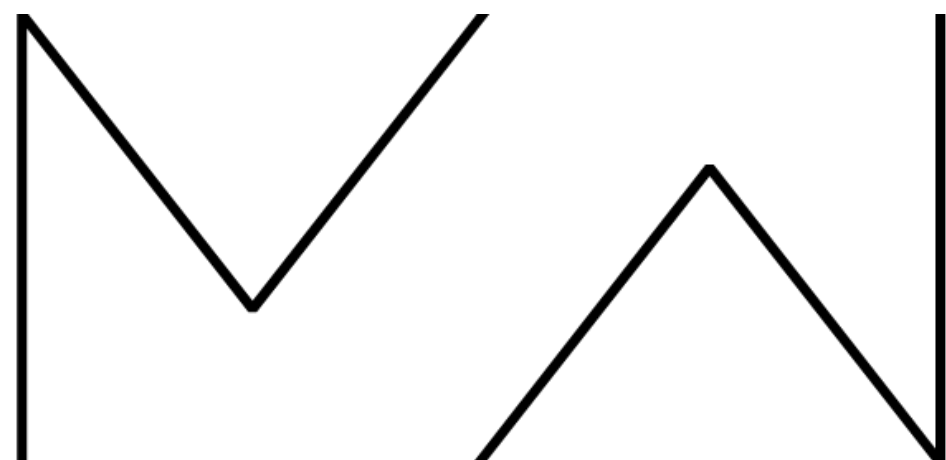




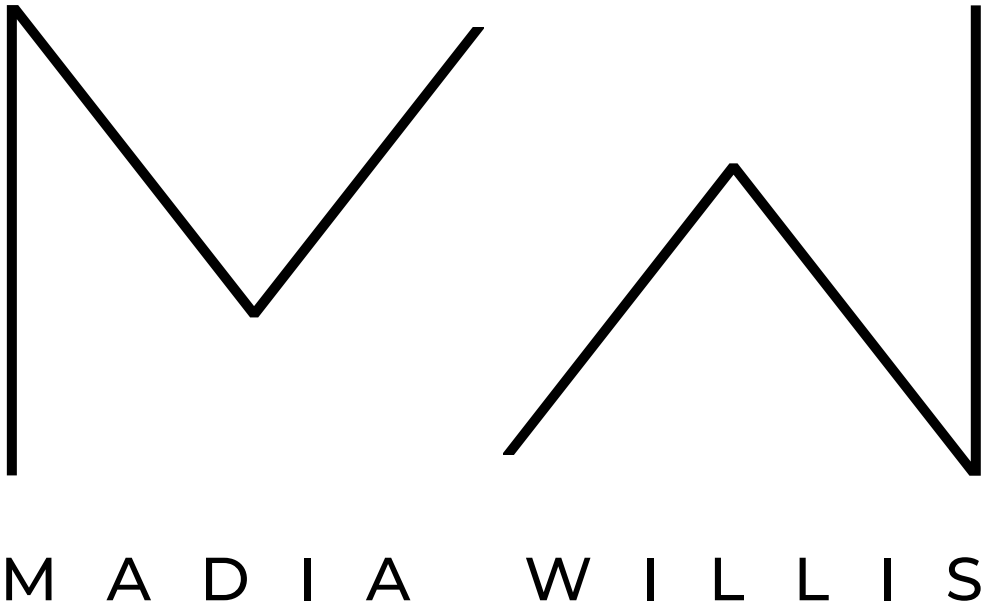
M A D I A W I L L I S

BRAND GUIDE.

2023

DEVELOPED BY RN DESIGNS

TABLE OF CONTENTS.



Page 3	Brand overview.
Page 4	Brand expertise and positioning.
Page 5	Brand value proposition.
Page 6	Brand services
Page 7	Brand ideal client archetypes
Page 8	Brand visual branding elements (DRAFT)

MADIA WILLIS ART & DESIGN’S STRATEGIC OVERVIEW

Transformation Statement: Madia partners with driven entrepreneurs to unleash their design potential and navigate the retail landscape, so they can turn their ideas into profitable products and achieve retail success. To do that, I offer expert trend forecasting, design solutions, sourcing, product development and retail guidance.

About

Passionate about creating results

At MWAD, we pride ourselves on our extensive expertise at the intersection of design and retail. We bring a wealth of knowledge in both realms, ensuring that our guidance is not only creative but also deeply rooted in business-savvy strategies.

