

Timeless and elevated design that propels your business forward.

LADUE
CREATIVE STUDIO
L/VOL





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MEET THE FOUNDER

Lauren L'Heureux



HI, I'M LAUREN L'HEUREUX.

I am the owner and CEO of the La.Rue Creative Studio, a boutique creative agency for intentional women with intentional businesses. The La.Rue Creative Studio is a luxury full-service creative agency that focuses on the internal collateral for your firm. Serving a diverse roster of female founded businesses, we elevate brands with a turnkey style evolution and innovative approach to strategic growth. We deliver a white-glove experience from start to finish that launches your brand into the next stages of success.

The La.Rue Creative Studio was born from an idea to offer luxury to *women who offer luxury*. We make the branding and marketing process exciting and expansive— exquisitely executing your vision. When you think of branding or designing your new website, it should feel adventurous and unknown. These materials will act as the visual representation of your brand. And when we bring that vision to life, you and I elevate your brand to the next level.



WEBSITE & BRAND STYLE DEVELOPMENT

Project Scope

// Three - Four Month Turnover

// Project Price Starting at: \$6,500.00

// Project Deliverables: Custom Designed Branding Assets and Website via ShowIt.

STEP ONE —

CREATIVE DIRECTION | ONE HOUR CALL

// DISCUSS VISION AND EXPECTATIONS FOR PROJECT

// AGREE ON PROJECT TIMELINE & SCOPE

// COLLECT CLIENT PAYMENT FOR PROJECT AND ACCOUNTS CREATED

// CLIENT RECEIVES INVOICE, CONTRACT, AND SCHEDULE FOLLOWING CALL

STEP TWO —

PROJECT DEVELOPMENT

// INVOICE PAID & CONTRACT HAS BEEN SIGNED BY BOTH PARTIES

// CLIENT BRANDING MATERIALS ARE MADE & APPROVED

// NEW CLIENT ACCOUNTS ARE CREATED & PREPARED

// OUTLINE AND BUILD WIREFRAME

// BEGIN WORK ON FOUNDATIONAL WEBSITE BUILDING

STEP THREE —

MID-PROJECT CHECK-INS

// CLIENT REVIEWS PROGRESS MADE ON SITE DESIGN & LAYOUT WITH NOTES

// SITE DEVELOPED WITH CLIENT IMAGES, GALLERIES, AND ANY ADDITIONAL
CLIENT BRANDING MATERIALS

// FUTHER CHANGES ARE MADE BEFORE FINAL APPROVAL

STEP FOUR —

PROJECT COMPLETION

// CLIENT APPROVES FINAL WEBSITE DESIGN & CHANGES

// CLIENT WILL RECEIVE ACCESS TO A GOOGLE DOC WITH THEIR LOGIN
INFORMATION AND ANY BRANDING MATERIAL CREATED IN THE DESIGN
PROCESS, INCLUDING FONT FILES, HEX CODES, PHOTO FILES, AND LOGO FILES.

Please Note: This project scope includes six custom-designed content pages. Any additional pages, including blog, podcast and/or shop pages, as well as our SEO and copywriting services are at an additional cost.



BRAND & WEBSITE STYLE DEVELOPMENT

Project Scope

Project Deliverables

// **Fully Custom Branding Guide:** Including a primary logo, secondary logos, icon/favicon logo, color palette and typography.

// **Fully Custom Website:** Six fully custom designed pages in ShowIt or Wordpress. If your website includes a portfolio: you'll also receive a custom designed portfolio template page.

// **Website Training:** At the close of a project, the client receives an instructional training video on how to use and edit their website. During the first 30 days post launch, the client also receives full support on design edits. Beyond that time frame, website maintenance packages are offered.

// **Domain Transfer:** On launch day, the domain transition and integration of the new website will be handled by The La.Rue Creative Studio Team.

// **Optimized Site Performance & Design:** This varies project to project depending on the type of website you're building out, as well as what design platform we use. However, The La.Rue Creative Studio promises to ensure the best design and development possible for your website to run smoothly.

Client Responsibility

// **Copywriting:** If the client does not opt into our Copywriting services, the client is fully responsible for the copy appearing on their website. The La.Rue Creative Studio will not be responsible for editing, verifying, or fact-checking any of the copy that appears on the website.

// **SEO:** If the client does not opt into our SEO services, the client is fully responsible for editing and updating their SEO settings after their project has been handed over.

// **Preparation Materials:** The client is fully responsible for any preparation materials regarding their project, such as but not limited to: purchasing their domain, setting up their email accounts, gathering photography/ portfolio materials, etc.

