

# STRATEGY IDENTITY CREATIVITY

With our expertise, we help you stand out in the digital landscape, making your brand memorable and impactful. Whether you're looking to refresh your current brand or start from scratch, Tailorversity is here to design your success.

[WWW.TAILORVERSITY.COM](http://WWW.TAILORVERSITY.COM)

# tailoriversity

If there was a way you could increase your revenue by 23%, that's something you would want to know about right?

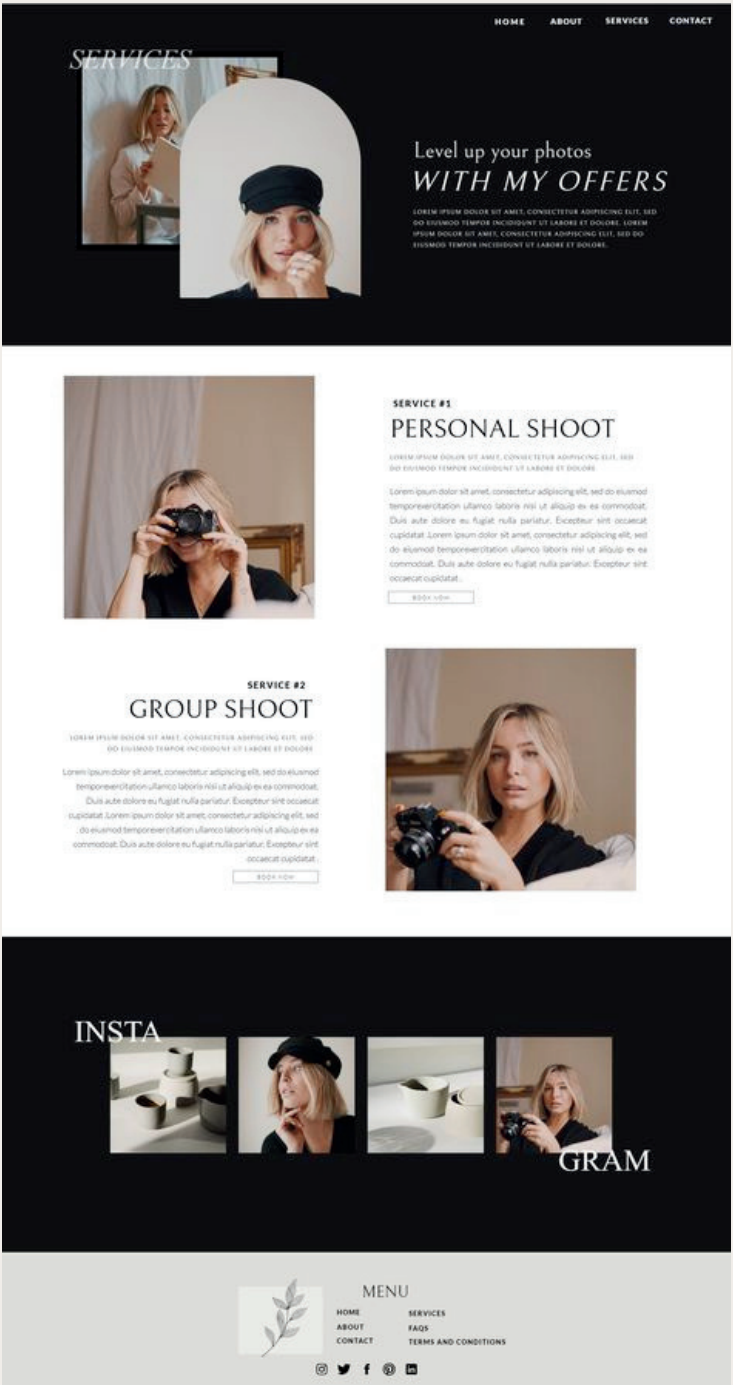
There may be a way you can increase your revenue **AND** make a splash in your industry by investing in in your brand.

# tailoriversity

With over 10+ years of digital marketing experience, we've helped 100+ entrepreneurs launch and expand their business with high-impact branding, website design, and marketing

Our Clients have been featured in:





# LET'S LAUNCH TOGETHER

## BUSINESS + BRANDING + STRATEGY

At Tailorversity, we launch and expand high-impact brands. What that means for you is that you will be working with experts who can re-launch your brand for long-term success. The real value for you is that you can save time and money knowing that you will only have to do this once, the right way. In fact, a study conducted by Adobe found that businesses who invested in branding increased their revenue by 23%. To learn more about how we can launch and expand your brand, schedule a free discovery call today.

