



# The Experience



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VOL. 2022





At J. Alexandria Creative, we are a team of female creatives who believe in the power of small businesses. We absolutely love offering creative services that fulfill our client's visions to help them reach their next level in business. We believe in providing the absolute highest quality of creative support and business strategy to our clients. We are your brand and business' biggest cheerleader and we are completely invested in your business and your success.

We believe in dreaming big and taking even bigger action. Our mission is to help business owners build the life and business of their dreams. We understand that it's a huge step to make an investment and bring other people into the fold of your company, and that's why we are so passionate about creating an experience rooted in excellence and integrity.

After her experience working in a large full-service agency, and as part of an award-winning in-house marketing team for a multi-billion dollar financial institution, our founder and lead designer, Jade, wanted to bring the same level of quality, strategy and design to the small business owner. She saw that while her agency team was serving large, corporate clients, small business owners need the same level of support and strategy, but working with a large agency is not as accessible or as practical for smaller businesses. That's where the idea for a small boutique agency serving just small businesses was born.

At J. Alexandria Creative, we love pretty, but strategic is what we aim for. We take a holistic, hands-on approach to gain a big picture understanding of your business, your goals, and your vision. From there, we develop beautifully strategic representation of your brand and business. We absolutely love working with our clients and creating beautiful brands, websites, and marketing materials that allows them to reach their full potential from a visual and strategic standpoint.

# Our Mission

# MEET THE TEAM

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**JADE BUFORD**

CEO+Lead Designer



**JANA GRADY**

Admin+Marketing Assistant



**LISA HASHMAN**

Web Developer



**EMILY FOSTER**

Junior Designer



**LAUREN BROWN**

Junior Designer

Over Team





## HEATHER AVRIT PHOTOGRAPHY

### LOGO DESIGN



### SUBMARK



### TYPOGRAPHY

Headline:  
Antic Didone

Body Copy/Subhead:  
ITC Avant Garde Gothic Std  
Extra Light Condensed

Accent:  
Chiangmai Hostel

THIS IS A HEADLINE.

This is for subheadings  
and also body copy.

*This is an accent font.*

### COLOR PALETTE



HEX: #c6e1e7  
CMYK: 21 | 3 | 7 | 0  
RGB: 198 | 225 | 231



HEX: #d0e2f2  
CMYK: 14 | 1 | 3 | 0  
RGB: 216 | 237 | 242



HEX: #a0d1bf  
CMYK: 25 | 9 | 26 | 0  
RGB: 192 | 209 | 191



HEX: #d8f0de  
CMYK: 12 | 0 | 15 | 0  
RGB: 223 | 240 | 222



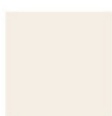
HEX: #dca09c  
CMYK: 14 | 17 | 43 | 0  
RGB: 220 | 202 | 156



HEX: #eeec23  
CMYK: 6 | 8 | 25 | 0  
RGB: 238 | 236 | 195

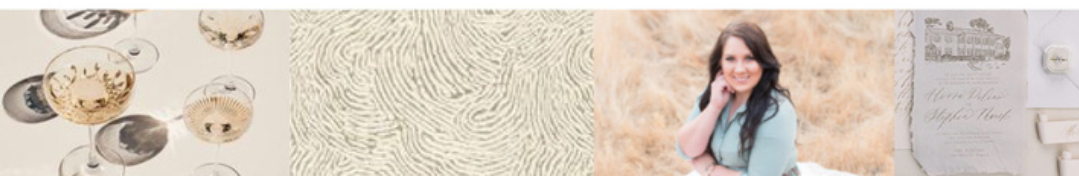


HEX: #e6ded3  
CMYK: 9 | 10 | 15 | 0  
RGB: 230 | 222 | 211



HEX: #f5eeec  
CMYK: 3 | 4 | 9 | 0  
RGB: 245 | 238 | 228

### PHOTO & TEXTURE STYLE



Chiangmai Hostel



# BRANDING

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Perfect for small businesses who are ready to create a consistent brand experience for their business. This is our entry level branding package that is perfect for small businesses who don't have any brand materials or for the small business who is using a DIY or templated logo.