// **Website Development:** The La.Rue Creative Studio is strictly a design studio. We do not offer services regarding the optimization or growth of your website. Therefore, all analytic and website performance goals fall to the client.



SAMPLE PROJECT TIMELINE

WEEK ONE –
TWO

BRAND STRATEGY & DESIGN

IN OUR INITIAL DESIGN CALL, WE WILL DISCUSS THE VISION FOR YOUR BRAND IDENTITY AND SITE DEVELOPMENT. FOLLOWING THIS CALL, THE CLIENT WILL RECEIVE A PRELIMINARY BRAND KIT WITH OPTIONS FOR FONT SUITES, COLOR PALETTES, AND LOGO DESIGNS. AFTER RECEIVING NOTES, A FINAL BRAND KIT WILL BE CREATED AND APPROVED.

IN OUR FIRST WEEK, THERE WILL ALSO BE A SCHEDULED CALL TO PAY THE CLIENT INVOICE AS WELL AS CREATE ANY CLIENT ACCOUNTS NEEDED (LIKE SITE HOSTING).

WEEK TWO –
THREE

BRAND DEVELOPMENT

ONCE THE FINAL BRAND KIT HAS BEEN APPROVED, THE SITE CREATION WILL BEGIN. IN OUR INITIAL CALL, WE WILL HAVE AGREED UPON A SITE MAP IDEAL FOR YOUR USE. PRELIMINARY CREATION OF THE SITE WILL INCLUDE WIREFRAMING AND BRAND KIT INTEGRATION.

ONCE THE FOUNDATION OF THE SITE IS BUILT, THE CLIENT WILL RECEIVE ACCESS AND PROVIDE ANY NOTES/ CHANGES THAT NEED TO BE MADE.

WEEK FOUR –
SIX

CONTINUED SITE DEVELOPMENT

OVER THE NEXT FEW WEEKS, I WILL TAKE CREATIVE FREEDOM TO DESIGN A COMPLETELY CUSTOM SITE. HERE, I WILL SPEND TIME INTEGRATING YOUR BRAND IDENTITY, TAKING NOTE OF THE BRAND VOICE, MISSION, AND IDEAL CLIENT.

THERE WILL BE CONTINUED COMMUNICATION WITH THE CLIENT OFFERING YOU SEVERAL PREVIEWS IN ADVANCE AS THE DESIGN OF THE WEBSITE IS IMPLEMENTED.

WEEK SIX TO
EIGHT

PROJECT COMPLETION

ONCE I'VE COMPLETED YOUR SITE DESIGN, YOU WILL ONCE AGAIN RECEIVE ACCESS TO REVIEW AND MAKE ANY FINAL NOTES FOR CHANGES. THE SITE WILL THEN BE TURNED OVER TO THE CLIENT WITH ALL BRANDING ASSETS INCLUDED IN A SHARED GOOGLE DRIVE. YOUR BRAND ASSETS INCLUDE ANY AND ALL LOGO FILES, FONT FILES, HEX CODES, AND GRAPHICS MADE.



CUSTOM CONTENT PAGES

Additional Website Pages

NEW BLOG/ PODCAST ADD-ON

// Add-On Fee: \$500.00

Are you looking to create a new blog or podcast with your updated website? The La.Rue Creative Studio is happy to help you build out a custom content page. Our design set up allows for automatic content updates with minimal edits on your part. We set up your new content page directly through WordPress, creating a custom content template that automatically updates when you publish a new blog or podcast.

ESTABLISHED BLOG/ PODCAST ADD-ON

// 0 - 25 Current Posts/Episodes to Transfer: Add-On Fee: \$500.00

// 26 - 75 Current Posts/Episodes to Transfer: Add-On Fee: \$1,000.00

// 76 - 150 Current Posts/Episodes to Transfer: Add-On Fee: \$1,500.00

// 150 + Current Posts/Episodes to Transfer: Add-On Fee: \$2,000.00

These add ons are applicable to those who already have established Blogs and or Podcasts with content that will **need to be transfered to their new website**. Our design set up allows for automatic content updates with minimal edits on your part. We set up your new content page directly through WordPress, creating a custom content template that automatically updates when you publish a new blog or podcast. Once we've created your custom content templates and we're ready to launch your new website, our team will manually transfer over each individual piece of content.

Please Note: Your blog or podcast content **cannot** be transferred over before launch. We will build out your templates and get everything in place before launch. Once we're ready to launch, your content pages will feature a coming soon page as my team and I get everything transferred over. The duration of this transfer will depend on the number of content being transferred to your new site.