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PAYMENT PLANS AVAILABLE

We now offer a Buy Now, Pay Later option with payments being as low as \$400 a month!

DESIGN PACKAGES

SERVICES & PRICING

BRAND IDENTITY PACKAGE

**Timeline: 2-4 weeks**

**Includes:**  
**Brand Strategy and Research + Strategy Call**

- Primary Logo, Alternate Logo, & Sub-mark Logo
- Final Files (PNG, JPEG, & PDF)
- Brand Guidelines PDF
- Custom Color Palette
- Typography/Font Palette
- Mood Board + Brand Board

**Collateral Design**

- Business Card Design
- Postcard Design
- PDF Design

**Print Collateral**

- 1000ct. Business Cards
- 500ct. Postcard

INVESTMENT: \$1499 USD  
OR TWO PAYMENTS OF \$849 USD

WEB DESIGN PACKAGE

**Timeline: 4-8 weeks**

**Includes:**  
**Website Strategy: & Research + Strategy Call**

- Website Development on WIX
  - Up to 8 Pages of Design
    - Additional Website Page(s): \$110
  - Mobile Optimization
  - Domain Set-up and Transfer
    - with Godaddy accounts only
  - Social Media Integration
  - Social Media Links Page
  - Basic Basic Search Engine Optimization (SEO)
  - Online Store Installation (if applicable)
  - Blog Installation (if applicable).

**Collateral Design**

- Launch Day Graphic

+ Website Walkthrough and Training Support  
(30-day Post Launch Support)

**Not Included**  
WIX Subscription

INVESTMENT: \$3500 USD  
OR FIVE PAYMENTS OF \$740 USD

FULL BRAND + WEB DESIGN

**Timeline: 8-12 weeks**

**Includes:**  
**Website Strategy: & Research + Strategy Call**

- Up to 15 Pages of Design - Additional Website Page(s): \$75
- Website Development on WIX

Included: Custom Web Design, Mobile Optimization, Domain Set-up and Transfer, Social Media Integration, Social Media Links Page, Basic SEO, Online Store Installation (if applicable), Blog Installation (if applicable).

- Primary Logo, Alternate Logo, & Sub-mark Logo
- Final Files (PNG, JPEG, & PDF)
- Brand Guidelines PDF
- Custom Color Palette
- Typography/Font Palette
- Mood Board + Brand Board

**Collateral Design**

- Business Card Design
- Postcard Design
- Digital Flyer Design (8)

**Print Collateral**

- 1000ct. Business Cards
- 1000ct. Postcard

+ Website Walkthrough and Training Support  
(60-day Post Launch Support)

INVESTMENT: \$5000 USD  
OR FIVE PAYMENTS OF \$1,040 USD

PAYMENT PLANS AVAILABLE

Duration of 6 months

## OPERATIONAL MANAGER SERVICE

# SERVICES & PRICING

COMPREHENSIVE MANAGEMENT & OPERATIONAL OPTIMIZATION

Our Operational Manager service is designed to provide comprehensive, hands-on strategic support across all facets of your business operations, ensuring sustainable growth, improved efficiencies, and alignment with your organization's core objectives. We take a deep dive into your unique business needs, crafting and implementing targeted strategies that elevate productivity, enhance quality, and streamline workflows. We prioritize recruiting and onboarding top talent to meet staffing demands and develop innovative approaches to attract new clients, ensuring your company's reputation and reach expand within your industry. Through proactive problem-solving, process refinement, and partnership building, we create opportunities for growth and long-term stability. We're your partner in transforming your operational framework, aligning every process with your vision, and preparing your organization for sustainable success. Let us drive your company forward with a service offering that includes.

### Policy & Strategic Development

- Formulate, implement, and evaluate operational policies to support strategic business goals and foster long-term growth.

### Operational Excellence & Review

- Drive and enhance operational procedures, ensuring alignment with best practices for streamlined, effective workflows.

### Recruitment & Staffing Leadership

- Manage staffing needs, recruit new talent, and collaborate closely with the HR team to support organizational development.

### High-Level HR & Team Management

- Oversee essential HR functions, contributing to team management, culture development, and ensuring alignment with our strategic priorities.

### Quality & Productivity Improvement

- Oversee essential HR functions, contributing to team management, culture development, and ensuring alignment with our strategic priorities.

### Problem Solving & Opportunity Analysis

- Identify, address, and strategize solutions for challenges and leverage opportunities to advance the company's objectives.

**Note:** Our Operational Manager service is available across all 50 states, ensuring support and accessibility nationwide. Additionally, we provide seamless communication through Microsoft Teams, allowing for efficient coordination and collaboration with your team, wherever you are located.

