOM BRAND DESIGN

- Brand Consultation
- Brand Strategy Worksheets
- Primary & Secondary Logo Design
- Logo Submark & Watermark
- Font Selection
- Color Palette

### CUSTOM STATIONERY DESIGN

- Business Card Design
- Notecard Design

### COLLATERAL OPTIONS

- Facebook Banner Design
- Email Signature
- Pattern Design
- Instagram Story Cover Icons
- Welcome/Investment Guide Design

### RESOURCES FOR SUCCESS

- Brand Style Guide
- Launch Day Strategy Guide
- Styled Launch Graphics



## II. CUSTOM WEB EXPERIENCE

*4-6 week partnership | Investment: \$3,000.00*

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### DETAILS

Ready for a website you're so proud to share with your audience? It's time for an elevated web presence that propels your business forward towards those amazing goals of yours and attracts your ideal clients, allowing you to ditch the DIY overwhelm and get back to doing what you love most!

### WHO IT'S FOR

The custom web experience is for you if you're ready for a beautiful new home for your business. You're ready for a website that not only focuses on beautiful design, but is also built around strategy and conversion, focusing on the psychological elements that draw viewer's in and help turn casual browsers into your next dream client.

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### CUSTOM WEBSITE DESIGN

Custom Showit Website & Blog Design  
Mobile / Responsive Design  
Basic Search Engine Optimization (SEO)  
Private Pricing Page Design  
Instagram Landing Page Design

### RESOURCES FOR SUCCESS

Showit & Blog Training Resource Guide  
SEO Guide  
Launch Day Strategy Guide  
Styled Launch Graphics

I am so glad I found Ashley!

*"She listened to all of my needs and wants and created magic! Ashley was so easy to work with and is very responsive, fast, and efficient. I will definitely reach out for any other business needs!"*

- LC Floral Design

# III. BRAND & WEB EXPERIENCE

*6-8 week partnership | Starting Investment: \$5,400.00*

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## DETAILS

You're so ready to stop piecing together your branding. You're done wasting time trying to figure out the DIY route, the information overload, and just plain not connecting with the clients you dream of connecting with because your website doesn't fully reflect your high-quality work and brand.

## WHO IT'S FOR

You're ready for a professional and bespoke experience that seamlessly connects your brand with a one-of-a-kind website that covers everything you need to position your brand as the elevated, high-level professional you are. You're ready for a renewed sense of confidence and intentionality with a custom brand and website design that reflects your best work, instills trust in your audience, and free's you to live the life and build the business you've been dreaming about.

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### CUSTOM BRAND DESIGN

- Brand Consultation
- Brand Strategy Worksheets
- Primary & Secondary Logo Design
- Logo Submark & Watermark
- Font Selection
- Color Palette

### CUSTOM STATIONERY DESIGN

- Business Card Design
- Notecard Design

### COLLATERAL OPTIONS

- Facebook Banner Design
- Email Signature
- Pattern Design
- Instagram Story Cover Icons
- Welcome/Investment Guide Design

### CUSTOM WEBSITE DESIGN

- Custom Showit Website & Blog Design
- Mobile / Responsive Design
- Basic Search Engine Optimization (SEO)
- Private Pricing Page Design
- Instagram Landing Page Design

### RESOURCES FOR SUCCESS

- Brand Style Guide
- Launch Day Strategy Guide
- Styled Launch Graphics
- Showit & Blog Training Resource Guide
- SEO Guide



# IV. WEB TEMPLATE CUSTOMIZATION

*2 week timeline | Starting Investment: \$1,500.00*

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## DETAILS

Need help getting your website styled and launched? Or just wanting to save time and pass the customization off to a professional? We will customize a Showit template for you! You'll drop all your content (images, copy, etc.) into our signature website organization system and we'll upload it into the template that you have already purchased. Easy!