SHOP ADD-ON

// Add-On Fee: \$1000.00

Are you looking to launch and online shop or e-commerce page with your website? The La.Rue Creative Studio is happy to help you build out this page via Shopify. We will build out your online store template via custom design on ShowIt and assist you in creating your store on the backend in Shopify so customers can purchase things directly off your website.



WEBSITE MAINTENANCE

Post Project Support

01. Prorated Editing

// Every six months, you'll be charged for 5 hours worth of website edits at my discounted **hourly rate of \$225**.

At any time during your six months, you can email me with any details of edits that need to be made and I'll get them done for you! For example, if you have a portfolio entry to add, all I'd need you to do is upload the photography and the copy to your original project folder and I'll get everything added for you! Need to edit copy, add press or change out photos? Just give me the instructions and I'll take care of it!

I'll track my hours as edits are made. If we do not reach the 5 hours of editing paid for by the end of 6 months, whatever's left rolls over to the following 6 months and you'll pay the difference. For example, if you have 1.5 hours left of editing, you'll only pay for an additional 3.5 for the next 6 months.

All edits will be made within 72 hours of receiving your email.

If you have more edits than expected, we simply add them up and you pay the total additional within my hourly rate. You'll receive an email **2 weeks** before your package expires with options to renew or close out your maintenance package.

02. Editing When Needed

This option allows for edits/ pay when needed. If you think you won't need 5 hours worth of editing every 6 months, then we can do edits when needed. This is the same process where you send edits, I'll track my hours, and you'll receive an invoice with my **firm hourly rate of \$275**. This option however does require additional notice. Once I've received your email with the list of edits you'd like made, I'll let you know when I can fit into my schedule which can be up to a month out.

Please Note: Neither of these packages include adding additional pages to your site. These are maintenance packages to maintain the current structure of your site. If you'd like to add additional pages like press, blog, podcast, etc., these pages come with their own additional cost.



YOUR EXPERIENCE IS OUR PRIORITY

Additional Service Notes

SEO & COPYWRITING

At the La.Rue Creative Studio, we fully understand the importance of strong copy and SEO to rank on Google Search. While we don't include this in our baseline project scope, we're thrilled to be offering these services as add-ons. If you're looking to split up costs, all clients who purchase a custom website package can come back to us at anytime for SEO and/or copywriting services.

AFTERCARE/ MAINTENANCE

For all website design clients, we offer a specialized maintenance service to help you maintain the integrity and cohesiveness of your brand. We strongly encourage clients to utilize our maintenance packages.

PRIVACY POLICY

As a Creative Studio, we reserve the right to showcase our work of your brand on our website. All displays, links, and a list of services will be showcased on our portfolio page. This is agreed upon as a part of the contract signed for any branding and website design services.

PAYMENT POLICY

Due to our project-based pricing, one complete payment will be due at the time of client onboarding via ACH transfer. The client will receive a contract with the agreed-upon project price along with an invoice of said price. The contract is due to be signed, as well as the invoice to be paid before any services are rendered.

PROPRIETARY INFORMATION

At the time of onboarding, the collection of a payment method will be required. Throughout your project, various new accounts will be created on your behalf that will require a form of payment. All new accounts and associated costs will be briefed by the client before creating and purchasing.



BRANDS WE'VE WORKED WITH

Design

AGUILAR DESIGN STUDIO
SEY INTERIORS STUDIO
ISABEL GÓMEZ STUDIO
BETH MEYER DESIGN
WILK DESIGN WORKSHOP
ENLIVEN INTERIORS
STEPHANIE CALDERON INTERIORS
JLV CREATIVE
VANESSA FERRO DESIGN
NINA'S HOME DESIGN
ELANA DESIGNS

Lifestyle

DIGS LIVING
ERGANIC DESIGN
THE HOUSE OF KITTY DUNBAR
NOON STUDIOS
MARGAUX ST. LEDGER

Personal Branding

LA.RUE | LAUREN L'HEUREUX
HALEY HOFFMAN SMITH
JODI TERRELL
RACHAEL JOHANSON
RENÉE BEIRY
CHRISTA PITTS
CHANDA BELL

To view our complete portfolio, please visit laruecreativestudio.com/portfolio.



CONTACT US

Ready to Move Forward?

FOR MORE
INFORMATION



CONTACT US WITH ANY QUESTIONS AT
LAUREN@LARUECREATIVESTUDIO.COM OR VISIT
[HTTPS://LARUECREATIVESTUDIO.COM](https://laruecreativestudio.com)

TO BEGIN
WORKING



SCHEDULE YOUR CONSULT CALL USING THIS LINK
[HTTPS://CALENDLY.COM/LAUREN-LARUE/30-MINUTE-CONSULTATION](https://calendly.com/lauren-larue/30-minute-consultation)