INVESTMENT: \$1,895 USD  
BI-WEEKLY

# CLIENT CASE STUDY

## HOODIE SNOB

### FULL BRAND DESIGN PACKAGE

**HOODIE SNOB**

PRIMARY LOGO

**HOODIE SNOB**

LOGO VARIATION

**HS**

HOODIE SNOB

SUBMARK

### TYPOGRAPHY

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

가 나 다 라 차 카 파 타  
사 하 아 자 바 뽀 비

a b c d e f g h i j k l m n o p q r s t u v w x y z

### COLOR PALETTE



#EC070D



#C38FBB

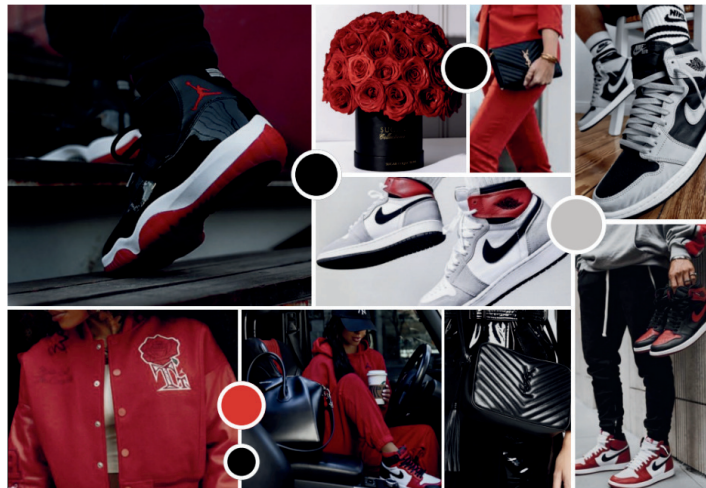


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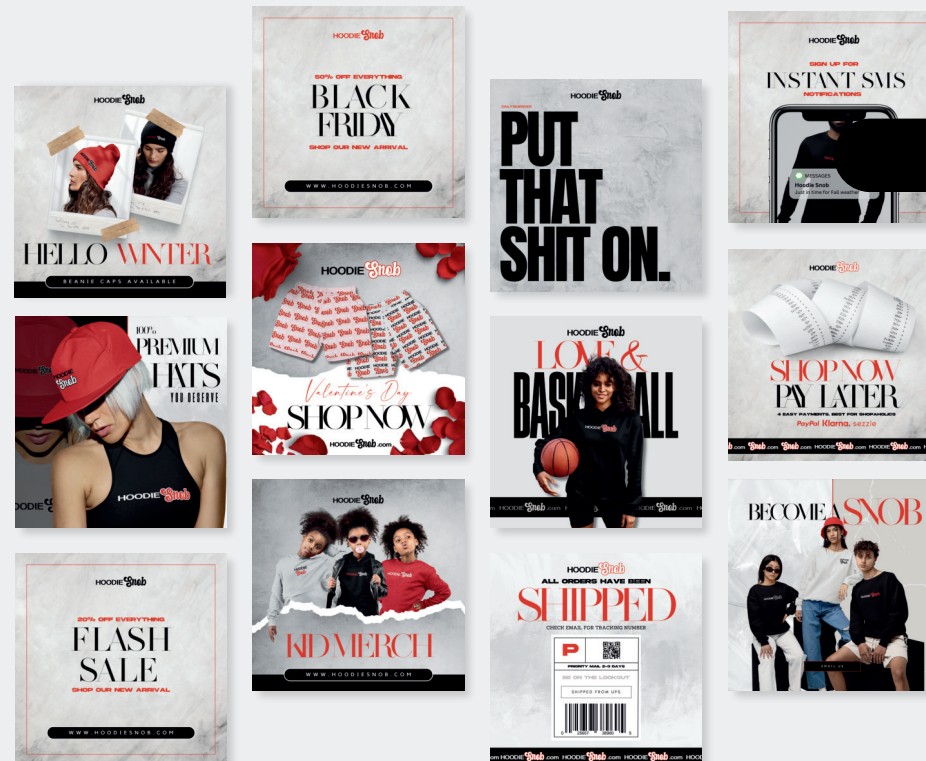
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### MOODBOARD



