

DiONNE

DESiGN.

Welcome Guide

WHAT TO EXPECT FROM WORKING TOGETHER

Who We Are

WEB + BRAND DESIGN

Dionne Design is a multi-disciplinary design studio specializing in brand and web design for creative entrepreneurs and independent business owners.

With over 20 years of experience in the online communications and design fields, Sarah Sullivan (maiden name Dionne) has worked with artists and musicians to biotech and pharmaceutical companies.

As a studio, we strive to create custom, holistic solutions for your business. We use our skills and experience to craft a brand that reflects you and your business, and appeals to your client.

Aesthetic

Your brand or website will always be custom designed for you, but there are some design aesthetics which will always be a part of every design we produce.

- CLEAN AND MODERN
- PROFESSIONAL
- WARM AND INVITING
- CLASSIC
- PERSONAL + AUTHENTIC



Web Design

We create sophisticated, user-friendly websites that are designed to communicate who you are to your clients.

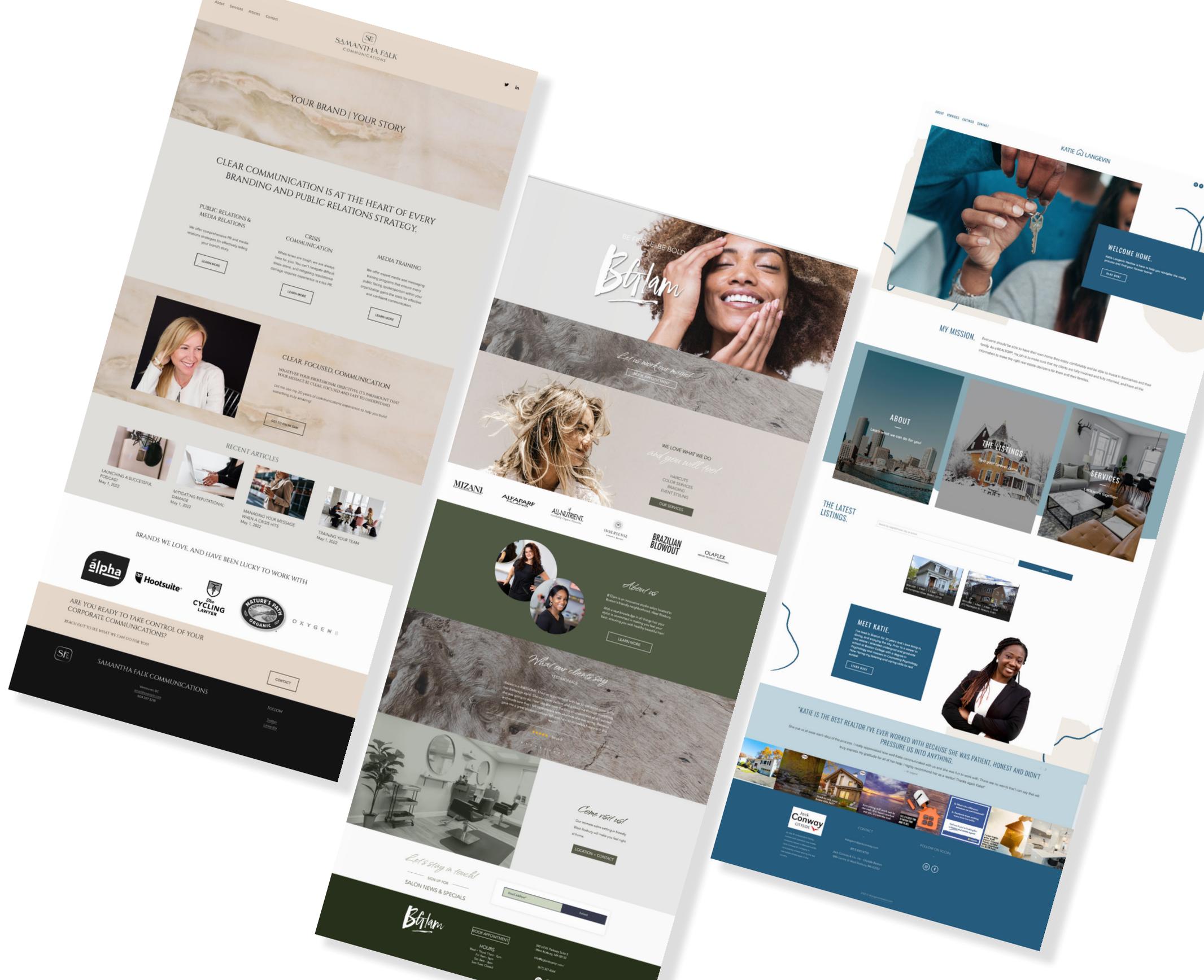
PLATFORM

We recommend using a content management system platform (CMS) such as Wordpress, Squarespace, or Shopify to build your site. These platforms make updating your website easy, even without a technical background.