## PACKAGE DETAILS

- 1 HOUR BRAND STRATEGY SESSION
- MOOD BOARD EXPLORATION
- LOGO DESIGN IN BLACK+WHITE & FULL COLOR
- SUBMARK DESIGN
- TYPOGRAPHY SELECTION
- COLOR PALETTE
- SINGLE PAGE BRAND BOARD

INVESTMENT: \$2,200

3-6 MONTH PAYMENT PLANS AVAILABLE

TIMELINE: 6 WEEKS

*Brand Essentials*



# BRANDING+SEMI-CUSTOM WEBSITE

For the business ready to build out their branding and online presence, this package includes the best of both worlds. This is a more budget-conscious option for our clients who are looking for branding and website design. We create a strategic, custom brand, and select and install a website template that fits the brand aesthetic.

## PACKAGE DETAILS

- 1 HOUR BRAND STRATEGY SESSION
- MOOD BOARD EXPLORATION
- LOGO DESIGN IN BLACK+WHITE & FULL COLOR
- SUBMARK DESIGN
- TYPOGRAPHY SELECTION
- COLOR PALETTE
- SINGLE PAGE BRAND BOARD
- WEBSITE TEMPLATE SELECTION
- 1 HOUR WEBSITE STRATEGY SESSION
- INSTALLATION OF WEBSITE TEMPLATE+UP TO 5 PAGE LAYOUTS
- CUSTOMIZED TO BRANDING (LOGO, IMAGERY, COLORS, AND TYPEFACES)
- BASIC SEO, EMAIL MARKETING INTEGRATION & SOCIAL MEDIA INTEGRATION
- CUSTOMIZED VIDEO WALKTHROUGH+TRAINING TO MANAGE YOUR SITE
- 30 DAYS POST LAUNCH SUPPORT (AS NEEDED)
- SOCIAL MEDIA LAUNCH GRAPHICS

INVESTMENT: \$3,500

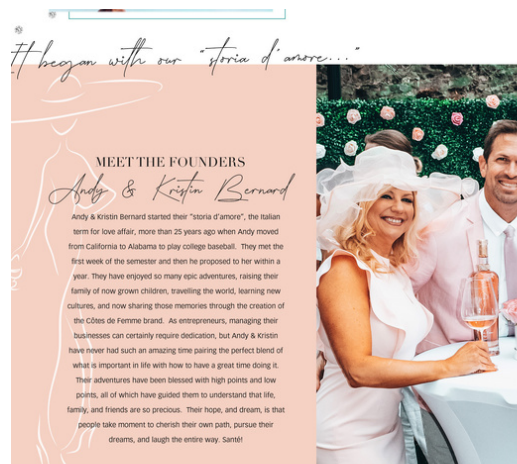
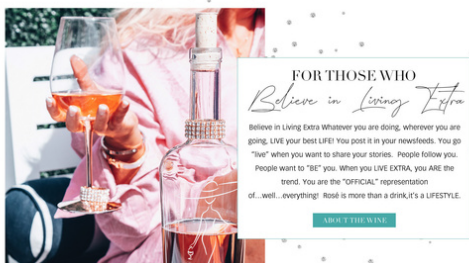
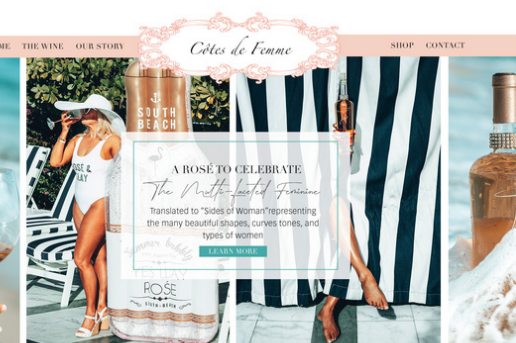
TIMELINE: 12 WEEKS

3-6 MONTH PAYMENT PLANS AVAILABLE

\*COST OF TEMPLATE NOT INCLUDED.

*Brand Essentials+Semi-Custom Website*





*Wine*



# SEMI-CUSTOM WEBSITE

Website template installation is perfect for the small business just getting started with their website and online presence, but isn't ready for a completely custom website just yet. We custom curate a template that fits your existing branding and meets the technical needs of your business.

