



 CL DESIGNS

WELCOME PACKAGE

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ABOUT CHRISTINE LIEU

Communicating with integrity, connecting with a positive impact

CL Designs helps purpose-driven businesses create cohesive branding, website design, and social content creation to increase your impact and sales.

Having earned my stripes in the fast-paced media world, and learned first-hand the challenges faced by startups through my own journey (sometimes the hard way!) I wanted to provide **lean and efficient design and branding services** that would free businesses to push on with what they're best at.

Featured in Yahoo News, RBC's Women To Watch, Pexels, City Moguls, Make Lemonade, Women Who Freelance, StartupTO, the Freedom Lifestyle Podcast and more, **my signature focused and efficient style is a fave** that my purpose-driven brands rave about.



PAST CLIENTS & PROJECTS

I've worked on projects with bootstrapping startups, household brands, and pretty much everything in between.

Here are some personal highlights:

- Featured in Yahoo News & Finance's Top 10 Graphic Designers to watch for in 2021
- Being nominated for RBC's Women Of Influence Award for Ones To Watch
- Getting nominated for a Digital Publishing Award for my work on Maclean's "Bulldog" Election Daily issue
- Working as a contributing designer on the launch of the Walmart Live Better social campaign
- Covering nationally broadcasted events such as the Juno Awards and Canadian Music Week with CBC Music
- Helping the House Of Anesi raise \$90K+ on their Kickstarter campaign
- The Brand Party Podcast made Top 10 Canada Design and Apple Podcasts' New + Noteworthy lists in Art & Design

SIGNATURE PACKAGES

All packages listed in USD; not including taxes (billed on location of operation). Version last updated on April 2021.



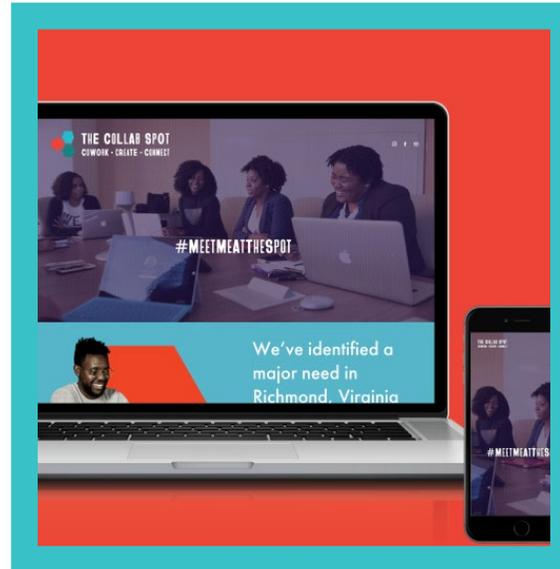
BRANDING: REALIZE YOUR VISION

Logo
Mood board
Colour palette
Font pairing

A brand style guide of everything included in the kit

Investment: \$3500

Average Project Delivery:
3 weeks

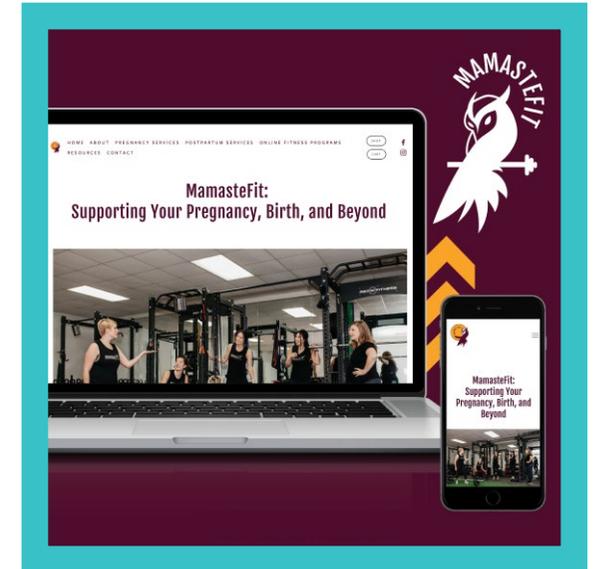


NAIL YOUR WEBSITE DESIGN

- 5-page Wix, Squarespace, or Shopify custom website design
 - Tailored recommendations
 - Web accessibility review
- Weekly up to date with the latest edits
- Web domain and business email admin
 - 30-minute empowerment tutorial
- 1:1 support for 7 days from your launch

Investment: \$5250

Average Project Delivery: 4 weeks



READY, SET, LAUNCH

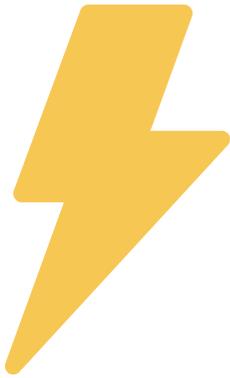
*** Full branding & web design ***

- Brand style guide to include your logo usage, colour palette, font pairing, mood board
- Custom website design and admin (like changing over domain seamlessly)
- 30-minute introduction to your platform
 - One-on-one ongoing support for 7 days from your launch

Investment: \$9000

Average Project Delivery: 4-7 weeks

SERVICES



POWER HOUR

60-minute online session to go through consultation for tips, tricks, best practices and organization to strategize how to optimize efficiencies and communications as you launch. Recording and summary document and success action list to ensure you're present during our sessions together.

