



EMMA ROSE *company.*

Designing Your Story

*The detailed guide on how you and I will work together
to craft meaningful and intentional designs.*

WWW.EMMAROSECOMPANY.COM

First of all, I am *so happy* you're here!



I'm Emma Rose, founder of Emma Rose Company.

I work closely one-on-one with small creative business owners with big hearts and big dreams (like you!) to create beautifully designed visual identities, print collateral, and Squarespace websites to help you elevate your marketing.

Personal and visual branding is such a buzz word right now and rightfully so. The visual aspects of your brand are what bring it all to life, and differentiating you from the crowd. I'm proud to offer three different branding packages for different budgets and needs, along with opportunities to customize with add-ons and extra designs if needed. This guide will walk you through these offerings and will share a bit more about my process, giving you a feel for what to expect if we decide to move forward on a project together.

This guide will give you every piece of information you need in order to decide if you want to work with me. Obviously, that would be AWESOME. It will also enable you to determine if we are a good fit! If you have any questions, please don't hesitate to ask.

Office Hours & Contact Information



Like any good relationship let's grow roots deep into solid communication.

My current office hours are held Monday-Thursday from 8:30 am - 2:30 pm PST. The bulk of what I do for my clients is done on Monday and Tuesday each week during our time together. I batch my workdays, and primarily claim Monday as my client-work day (read: I may look like a hot-mess express in my gym clothes for 14 hours at my desk, but I knock it all out so that I can run the business, create products, and talk to you on the other days!) You will typically here from me mid-week if we don't speak before then.

During your project, we'll use email and Dubsado to communicate. This is where I store all the details about your project in one tidy place. Excluding weekends, you can expect a response from me no later than 24 hours!

phone/skype

If you'd like to connect with me via Skype/phone, feel free to [use this link](#) to schedule one. Scheduling calls keeps my work from being interrupted and allows me to focus on your project!

in person meet-up

Do you live in Southwest Washington State? I would love to meet you in person somewhere central to the both of us for a coffee and in-person chat!

SOCIAL



instagram

@emmarosecompany



facebook

@emmarosecompany



pinterest

@emmarosecompany

CONTACT

email

hello@emmarosecompany.com

website

www.emmarosecompany.com

phone

schedule a call here →

WORK WITH ME

Services Overview

01.

Logo & Branding Development

Carefully crafted brand
design experience

02.

Squarespace Website Design

Professionally crafted custom Squarespace
website design for a unique
online experience

03.

A-la-carte Design Service

Custom design services such as business
cards, stationery, gift certificates, price
sheets, PDFS, booklets, etc.

The *Rooted* Branding Package

3-4 Week Process

perfect for

Established small business owners looking for a full custom new visual identity from the top down, plus stationery design and brand launch imagery. We'll work great together if you have a vision and you're ready to collaborate with and invest in a graphic designer to help make your vision come to life!

INVESTMENT

\$ 697.00

INCLUDES:

Design questionnaire and brand discovery
x2 rounds of refinements
Final files (jpeg, png, pdf, svg, eps)

DELIVERABLES:

Primary logo, submark, alternate, icon
Mood board
Business card design (printing not included)
Social media profile pictures
Website favicon

BRAND GUIDELINES:

Brand research
Brand style guide
Custom color palette
Typography selection & hierarchy



The *essential* Squarespace Package

4-6 Week Process

perfect for

Any business owner looking for everything they need in a professional website. Simple, beautiful, and thoughtful design. A website that is easy-to-use, update and maintain. If you're looking for a website that is simple, stylish, and shows off everything you offer without all the extra "stuff"? This package is perfect for you!

INVESTMENT

\$ 1,997.00

DELIVERABLES:

Up to 6 custom designed pages (home, about, services, contact, blog, gallery)

Additional pages can be added to your package for \$175.00 per page

Coming soon page (if applicable)

Help guide PDF & complete website walkthrough tutorial

INCLUDES:

x2 rounds of refinement

24/7 Squarespace support

Custom CSS

20% discount on your Squarespace subscription

Basic SEO set up & Google Analytics

Simple content management system (CMS)

Responsive design

Social media integration

Newsletter integration



The *premium* Squarespace Package

8-10 Week Process

perfect for

Any business owner looking for a comprehensive website package with all the bells and whistles needed to make your business stand out from the crowd as well as keep up with your client needs. This package is recommended for an established business or a new business with the intention to scale quickly. This is the best option if you need a place to sell products or showcase multiple galleries of your work. This is also the option for a business wanting to provide a space for your research and resources.