INCLUDED

- Template and application recommendations
- Site structure customization
- Image sourcing and editing
- Graphic design
- Light copy writing
- Application testing

Packages start at \$2,500



Brand Design

Your brand is all the feelings, emotions, and attributes of your business. My goal is to design a brand which communicates that feeling visually.

INCLUDED

- Primary logo and variations
- Brand colors
- Typography
- Brand use guidelines

OPTIONAL

- Patterns
- Marketing materials
- Social media templates

Packages start at \$2,500



What They're Saying

CLIENT TESTIMONIALS

"I tend to be a bit of a perfectionist but Sarah was so patient with me and made sure I was satisfied with the results down to the very last detail. I absolutely love my new logo now and I am using it in so many more ways that I did before."

JENNIFER COMBRINCK
COMBRINCK PHOTOGRAPHY

"Sarah really listens to details! I was blown away with her professionalism and commitment to help me out. She created a website beyond what I expected!.. Sarah's is reliable, talented, punctual with her turn around time, and most importantly she makes it the best business experience one can ask for when hiring a web designer. "

REBECCA ALVARADO
OWNER/STYLIST, B'GLAM STUDIO

"Sarah takes the time to listen to your vision and needs and then executes in a timely manner with accuracy. If it hadn't been for Sarah and her expansive knowledge around design and marketing, my project would not have been as successful."

RACHEL COSSAR
FOUNDER, CHOREOGRAPHY FOR BUSINESS

Our Process

HOW IT WORKS

01. DISCOVERY CALL

Each collaboration starts with a phone or video call. This is an informal discussion where I can learn about your business—where you are and where you want to be— and how I can help.

03. DESIGN WORK

Once you accept the proposal by signing the contract and paying the invoice, work will begin. For web design, you will need to provide text for each page, images and other graphics. Then I will get to work!

05. PRESENTATION AND TRAINING

After your brand or website is complete, I will walk you through it via video call, providing any training needed. I will also provide documentation of how to best use your new brand or website.

02. PROPOSAL AND CONTRACT

After our call, I will prepare a custom proposal of work based on our discussion, as well as a contract and invoice for a deposit.

04. COLLABORATION

This is a collaborative process so I will request your feedback so that I can refine your brand or website so it is exactly what you want.

06. LAUNCH!

The final site or brand files will be turned over to you and your new brand or website will be launched out into the world!

Payments

INVOICE SCHEDULE

A 25% deposit is due at the time of contract signing to secure a spot on my schedule. Final payments must be received in full within 60 days of project completion.

Additional Fees

NOT INCLUDED IN AGREEMENT

The following items are offered by a third party and the fees associated are not included in the project costs.

Website hosting

Domain name purchase

SEO optimization

Application subscriptions

Some stock photos



Policies

COMMUNICATION

Office hours: Monday through Friday 9AM to 5PM.

Since I do work with multiple clients, I may not be available every day. However, I do try to keep my schedule flexible and will make every effort to promptly respond to requests and communication.

TIMELINES

To help keep your project on track to finish on time, please provide all feedback within a reasonable period of time.

Timeliness from both of us will help us keep your project on schedule.

FEEDBACK GUIDELINES

I appreciate simple and straightforward feedback. It helps me clearly understand your thoughts and make the right changes to your project.

Web Design

CONTENT COLLECTION

In order to stick to time frames and deadlines set, I will need all the content for your website– text for each page, images, logos, icons, etc– before I start the project.

If you need me to source images or design graphics, please let me know at the time of booking.

Brand Design

ONE CONCEPT DESIGN

When it comes to brand design, I use the one concept method, meaning I do not present you several logo options to choose from. Rather, I select the best option and present it to you for your feedback, and then revise accordingly.

Each package includes three design rounds.

Let's Work Together!

LET US HELP YOU GROW YOUR BUSINESS

Thank you for your interest in Dionne Design! If you are interested in working together to elevate your brand or website, please reach out via email or the form on my website.

We look forward to working with you!



SARAH SULLIVAN
OWNER, DESIGNER | DIONNE DESIGN
DIONNEDESIGN.COM | SARAH@DIONNEDESIGN.COM