## PACKAGE DETAILS

WEBSITE TEMPLATE SELECTION

1 HOUR WEBSITE STRATEGY SESSION

CUSTOM WEBSITE COPY OUTLINE+GUIDE

1 HOUR WEBSITE COPY IMPLEMENTATION SESSION

INSTALLATION OF WEBSITE TEMPLATE+UP TO 5 PAGE LAYOUTS

CUSTOMIZED TO BRANDING (LOGO, IMAGERY, COLORS, AND TYPEFACES)

BASIC SEO, EMAIL MARKETING INTEGRATION & SOCIAL MEDIA INTEGRATION

CUSTOMIZED VIDEO WALKTHROUGH+TRAINING TO MANAGE YOUR SITE

SOCIAL MEDIA LAUNCH GRAPHICS

14 DAY POST LAUNCH SUPPORT

INVESTMENT: \$2,500

TIMELINE: 8-10 WEEKS

3-6 MONTH PAYMENT PLAN AVAILABLE

\*PRICE DOES NOT INCLUDE COST OF TEMPLATE.

*Semi-Custom Website*





# CUSTOM WEBSITE EXPERIENCE

A custom website is the perfect way to enhance your online presence and create a luxe, branded experience for your potential clients. Our speciality is creating beautiful, yet strategic websites that represent your brand, while providing an optimized user experience that is designed to convert.

## PACKAGE DETAILS

1 HOUR STRATEGY SESSION

CUSTOM WEBSITE UP TO 8 PAGES

COPYWRITING FOR WEBSITE

EMAIL MARKETING + SOCIAL PLATFORM INTEGRATION

BASIC SEO IMPLEMENTATION

SITE SPEED OPTIMIZATION

SOCIAL MEDIA INTEGRATION

SOCIAL MEDIA LAUNCH GRAPHICS

30 DAY POST-LAUNCH SUPPORT PERIOD

CUSTOMIZED VIDEO WALKTHROUGH+TRAINING TO MANAGE YOUR SITE

*\*We build websites on Wordpress, ShowIt, or Squarespace. We provide custom website platform recommendations based upon our clients' needs and technical abilities. eCommerce sites require custom quote.*

INVESTMENT: \$6,500–\$7,500

TIMELINE: 12 WEEKS

3–6 MONTH PAYMENT PLAN AVAILABLE

Custom Website Experience



## STEP 1: INSIGHT+STRATEGY

This is the most important part of the process. We build a foundation for the project during our initial consult call. Then, once we begin working together you will complete our client insight questionnaire so we can gain an in-depth understanding of your business, your vision, and your current clientele. Then, we have a strategy session where we develop the overall direction for your brand, website or project.

## STEP 2: CONCEPT DEVELOPMENT

Once we've completed the strategy phase, we move into developing visual concepts for you to review. For Branding, this looks like the mood board and initial logo concept phase and for website design, this will be working through your site map and initial web page mock ups.

## STEP 3: EXECUTION + IMPLEMENTATION

Execution is the final stage of the process where we are refining and making edits. For branding, this might look like final tweaks for the logo design and moving into the final brand board and strategy guide approval. For website design, this means your website is in development and we are making final touches and testing.

## STEP 4: LAUNCH!

This is the part where we celebrate and drink champagne because everything we have been working toward is finally complete. All designs have been approved and you've launched them to your audience and implemented them into your business!

*Our Process*



# KIND WORDS FROM OUR CLIENTS

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“ I highly recommend working with Jade for all your graphic design needs. She went above and beyond for my design project, and whipped up stunning promo cards, business cards, and handouts for a conference I was sponsoring. Jade was very attentive to all of my edit requests and the final products turned out beautifully on-brand. I know from experience that it's sometimes challenging as a creative to work with designers because they may not understand your vision or style, but that was not the case with Jade. She thoroughly exceeded my expectations. Go work with her, you won't regret it!

PAIGE G., THE LEGAL PAIGE

“ Jade is the one thing in my business I cannot do without. There are not enough good things or ways I can describe my experience working with Jade. She is the most professional, creative, resourceful and flexible designer and project manager I've ever worked with. Jade is the one thing in my business I cannot do without. There's no one better out there. I'm grateful I get to work with her.