Average Project Delivery:
\$1000 for 1 week turnaround



STRATEGY SESSIONS

This includes a 3 month commitment to 1 Power Hour and 2 additional 30-minute accountability sessions to gain clarity and create a success action list to develop the next phase of your business objectives. This is to ensure that you have a follow-up opportunity to analyze and grow. You will receive a ZOOM recording and summary document shortly after our session together.

Average Project Delivery:
\$2000 for 3 months



MARKETING COLLATERAL

Social templates (\$100 each)
Business cards (\$250)
Presentation decks 10-15 pages (\$1750)
Sponsorship decks 10-15 pages (\$1750)
Annual reports 10-15 pages (\$2000)
Brochures (\$450)
eBook/Magazine (\$300+)
depending on # of unique pages
Infographics & illustrations (\$300+)

Average Project Delivery:
1-3 weeks

TESTIMONIALS



“Clear communication has been helpful and this has been a worthwhile venture. I liked how responsive you were and giving honest feedback. The turnaround was quick for a big project!”

— **GINA CONLEY,**
FOUNDER OF MAMASTE FIT



“I’ve honestly worked with a lot of designers over the last few years and the process with Christine was by far the easiest! She was flexible and worked with me on tight timelines.”

— **MIRIAM BUTTU, G(IRLS)20**



“Fast. Efficient. Professional. Christine was able to capture our vision and brand with ease as we released the ILIVEECO brand.”

— **GENEVIEVE ATANGAN,**
FOUNDER & CEO OF ILIVEECO

THE PROCESS



1

START

This stage is to get us on the same page to make sure we're aligned. I will take you through my on-boarding process to get me up to speed on your timeline and scope. You will get a contract to review and once the deposit has been paid, we are ready to go.

2

RESEARCH

This stage is essential to consult and understand what your specific brand goals are. I will look into your current market and competitors to see what others are doing. You will get a tailored approach to what makes your business unique as we move forward with the development.

3

DESIGN

This stage is where the big ideas and insights come to life. I will provide options that best align with your creative vision. You will get engaging graphics that will help connect with the people most important to you.

4

REVISE

This stage is where you'll get to choose the creative aspects that you love most. I will then refine based on your feedback. You will get the opportunity to edit to achieve a result that we're both happy and proud of (2 revisions).

5

DELIVER

This stage is where all the pieces come together. I will provide a downloadable link. You will get access to all of your stunning files that we have created together.

6

SHOW OFF

This stage is when we can celebrate! I will keep in touch to see how your business is growing. After all, your success is my success too. You've earned it!

PROJECT HOUSEKEEPING

COMMUNICATION HOURS

I will be available from **10am-5pm EST from Monday-Thursday** to respond to emails and for our calls together.

The only form of communications is via ZOOM calls that are scheduled via Calendly, as well as via email. Files will be shared via Google Drive and project organization through Asana.

FEEDBACK GUIDELINES

How to provide constructive feedback:

- 1.) If there are multiple contacts for the brand, 1 person will be designated the point person to communicate directly with
- 2.) Ensure that all feedback is provided clearly and as detailed as possible, submitted one time per edit round instead of in multiple emails
- 3.) Use bullet points to break out each edit request
- 4.) Ensure to read through your edit requests and feedback before sending to confirm clarity

DEADLINES FOR FEEDBACK

This will be outlined in our contract. If feedback is delayed without notice, it does affect the momentum of the project and inevitably the timeline of completion. Efficiency is the name of my game.

PAYMENT POLICY

Method: E-transfer for local and within Canada, Stripe or PayPal/direct deposit for international payments.

Invoicing: Great news - if you've paid your full investment, we're ready to get started.

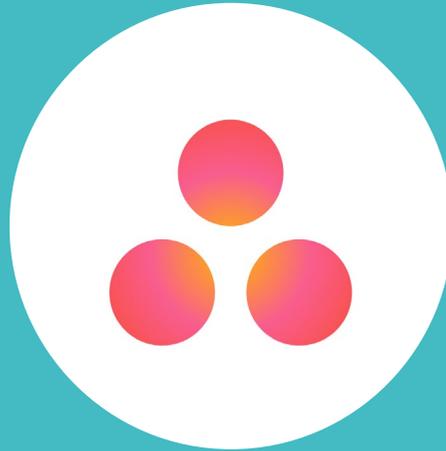
If you've chosen to opt into the 3-month payment plan, you will be invoiced accordingly. Your card will be on file to charge automatically through the designated currency. All payments are your responsibility. You will be liable for all payments regardless if you continue to use the Kits or project during the payment period. Invoices are expected to be paid within 7 days unless otherwise pre-determined. I will retain all rights to the work until the Client pays in full for all work outlined in the contract agreement. If the Client halts or cancels a project midstream, all hours worked to date will be billed to the Client. The late fee is 5% for every week that it is late, and a 10% charge will be payable after 30 days. If you're looking to update your payment information, get additional copies of your invoice, or additional support related to billing, please contact christinedesigns@gmail.com with your inquiry.

TOOLS WE USE



ZOOM

All calls will be via video call.
A personal invite link will be provided.
Replays for consults will be available.



ASANA

For all project management needs to ensure clarity on next steps, invoices, and milestone dates to work towards.



GOOGLE DRIVE

If there are additional files to send that are too big for Asana, it will be sent via a shared Google Drive.

If you're new to Asana, no worries!

[Click here for a quick
how-to video](#)



THANK YOU!

EXCITED TO WORK TOGETHER

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- 📷 [@brandpartypodcast](#)
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