INVESTMENT

from \$ 2,697.00

DELIVERABLES:

Up to 6 custom designed pages (home, about, services, contact, blog, gallery)
Additional pages can be added to your package for \$175.00 per page
x 1 shop with up to 15 product uploads
Multiple galleries (if applicable)
Coming soon page (if applicable)
Custom Squarespace pop-up
x 1 week of unlimited edits after launch or project completion
Help guide PDF & complete website walkthrough tutorial

INCLUDES:

x2 rounds of refinement
24/7 Squarespace support
Priority assistance
Multiple CTA sections
Custom CSS
20% discount on your Squarespace subscription
Basic SEO set up & Google Analytics
Simple content management system (CMS)
Responsive design
Social media integration
Newsletter integration
3rd party tool implementation



The *one-page* Squarespace Package

1-2 Week Process

perfect for

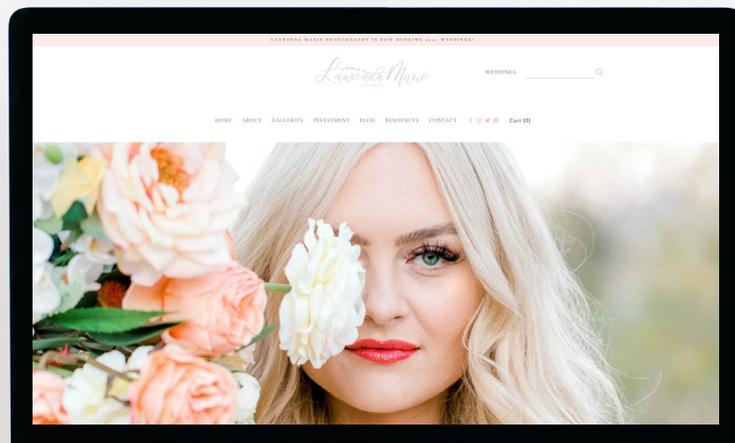
Establishing an online presence without needing the whole nine-yards. The one-page Squarespace website is a perfect way to present your most important and relevant information in a single, bold page. This is a great way to announce a product/service, events, collect email addresses, or point people to your physical business, shop, or social media accounts.

INVESTMENT

\$ 497.00

INCLUDED:

- 1 page
- Custom design
- Simple CMS
- Responsive design (mobile friendly)
- Basic SEO & Google Analytics
- Newsletter/sign-up/contact form
- Social media integration
- 24/7 Squarespace support & training



The *a-la-carte* Design Service

Perfect for ... those of you who need pieces of custom designs here and there!

Pricing is custom, please inquire with the pieces you want designed and a custom quote will be presented. Please note that any project only includes print-ready files. For printing, please let me know if you need help and I can give you my best printer recommendations!

In order to make your project as smooth as possible, please have clear details for me including a deadline, proofed or near-completed content, all imagery ready to go in a high-resolution and a willingness to work together through clear communication and positive collaboration.

ITEMS I LOVE TO DESIGN:

- | | |
|-------------------------|-----------------|
| Ebooks | Resumes |
| Invitations | Notecards |
| Menus | Signage |
| Stationery for business | Packaging |
| Posters | Booklets |
| Media kits | Stickers/stamps |
| Pricing guides | Website updates |
| Flyers | Brochures |
| Printables | Opt-in graphics |
| Social media ads | Lookbook |
| Worksheets | Course workbook |



What I'll need from you

TO GET YOUR PROJECT UP AND RUNNING

Make it official

Once we've signed our official agreement via a proposed quote, we're officially ready to move forward together and I can also officially welcome you to the ERC design family! *Quotes are valid for 21 days.*

A 40% non-refundable retainer payment.

This is my way to secure your spot in the queue. Projects book out months in advance and this is how I ensure your project receives the proper amount of time and attention it deserves. If you back out of the project, you may leave an empty spot that could have gone to another project. Retainers ensure that clients are serious about moving forward with the project. *Payment is due within 7 days of acceptance of the quote.*

Questionnaire completion.

You will be given a design questionnaire to fill out before your the design phase begins. This gives me the ability to build a strong foundation to start your project from! *Questionnaire(s) are due within 7 working days of project start date.*

Completed homework.

Because this project is 100% collaborative, you do have a bit of homework to complete before I can begin on your project build. This includes creating a Pinterest board of 8-10 images that match the aesthetic and feel you want for your project. *Homework is due within 5 days of completing your questionnaire(s).*

Proofed and finalized content.

Whatever it is we're working on together, having all your content and business details ready to go is crucial to the success of your project. Whether it's a branding, website, or print job, knowing the ins and outs are the only way for me to do what I do best as a designer!

