



SHE IS BRAND



A Personal Note from Me

Hello! I am Akela Hankins, the CEO/Lead Designer here at this illustrious design studio and I wanted to step in and say thank you so much for wanting to see what we have to offer. Every time I get an inquiry my heart fills with so much gratitude and joy because there was once a time I felt that I could not do this but God kept shining His light down on me. Maybe that's you? Maybe you are feeling stuck and really asking yourself, "why in the world am I here? I can't birth a whole business and I don't even know anything about branding." & if that's you, I want you to know that YOU CAN DO IT! You were really born to do this. God saw a problem in the earth and He birthed YOU to solve it. So put your brave hat on and let's build this brand!

Also, no worries about what you don't know about branding. We are here to teach you! We have all the tools that you need to get your brand started and to make sure that you excel in your brand.

Well that's enough of me because I know you came here to see prices and my portfolio, not all the wonderful things that I have to say.

Thank you again,

Akela Hankins



She Is Brand Contact Information

Email: info@sheisbrand.com

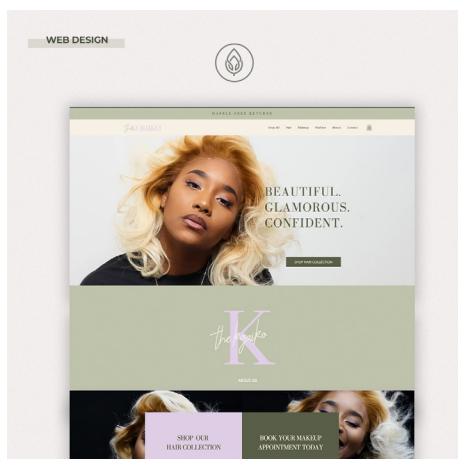
Phone Number: (205) 265-0381

We recommend that you keep all first time inquiries to ONLY our email, we typically respond within 24-48 hours. If you want to schedule a call, please click the link below

https://www.honeybook.com/widget/she_is_brand_146409/cf_id/5d1ffdde8a4f6101a4641984

Our Most Recent Project

We have had the pleasure of working with some amazing clients in various scopes of branding and brand collateral. Here is one of our most recent projects.



What We Offer

Our services are rooted in branding. We develop relationships with our clients to build and grow their brands through purposeful and functional design. This means we take time to truly understand the ins and outs of our clients' business and their vision. This encompassing approach allows us to thoughtfully develop and design brands that visually portray the stories our clients want to tell. We start every project with our clients filling out a brand questionnaire from which we create a brand strategy that holds as the foundation and compass throughout the entire design process. From that point a strong and beautiful visual identity is designed to function and scale as our clients grow.

Here is a list of packages that we have to offer:

Brand Development Packages

• Ultimate Branding Package

- Brand Questionnaire
- Brand Photoshoot + stylist + makeup + creative director assistance
- Logo Development: primary, secondary, submark/favicon (Files: .png, jpg, pdf.)
- Business Cards: print ready files + 500 prints
- Web Design: 5 pages of designs + mobile optimization + basic SEO included, E-commerce included + 1 year of domain + hosting
- Brand Styling: brand styling board, textures, patterns, font guide, links, mood board
- Extra Designs: Choose 2 from the list
 - business card
 - postcards
 - flyers
 - letterhead
 - invoice design
 - banners
 - thank you cards
 - contract design
 - newsletter design
- Web Design Assistance: web design checklist, web design video tutorials
- 3 Branding Templates
- **\$2500 (5 - 6 weeks)**

• Simple Development Branding Package

- Brand Questionnaire
- Logo Development: primary, secondary, submark/favicon (Files: .png, jpg, .pdf)
- Business Cards: print ready files + 250 prints
- Web Design: 3 pages of designs + mobile optimization + basic SEO included, E-commerce included + 1 year of domain + hosting (add ons: e-commerce +\$250, blog +\$100)
- Brand Styling: brand styling board, textures, patterns, font guide, links, mood board
- Web Design Assistance: web design checklist, web design video tutorials
- **\$1000 (5 - 6 weeks)**

• **Start-Up Branding Package**

- Brand Questionnaire
- Logo Development: primary, secondary, submark/favicon (Files: .png, .jpg, .pdf)
- Business Cards: print ready files, front & back
- Website Design: 3 pages of designs, mobile optimization, basic SEO included, domain + hosting not available
- **\$850 (5 - 6 weeks)**