We're dedicated to staying on the cutting edge of industry trends, which means your products and strategies are always one step ahead of the curve.

Our commitment to our clients is unwavering, and that's why we believe in tailored solutions. We understand that every creative venture is unique, and there's no one-size-fits-all approach.

Mission

To bridge the gap between creativity and retail success

MWAD is passionate about equipping creative minds with the strategic acumen necessary to succeed in today's competitive marketplace. Through our expert trend analysis, tailored design solutions, and personalized coaching, we stand alongside our clients on their entrepreneurial journey.

MWAD is driven by the belief that every creative idea has the potential to reshape industries and inspire innovation. We're here to provide the guidance and support you need to turn their visions into a tangible reality.

Vision

Empowering creatives with the tools and knowledge they need to merge artistry with commerce

We believe that the fusion of art with business acumen is the key to unlocking boundless opportunities and driving sustainable success.

With our deep expertise in trend analysis, strategic guidance, and design solutions, we're a trusted partner on the path to retail success.

We keep an unwavering focus on our clients goals and aspirations, we are here to help them turn creative concepts into thriving, profitable ventures.

Values

Excellence

Integrity

Creativity

Collaboration

Empowerment

Continuous Learning

MADIA WILLIS ART & DESIGN'S EXPERTISE & POSITIONING

What makes Madia Willis Art & Design qualified to achieve its mission & vision?

**Extensive
expertise in both
design and retail
at scale**

**Tailored solutions
that meet the
specific needs and
goals of clients**

**Commitment to
continuous
learning and
staying current
with market
dynamics**

MADIA WILLIS ART & DESIGN'S VALUE PROPOSITION



**Creative Vision to
Profitable Reality**

**Confidence in
Retail Success**

MWAD's value comes from empowering clients to navigate the retail landscape successfully by:

- offering specialized design services, creative guidance, practical solutions, and strategic retail consulting
- ensuring ventures thrive in the competitive market by increasing sales and expanding customer base
- unlocking the full potential of client's strategies.