Must-have's ready to go:

- Business name
- Business plan
- Knowledge on your target audience
- Hi-resolution imagery for the project
- Website copy
- Print content (for brochures, pdfs, etc.)

These things must be handy before signing of a quote and paying invoice.



The *process* and timeline

This is not a one size fits all as each project has a different set of processes and timelines, so if you decide to book with me (yay!), I will send a more thorough and custom project timeline based on the requirements. But here's a quick overview to give you a general idea of what it looks like to work with me here at Emma Rose Company.

One month before we begin

- You: pay a 40% retainer and sign agreement to get on my project calendar.
- We: have a strategy session to lay out the goals and features of your project.
- You: start working on your homework as well as gather all relevant content.
- Me: I schedule your project and am available if you have any questions.

week 1

- You: all homework and content is due.
- Me: begin to outline project and researching inspiration.

week 2

- Me: I'll send you first draft concepts.
- You: You'll choose one of the concepts and provide feedback.

week 3

- Me: I'll make adjustments based on your feedback.
- You: You'll answer my questions I have as I tweak the design.

week 4

- You: You'll give approval on the design/mockup.
- You: You will make final payment.
- Me: I will start saving the design into usable file formats.

week 5

- Me: I will send you final files in a cloud-based folder.
- You and I: will celebrate your project completion!

A quick note:

This is a very simple overview when it comes to outlining your project and how it works. Of course, there are some projects that go more quickly, and some that go more slowly. Leaning toward a slightly longer length of a project timeline is the safest bet! Much of it is dependent on prompt email responses and open communication each step of the way.

Ugh, the thing no one really loves to talk about ... *money.*

Here's the deal. I toyed big time whether or not to include this in an introduction packet available for the world to read but I've been doing this long enough now to know that letting you know right upfront about what's expected saves a lot of headache and confusion down the road. This is a big decision and I need to ensure you 100% understand and agree to my terms and conditions when it comes to finances.

As a business owner, I know you understand the importance of getting paid on time for the work that you do. I've outlined a payment schedule below. If you believe this to be problematic for you, please let me know as soon as possible BEFORE the contract is signed so that we can discuss and alternate schedule.

PAYMENT SCHEDULE:

*40% of projected project cost is due before work begins and to lock in your spot on my design calendar.

*Remaining 60% of projected project cost is due before the website launches/final files are sent or an agreed upon deadline of project as stated in signed agreement.

*100% of additional costs (fonts, images, licenses, and anything we've added to the project) due before website launch/final files are sent.

If for any reason, the project is cancelled by either of us before completion, you will owe payment based on the amount of work completed. For example, if the work is 75% complete, you will owe 75% of the project cost, as well as 100% of any additional costs as mentioned above.

**Projected costs are simply that, projected. Your quote is based on the scope of work at the beginning of the project as well as the timeline outlined. If you wish to add or change the scope of work, and if the timeline changes due to these changes or additions (or lack of response on your part), these costs will be billed as additional and must be paid before website launch/final files are sent.*

PROJECT CANCELLATION:

If at any point, either of us decides our working relationship is failing, we can submit the desire to part ways in writing and payment for all work completed at that point will be due. In the event of termination, you shall pay Emma Rose Company for all services performed through the date of termination in the amount of a prorated portion of the fees due. For clarity purposes half way (50% of a project) would be the website has all pages created, placeholder (or signed off images) are in, content is added, or in the case of a brand project, you have signed off on a moodboard and initial logo concept. You will own any completed or partially completed files (not base or working files), and may use them in any way you choose. I retain the right to use anything I created in my portfolio.



My *promise* to you

I promise to infuse intention, joy, and fun into our collaboration. I promise to prioritize you as my client, ensuring that we're working within the parameters of our agreement and creating a collaborative environment we're both excited about. You deserve to love not only the final product, but the experience as well.

Let's make this official!

How to book

Get in touch with me via email at hello@emmarosecompany.com if you have any questions or head on over to my website to start a project: www.emmarosecompany.com.

Everything look good? Awesome! Let's schedule our introductory call so that I can create your quote. Please allow 24-48 hours for a reply. I am beyond thrilled and excited to team up with you and work together to make things happen.

I look forward to working with you and getting to know you in the weeks to come!

Emma

email

hello@emmarosecompany.com

website

www.emmarosecompany.com

phone

[schedule a call here →](#)

instagram

[@emmarosecompany](#)

facebook

[@emmarosecompany](#)

pinterest

[@emmarosecompany](#)