VITALE B., LIFE COACH

“ Jade was amazing to work with! She was so thorough and I really appreciated her follow up and patience. I felt like she was very responsive and proactive. I would love to work with her again!”

-ERIN J., LIFE ON MADISON LANE





# FREQUENTLY ASKED QUESTIONS

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## WHAT FILE FORMATS DO I RECEIVE IN MY BRAND PACKAGE?

We believe in providing all the files necessary for your business. Our clients receive a vector (.EPS), JPEG, PNG, and PDF files formatted for both print and digital use.

## DO YOU OFFER CUSTOM PAYMENT PLANS?

We understand that every business has a budget. If you opt for a payment plan, we do offer some flexibility outside our standard payment plans. For example, we have had clients ask to make smaller payments up front and larger payments toward the end of the project vs. an even split. Feel free to reach out to us if you are interested in customizing your payment plan.

## WILL I BE ABLE TO MAKE EDITS TO MY SITE AFTER IT'S COMPLETE?

We understand that websites will need to be updated at various times in your business. This is why we build our websites with user-friendly page builders that make it easy for our clients to make simple changes like swapping images or editing text. We provide training videos that explain how to maintain your website so our clients feel empowered to make changes on their own, and we NEVER require monthly maintenance plans. We do offer hourly maintenance starting at \$75/hour.

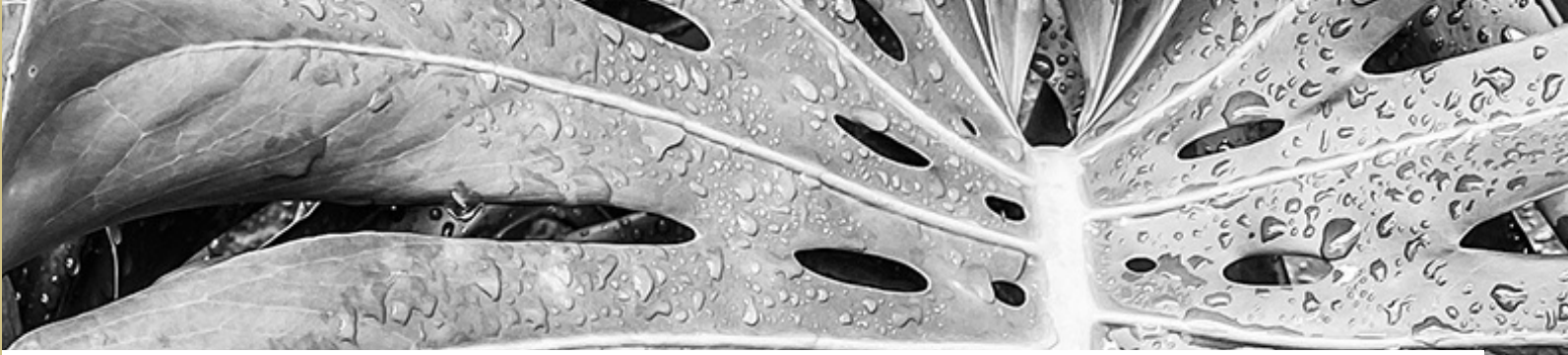
## DO YOU OFFER E-COMMERCE WEBSITES?

Yes! Shopify is typically our recommendation for e-commerce sites. We provide custom quotes for e-commerce websites, as the scope of work varies based upon the number of products and any specific integrations needed.

## WILL MY SITE BE MOBILE RESPONSIVE?

YES! More people will view your website on their phone than on a desktop! We ensure mobile responsiveness for mobile, table and desktop.





Whether you're just getting started or are an established business, we would love to support you as you level up and grow into the next phase of your business!

VISIT OUR WEBSITE AT  
[WWW.JALEXANDRIACREATIVE.COM](http://WWW.JALEXANDRIACREATIVE.COM)

READY TO GET STARTED?  
[FILL OUT THIS FORM TO INQUIRE WITH US](#)

Need a custom quote? We are happy to put together a custom proposal for you based on the needs of your project. Please email [jade@jalexandriacreative.com](mailto:jade@jalexandriacreative.com) and we will get back to you in 24-48 hours!

Getting Started