MADIA WILLIS ART & DESIGN’S SERVICES

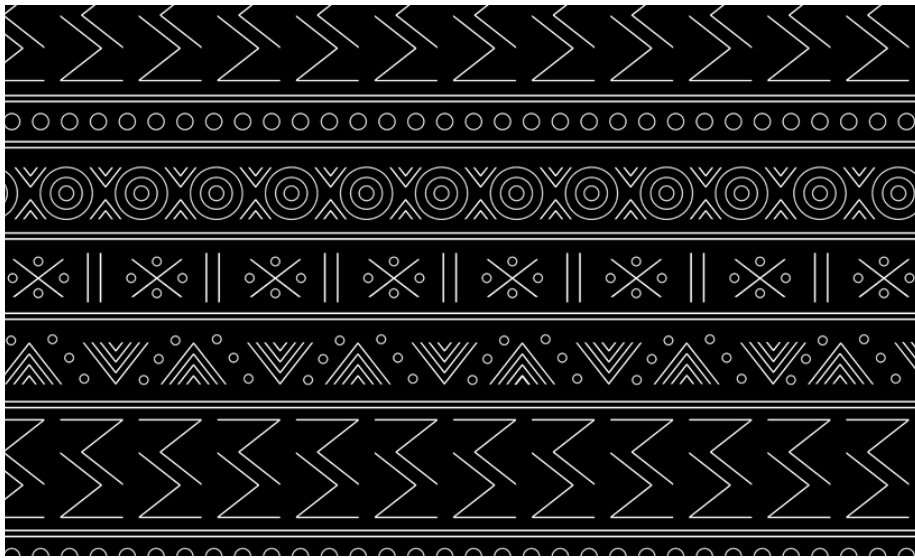
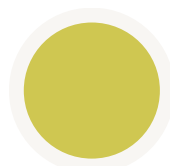
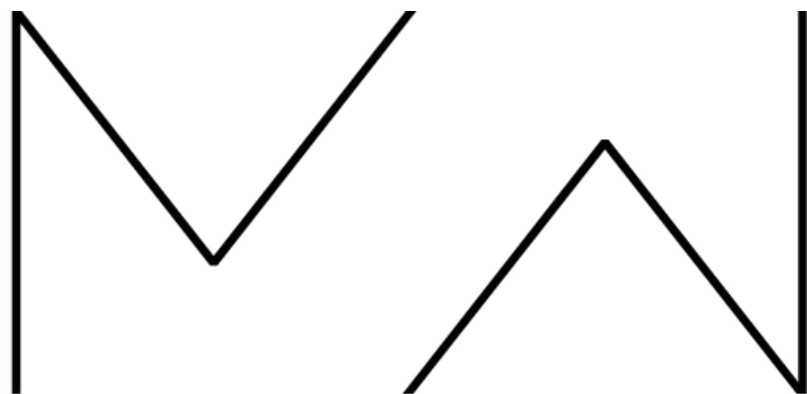
Tier	Package	Details	Potential Pricing
Done For You	Full Transformation (not advertised)	Signature service that includes comprehensive industry trend analysis and forecasting, customized product development strategy, creative direction, design and pattern development, seasonal support, project management, and ongoing consultation for a seamless transformation.	\$50,000
Done For You	Creative Direction	Trend & style guide inclusive of Market analysis, seasonal trend research, palette development, design suggestions based on your brand. Includes design direction to your design team. Average time commitment is 4 weeks.	starts at \$10,000
Done For You	Product Development	Sourcing & vetting manufacturers on your behalf, provide technical sketches, create materials and fabrication matrix, sample review and commenting, product finalization, cost negotiation >> Assistance with sourcing, supplier negotiation, and supply chain optimization. Average time commitment is 4 weeks.	starts at \$10,000
Done With You	Personalized Guidance & Coaching	Tailored consulting sessions to address specific business challenges and goals. One-on-one coaching and mentoring to accelerate your business growth. Access to a network of industry experts and resources for additional support. Ongoing email support and accountability to ensure progress and success. (min of 10, 1-hour sessions) - Retail Strategy Consulting - Prep for buyer meetings by supporting with In-depth retail market analysis and identification of growth opportunities. Retail navigation support, including guidance on expanding into new channels and markets. Pricing and positioning strategies to maximize sales and profitability. Guidance on retail partnerships, including in-store accounts and collaborations. Customized action plan for effective retail execution and expansion. - Creative Strategy. - - Product Development Strategy. - - Sourcing Strategy. -	starts at \$1,500 \$150/hr for the first 10 hours. Then reduces to \$100/hr.
Done With You	Courses by Cohort (coming soon)	Mentoring groups/community with interactive and educational courses and training series on various topics related to trend analysis, retail strategy, product development, and business growth. Provides step-by-step guidance and actionable insights.	\$2,000 / cohort
Do It Yourself	Community Membership & Access to Videos - Mad Squad (coming soon)	Online self-paced training modules that cover essential aspects of trend analysis, retail navigation, and business development. Clients can learn at their own pace and apply the knowledge to their business.	\$500/ year
Do It Yourself	Templates & Ebooks	Ready-to-use templates and ebooks for product development, retail strategies, pricing, and more. Allows clients to implement strategies independently.	\$19.99

MADIA WILLIS ART & DESIGN’S IDEAL CLIENT ARCHETYPES

	ABOUT	GOALS	DREAMS	CHALLENGES	NEEDS	\$\$ BEHAVIORS
	Tatiana Smith Entrepreneur in ADHD Wellness	Launching new products successfully, expanding globally.	Achieving retail success and impacting diverse communities.	Launching new products, attracting the right customers.	Expert guidance on product launch strategies.	Budget varies, frequent online research.
	Sarah Thompson: Started biz in 2019, Family-run, Print on Demand	Excellence in product quality and representation.	Supporting Black businesses while appealing to a broader audience.	Entering the retail space, sourcing, product development.	Retail navigation guidance, sourcing expertise.	Moderate budget, small marketing budget.
	Andrea Jackson: Artist since 2007, Fine art prints, Kids' home decor	Growing her business and impact.	Seeing her art inspire kids of all backgrounds.	Finding the right courses and guidance.	Courses, coaching, mentoring.	Willing to invest in courses and coaching.
	Jessica Lewis: Home brand on Amazon, Journey-focused	Building her brand, using her journey as an example.	Achieving her dreams without being tied to one place.	Finding professional manufacturers, organization.	Manufacturer sourcing, merchandise planning expertise.	Moderate budget, looking for tools to support her journey.

MADIA WILLIS ART & DESIGN'S VISUAL BRANDING ELEMENTS

Logo Variations



B O L D , T R E N D Y , C O L O R