Website Development Packages

• **An E-Commerce Site**

- Website Development Questionnaire
- Web Design Checklist
- Up to 5 Pages of Design
- Mobile Optimization
- Basic SEO
- 1 Year Hosting + Domain
- One Month Website Maintenance
- How To Videos
- E-Commerce: 10 Product Installations
- **\$1500 (2 - 3 weeks)**

• **A Blog Site**

- Website Development Questionnaire
- Web Design Checklist
- Up to 5 Pages of Design
- Mobile Optimization
- Basic SEO
- 1 Year Hosting + Domain
- One Month Website Maintenance
- How To Videos
- Blog: 10 Blog Posts
- **\$1000 (2 - 3 weeks)**

• **The Simple Website**

- Website Development Questionnaire
- Web Design Checklist
- Up to 5 Pages of Design
- Mobile Optimization
- Basic SEO
- 1 Year Hosting + Domain
- E-Commerce + 3 Product Uploads
- **\$900 (2 - 3 weeks)**

Process Overview

My approach to each project is always to figure out the why before assigning the how. You'll find the discovery portion of projects to be thorough and completely necessary for a successful project. I'll ask a lot of questions to get the wheels turning before jumping into design. I want to make beautiful things that work really well and last a long time. I consider our work together a partnership in taking your business to the next level. Design is an investment in bettering your brand, and I take my role in supporting you seriously. It should be an exciting and energizing process. Whenever I say me and you, we are in this together.

What to expect::

- **Inquiry:** Start by filling out the [inquiry form](#) to let me know that you are interested in working together (yay!). We'll schedule a time to chat and see if we're a good fit and be sure the studio's availability matches your need.
- **Booking:** Once you have approved an estimate for the project, you'll sign a contract, receive a project packet, and send a 50% deposit or your first payment to hold your spot in the schedule.
- **Discovery:** You will complete a questionnaire that digs deep into the why and what of our project, then I'll craft a strategy specifically to your brand needs. This forms the foundation for everything to come.
- **Design Concepts:** With each presentation, I'll provide context and explanation for the choices I've made and how what we're making supports our bigger goal of catering to your brand's audience.
- **Refinement:** Your feedback is a huge part of the process! We'll finesse the designs until they are just right before we move into production.
- **Deliver:** Once the designs are approved, I will deliver your everything that you need which may include a handoff of files and/or launching a website. Time to pop the champagne and celebrate.

Payment Process

The biggest question that we are always getting is “Do I have to pay it all at once?” The answer is NO (unless you want to lol). We do offer payment plans for each project, but there is only a limited payment plan that we allow, unless you have communicated with us and need more. Please note that a failure to pay can cause your deadline or scheduled completion date to be pushed back, so please communicate with us.

Brand Development Package Payment Plans

- **Ultimate Branding Package - \$2500**

- Payment Option #1:
50% deposit to begin, 50% deposit to end
- Payment Option #2:
5 payments of \$500
- Payment Option #3:
\$417 to begin & 5 payments of \$416

- **Simple Development Branding Package**

- Payment Option #1:
50% deposit to begin, 50% deposit to end
- Payment Option #2:
4 payments of \$250

- **Start-Up Branding Package**

- Payment Option #1:
50% deposit to begin, 50% deposit to end

Website Development Package Payment Plans

- **An E-Commerce Site - \$1500**

- Payment Option #1:
50% deposit to begin, 50% deposit to end

- Payment Option #2:
5 payments of \$300

- Payment Option #3:
6 payments of \$250

- **A Blog Site - \$1000**

- Payment Option #1:
50% deposit to begin, 50% deposit to end

- Payment Option #2:
4 payments of \$250

- **The Simple Website - \$900**

- Payment Plan #1:
50% deposit to begin, 50% deposit to end

We'll be a great fit if...

You're ready
to invest in
elevating your
brand to match
your potential

You're willing
to trust a
professional
to guide you
through a
creative process

You have time
and space to dig
into the why of
your brand

You resonate
with my style
and know it will
suit your own
aesthetic

You're at a
growth point
and feel open
and ready for
change

You're
passionate about
your project,
but open to new
ideas

Ready to get started?

To get things rolling, please fill out this [form](#) or email info@sheisbrand.com with questions. I do my best to respond within 24-48 hours with the exception of weekends and holidays.