WELCOME TO

Caliblu
STUDIO

Contents

@CalibluStudio
www.CalibluStudio.com

01 | INTRODUCTION

Who is Caliblu Studio?

Caliblu Studio is female-led branding studio that specializes in upgrading your brand's print and digital presence. Through consistent brand identity, content creation and web design, we will create a timeless brand for your business that will bring your values and vision to life.

We understand when starting a new business, or currently running one, you wear a myriad of hats. Here at Caliblu Studio, we strive to make your branding process as smooth as possible to relieve some of the start up business stress and see an increase in ROI.
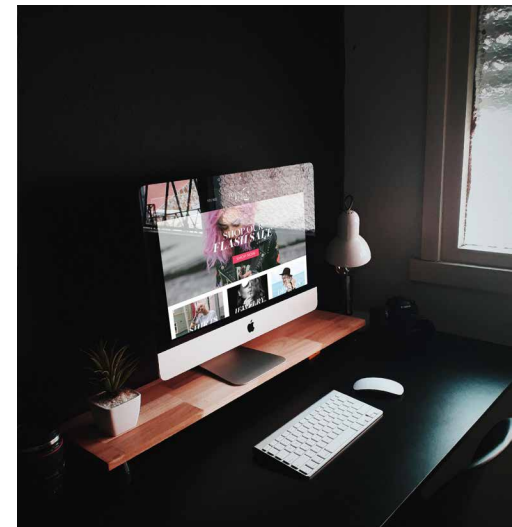
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02 | OUR PACKAGES

BRANDING PACKAGE

Whether you are starting from scratch or upgrading your brand, listed below includes everything you will need to help kickstart your business.

- Timeline with development plan

- Mood Board creation (inspiration + aesthetics) - this allows us to keep the branding consistent between fonts, photography, and graphics

- Logo Package (Main logo, alternative logo, color scheme)

- Social Media Assets (Instagram highlights, cover photos, & templates)

- Marketing Collateral (Choose 2: Business Cards, Flyer, Pricing, etc)

- Branding guidelines for future use

3 to 4 Weeks

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02 | OUR PACKAGES

BRANDING + WEB

Based on your timeline: We offer custom websites & template sites

- You will receive everything from the Branding
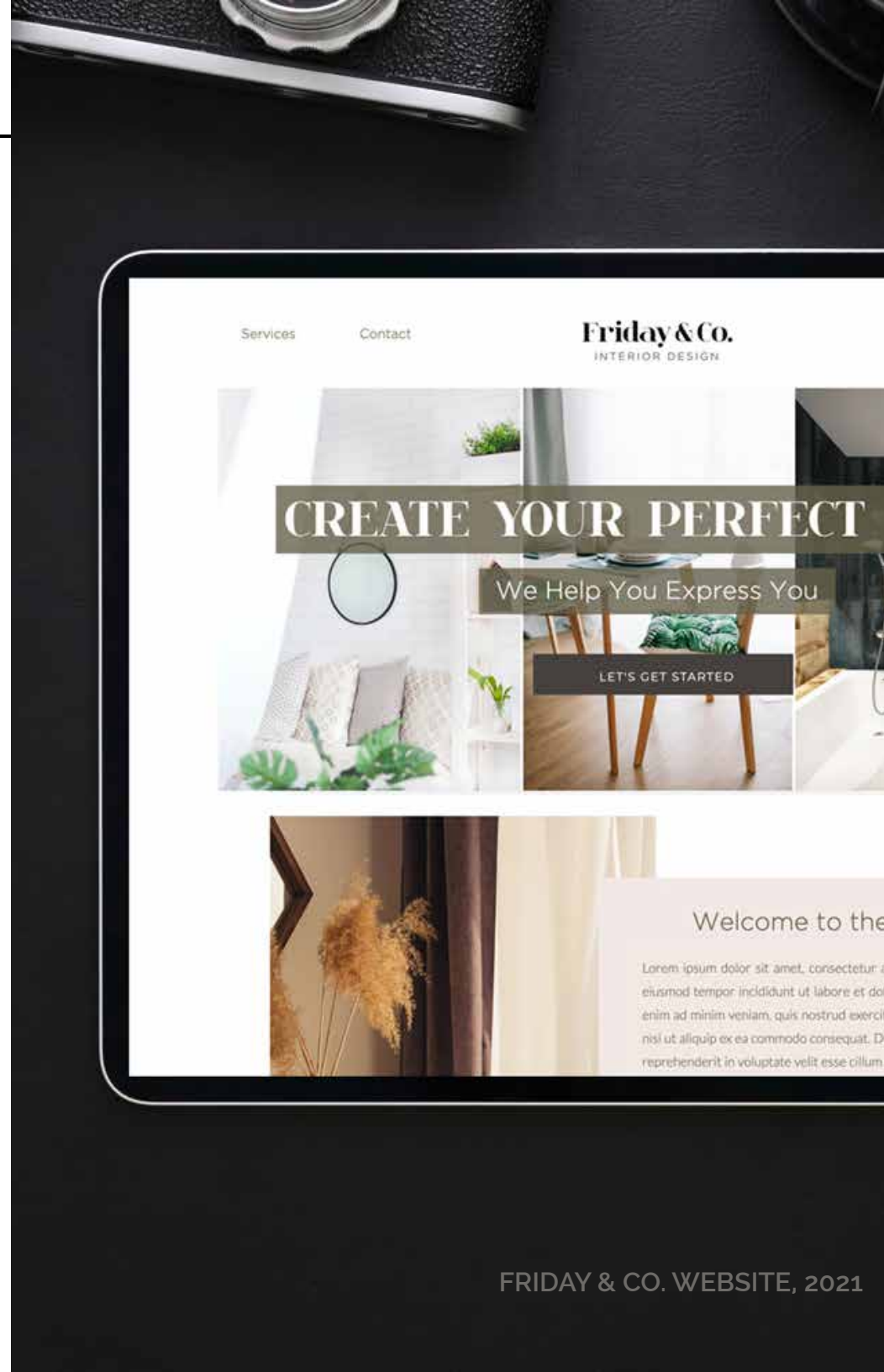- Packages

