

Timeless and elevated design that propels your business forward.

# LADIE CREATIVE STUDIO L/V.ROU



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## LUXURY BRAND STYLE DEVELOPMENT

### *Project Scope*

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// Twelve - Sixteen Week Turnover  
// Project Price Starting at: \$6,500.00  
// Project Deliverables: Custom Designed Branding and Website.

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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  
// 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, are at an additional cost due to the nature of their design process.



## BRAND & WEBSITE STYLE DEVELOPMENT

### *Project Scope*

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#### *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.

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#### *Client Responsibility*

// **Copywriting:** The client is fully responsible for the copy appearing on their website. The La.Rue Creative Studio does not offer copywriting services, nor are we responsible for editing or fact checking.

// **SEO:** At the La.Rue Creative Studio, we fully understand the importance of strong copy and SEO to rank on Google Search. However, it is the client's responsibility to have copy written during the course of their project in preparation for launch. It is also up to the client to transfer/make any SEO settings to their new website from their previous website. We're more than happy to assist on offering our clients any guidance necessary on this process.

// **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.



## CUSTOM CONTENT PAGES

### Additional Website Pages

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#### 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 an 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.

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## SAMPLE PROJECT TIMELINE

ON-BOARDING

### *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).

WEEKS ONE - TWO

### *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.

WEEKS THREE - TEN

### *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.

WEEKS ELEVEN - TWELVE

### *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.



## YOUR EXPERIENCE IS OUR PRIORITY

### Additional Service Notes

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SEO &  
COPYWRITING

At the La.Rue Creative Studio, we fully understand the importance of strong copy and SEO to rank on Google Search. However, we do not offer any copywriting or SEO services. It is the client's responsibility to have copy written during the course of their project in preparation for launch. It is also up to the client to transfer any SEO settings to their current website from their previous website. We're more than happy to assist in offering our clients any guidance necessary on this process.

AFTERCARE/  
MAINTENANCE

For all website design clients, we offer a specialized maintenance service to help you maintain the integrity and cohesiveness of your brand. In addition to designing, you're allotted one additional site edit after your website has gone live. Any additional long-term maintenance or aftercare is priced out monthly with our hourly rate.

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.

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## BRANDS WE'VE WORKED WITH

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### Design

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AGUILAR DESIGN STUDIO  
SEY INTERIORS STUDIO  
ISABEL GÓMEZ STUDIO  
BETH MEYER DESIGN  
WILK DESIGN WORKSHOP  
ENLIVEN INTERIORS  
STEPHANIE CALDERON INTERIORS  
JLV CREATIVE  
IRONWOOD STUDIO CO.

### *Lifestyle*

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

### *Personal Branding*

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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](http://laruecreativestudio.com/portfolio).

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## CONTACT US

*Ready to Move Forward?*

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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)