## INCLUDES

Showit Template Customization  
Responsive Mobile Site  
Implementation of Current Logo and Branding  
Basic Search Engine Optimization (SEO)

## RESOURCES FOR SUCCESS

Showit & Blog Training Resource Guide  
SEO Guide  
Launch Day Strategy Guide  
Styled Launch Graphics



# V. EDITORIAL & BRAND SHOOTS

*Starting Investment: \$1,200.00*

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## DETAILS

Working in collaboration with creatives who are seeking to elevate their brand through stunning, fine art visuals, I partner with you to plan, coordinate, and style a timeless set of visuals built on intentional storytelling.

Whether you're a wedding pro with the goal of getting your work in front of your ideal clients through submission and publication, or you're simply looking to further elevate your brand through timeless and quality imagery that reflects your best work, positions you to stand out amongst the crowd, and create a deeper connection with your dream clients.

I'm here to help you create a beautiful and strategic set of visuals from the initial mood board inspiration, to pulling in the perfect team of vendors and suppliers, to shoot-day and beyond. My work has been featured by Wedding Sparrow, Magnolia Rouge, Joy Wed, Style Me Pretty, and more.

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## EDITORIAL SHOOTS

- Consultation/Story-Building Call
- Art Direction
- Access To Exclusive Industry Vendor List
- Detailed Day-Of Schedule
- Planning, Coordinating, Day-Of Styling and Breakdown
- Return of all Rentals and Decor
- Coordination of Vendors - Photographer, Venue, Models, Makeup Artist, Etc.
- Supplied Props, Decor, Florals, Cake, Stationary Suite, Gowns & Suit, Etc.
- Professional Submission Write-Up
- Coordination of Submission For Publication to High-End Wedding Websites
- Comprehensive Guide of all Included Vendor Info

## BRAND SHOOTS

- Consultation/Story-Building Call
- Day-Of Outfit & Props Guide
- Natural Posing Prep Guide
- Planning, Coordinating, Day-Of Styling and Breakdown
- Return of all Rentals and Decor



# FREQUENTLY ASKED QUESTIONS

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## **WHAT SET'S ME APART FROM OTHER DESIGNERS?**

-As your brand designer, I'm here to work alongside you to craft a visual identity and walk through results-driven strategy, connecting you to your dream clients and propelling you towards your biggest goals and financial dreams.

Through my signature brand development process, we'll dive deep into the heart of your brand bringing to the forefront elevated design, intentional strategy, and a clarified voice that connects you to your target audience and reflects your best work so you can get back to doing what you love most.

## **WHAT WEBSITE PLATFORM'S DO YOU USE?**

-I use ShowIt for all web design projects. ShowIt designs are responsive, user friendly, mobile friendly, and one-of-a-kind with amazing customer service.

## **DO YOU OFFER COPYWRITING?**

-One of the best parts of my Signature Brand Development Experience is that it equips you to confidently and strategically develop your unique brand voice and messaging that authentically connects you to your target audience. Plus, you'll receive 6 of my favorite easy-to-use copywriting formulas. If you're still looking for further copywriting resources, I have a list of amazing referrals to offer.

## **WHO DO YOU WORK WITH?**

-I specialize in working with smaller creative businesses, solo entrepreneurs, and wedding professionals. I love working with like-minded creatives whether you're just starting out, or have been in business for a while.

## **WHAT DO I NEED BEFORE WE START THE PROJECT?**

-After your contract is signed, you'll receive your branding worksheets to begin working on. If your project involves web design, you will also need to start gathering content (written copy and brand images) for all sections of your website. The worksheets, (copy, and images if web is involved) will all be due before the design begins.

## **WILL YOU SHOW ME HOW TO USE MY NEW WEBSITE?**

-Yes! You will receive a resource guide walking you through how to easily navigate and use your new site.

## **DO YOU OFFER PAYMENT PLANS?**

-Yes! I offer payment plans of 3-4 installments with an upfront retainer fee of 25% to book your project.

## **HOW LONG IS THE EXPERIENCE?**

-Offering a super seamless experience from beginning to end, most experiences are 4-8 weeks and depend on your timely communication.

# READY TO TRANSFORM YOUR BUSINESS?

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*head to my website contact form or email  
me directly at [hello@ashleyferreiradesign.com](mailto:hello@ashleyferreiradesign.com)*