Custom Website
- 6-8 pages: Based on your style, values, and aesthetic we will create a website that not only represents your business but will also represent you. We understand that you put your heart and soul into your business and we want to highlight that.
- Review, tweak, and launch!

Template Website
- Purchase Showit & pick a standard template
- Submit info to us
- We will import one of our templates, of your choosing, into your Showit account
- We will customize the template to meet your new branding guidelines and content.

6 to 8 Weeks

FRIDAY & CO. WEBSITE, 2021

02 | OUR PACKAGES

PICK & CHOOSE

- Business Cards (front & back)

- Letterheads

- Flyers

- Brochures

- Look-books

- Product Packaging

- Postcards

- Email Blasts

- Social Media Assets (Pinterest, Instagram, Face-

  book posts)

- Advertisements

- Professional Photography

COMPLETION TIME MAY VARY

03 | OUR PROCESS

01 CONSULTATION

Before we begin, we will have you complete the client questionaire going over who you are and get a better understanding of your new business.

Once the questionaire is completed and submittedd, we will schedule a free consultation call.

During the call, we will go over your answers, goals for your business, your values and vision, and any other questions you may have about Caliblu Studio and our process.

02 BREAKING GROUND

After the consultation call we will create 2 - 3 mood boards based on the questionaire and call that reflects the vision you have for your brand. Additionally, we will include a set of color palettes you will choose from.

This will give us a starting point on the style you would like to continue with for your new brand.

Once you have picked your mood board and color palette we will develop a branding presentation within 5 to 7 days.

The branding presentation includes:

- 1 Primary Logo
- 1 Secondary Logo
- 1 Sub-Mark/Icon Logo
- Color Palette
- Fonts
- Specific elements (illustrations/shapes/patterns)
- Inspiration Mood Board

Up to 3 revisions

03 | OUR PROCESS

03 PRINT COLLATERAL

Once the brand identity is finalized, we will create any print collateral you feel is necessary to fulfill your needs and kickstart your business.

This may include, but not limited to:

- Business Cards
- Brochures
- Flyers
- Email Templates
- Letterheads

Up to 3 revisions

04 WEB DESIGN

If you opted for a web design, we will send over a separate questionaire that goes over content for your site and number of pages.

This will be a 3 week process.

During the 1st week we will send you a link to a google doc after you've completed the web questionaire. This will be where you'll drop each page's copy and images. While you are gathering your information, we will be creating a framework for your new website.

Week 2 will be plug ins and review. We will take the copy and images you have provided in the google docs and drop them into the template. Additionally, we will send you a link to review the website.

During the last week, we will tweak any last design revisions and copy. You will have unlimited revisions during this week.

03 | OUR PROCESS

05 OFFBOARDING

We enjoyed working with you and it is time to say farewell!

After the final deposit has been made, we will prepare and send all of the files to you.

If we created a website, we will send you a "How to" video on maintaining and using your new site.

Don't hesitate to return to Caliblu Studio for additional collateral or questions!

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04 | FAQ

HOW DO I PAY?

We require a 50% deposit to secure your project and start date. This will be made via Paypal.

Final payment will be required at the end of the project before files are sent.

WHAT FILES WILL I RECEIVE?

You will receive .jpg, .png, and .eps files.

DO YOU PROVIDE REVISIONS AFTER THE OFFBOARDING PROCESS?

Yes, we do provide revisions after the offboarding process. Depending on the revision - pricing will vary.

HAVE MORE QUESTIONS?

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05 | MEET THE DESIGNER

Hi I'm Adriann!

I am a wife, husky mom, caffeine addict and the owner and designer behind Caliblu Studio.

Starting this branding studio, I wanted to help people expand their business into representing their own goals, visions, and values. I understand the time and effort it takes when creating and running a business and often times the original message or dream gets pushed aside.

My goal is to keep that original vision and dream alive and glowing in a timeless brand. I don't believe in following trends, only originality. Everyone is unique and I believe in demonstrating that.

If you're ready to bring your business to life and invest in a brand that not only represents your business but you, contact me to start your project!

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