

DiONNE

DESIGN.

WEBSITE AND BRANDING PROPOSAL

Cebola Design

APRIL 6, 2021

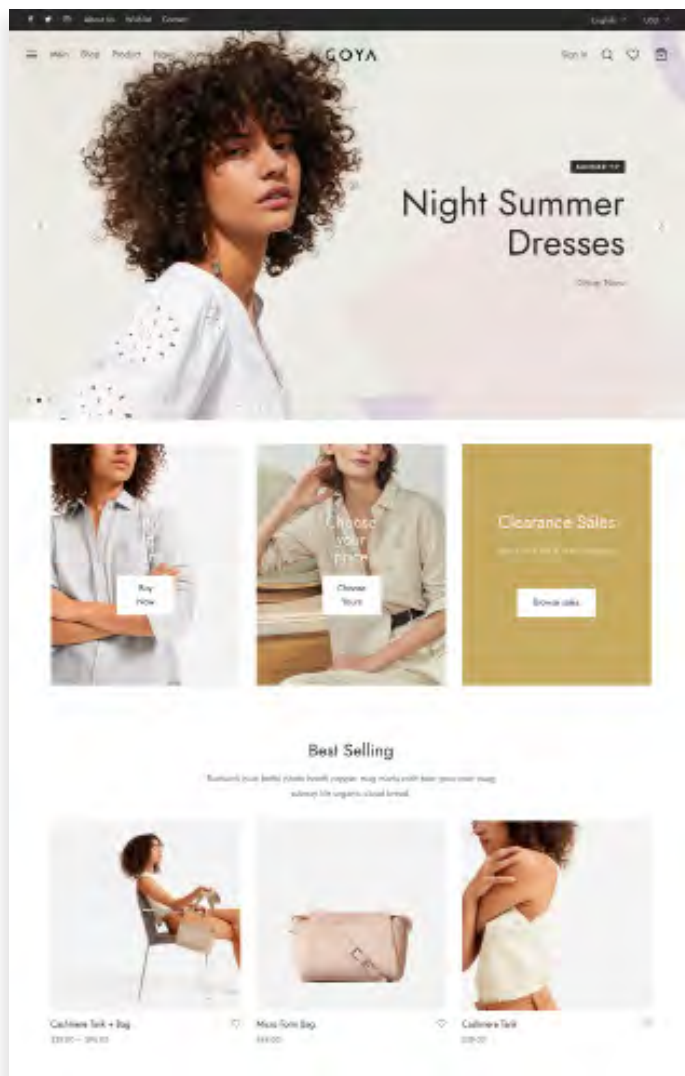
Thank you for your interest in working with us! We look forward to helping you build your brand and website! Here are some initial goals that we have for each:

WEBSITE

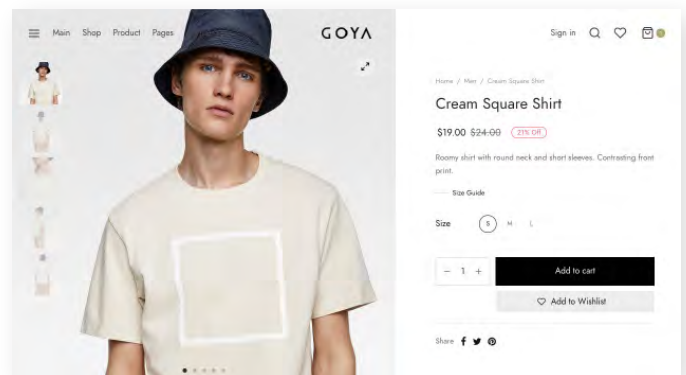
GOAL: To refresh the online experience for Cebola Design by designing a website with more modern features such as large lead images, parallax scrolling, and e-commerce capability. Keep the design simple and clear with curated images.

PROCESS: We recommend a Wordpress template with an e-commerce capability, such as the Goya theme. This theme has a modern, minimal design that could be easily adapted to your business.

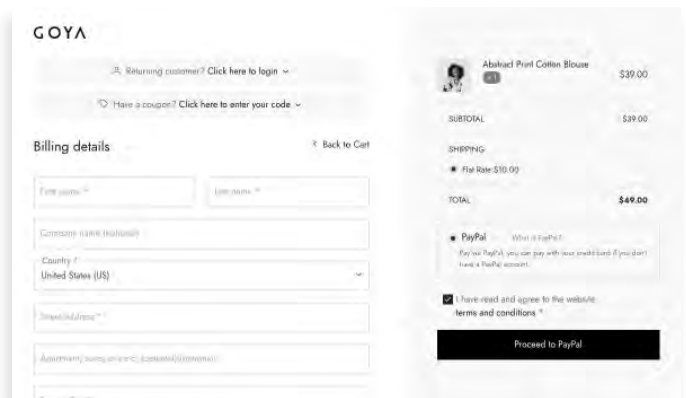
FLEXIBLE HOME PAGE DESIGN



PRODUCT FEATURE



CHECK OUT PAGE



BRANDING & SOCIAL MEDIA

GOAL: To develop a modern look for the Cebola Design brand which will attract modern, less traditional brides interested in wearables and succulents. We will also provide a social media assessment and recommendations for creating and posting engaging content.

PROCESS: After a consultation, we will produce several brand and color options for you to choose the one which will best represent the Cebola Design brand.

Final deliverables will include:

- Primary logo, variations, and icons
- Brand style guide with brand palette and typography
- 2-3 Canva templates for social media posts
- Instagram assessment and recommendation document

WEBSITE DESIGN: \$1,500

BRANDING AND SOCIAL MEDIA: \$500

WORKING TOGETHER

NEXT STEPS: If you decide to move forward with this proposal, we would arrange a Zoom meeting to tour through a demo of the Goya theme and discuss ways that it could be adapted to work for you. We will also discuss branding and logo design.

Before work begins, Cebola Design would provide access to:

- Web host provider log-in information
- Select images and text to be used in website

COMMUNICATION: Our work hours are Monday through Friday, 9am-5pm. We do try to keep our schedule flexible and will make every effort to promptly respond to requests and communication.

As always, please let us know if you have any questions and we look forward to working with you!

Sarah Sullivan | Dionne Design