BRANDING BY TAILORVERSTY

### SOCIAL MEDIA GRAPHICS



### WEBSITE BANNERS



### RETRACTABLE BANNER





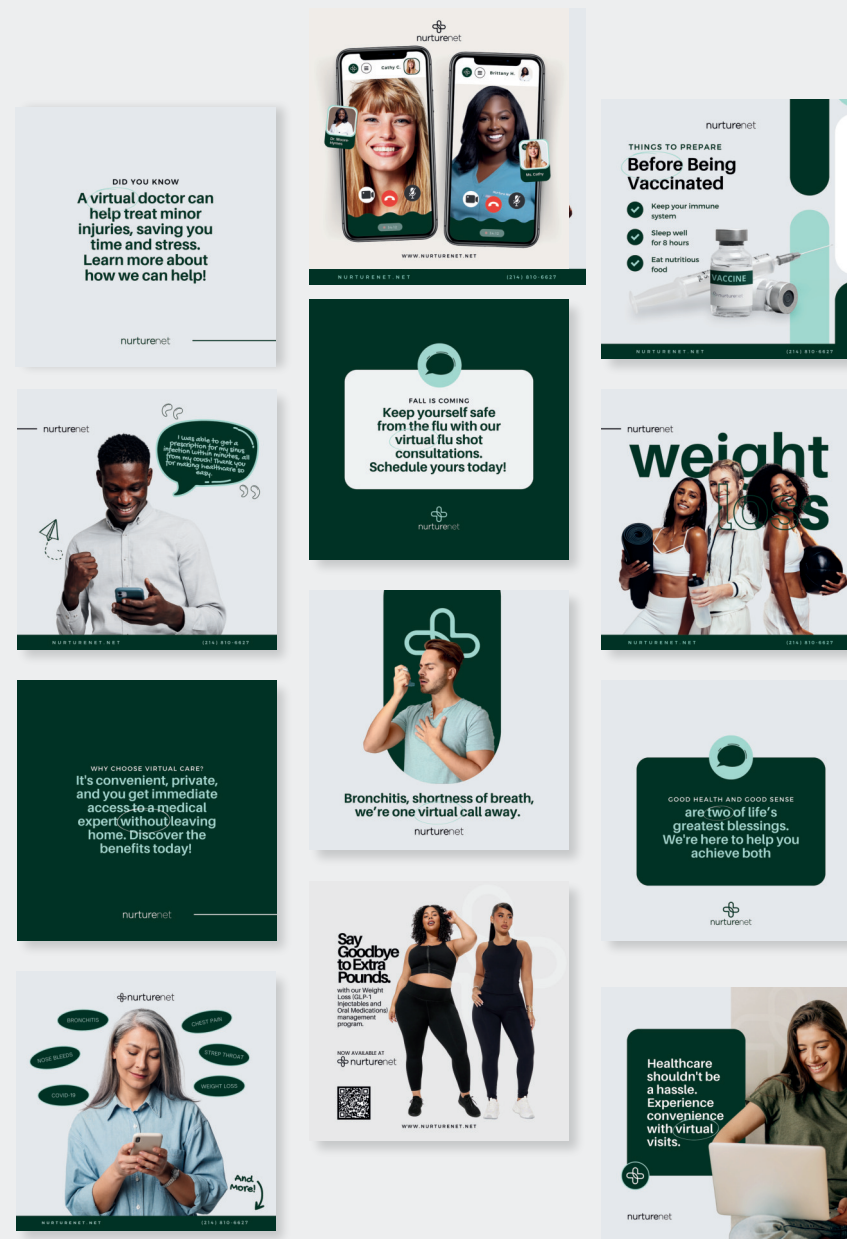
# CLIENT CASE STUDY

## NURTURE NET

### LAYOUT MOCK SITE



### SOCIAL MEDIA GRAPHICS



### WEBSITE BANNERS





# CLIENT CASE STUDY

## AJ DISPOSAL

BUSINESS CARDS



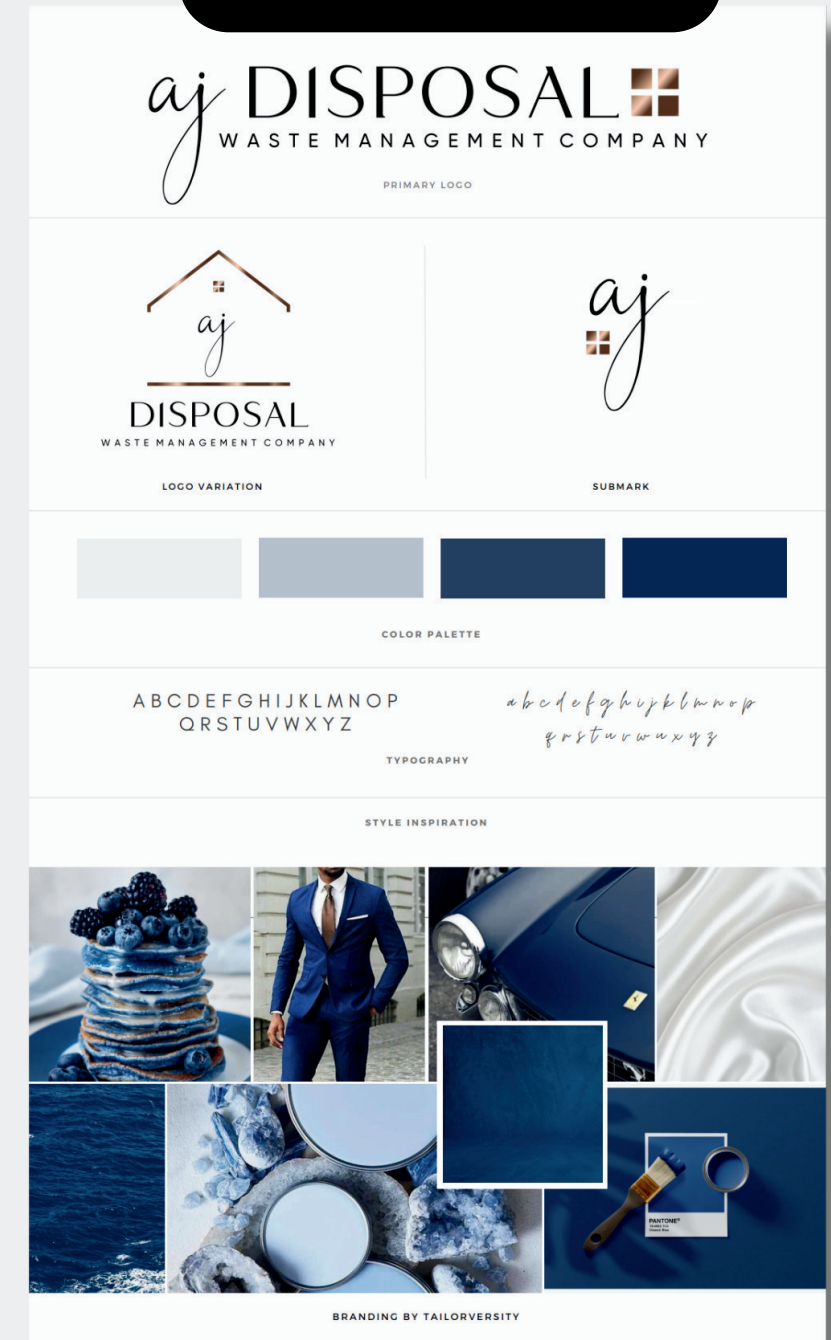
POSTCARD DESIGN



POSTCARD DESIGN



FULL BRAND DESIGN PACKAGE



THE TESTIMONIALS

# WHAT OUR CLIENTS SAID...



Damica, your talent for web design is truly unmatched. Your speed and the quality of your work are absolutely amazing. I can't thank you enough for your incredible skill and dedication.

Please keep doing what you do—because I honestly don't know what I would do without you!

**- RASHADA P**  
SKI HAIR EXTENSIONS



She have the professionalism, creativity and response rate of any agency I've worked with. She created stunning work for me. It was amazing how she came up with a sketched storyboard in just one day. It's been great working with Damica

**- MARSAI MARTIN**  
GLASSES USA



I had the absolute best experience working with Tailorversity. We worked exceptionally well with one another. I was provided a high quality experience and the services rendered were outstanding. I will continue to work with Tailorversity for all current and future projects.

**- DR. BRITTANY HYMES**  
SEWPHISTICATED SEAMS

Don't see what you need? Questions? - Let's talk about it! [Julia.Capshaw@tailorversity.com](mailto:Julia.Capshaw@tailorversity.com)

AN EFFORTLESS TRANSACTION

# OUR DESIGN PROCESS



## THE DISCOVERY

Ready to work together? Reach out by submitting an inquiry form "Start a Project". We'll reach to set up a quick discovery call through Microsoft Teams via email. During our chat, we can discuss your project, and business goals, and make sure we'd be a great fit.



## THE ONBOARDING

Let's secure your spot! Once proposal is accepted. Invoice will be sent via Stripe. Contract will be sent via email by DocuSign with all terms and conditions. Client will receive copy of contract after both parties have signed.



## THE RESEARCH

Our team gathers all relevant materials for the project. After we gather all the facts, we do brainstorm to find the big idea! This is where we bring our collective creativity to the table to craft the big idea that will form the foundation of your brand's identity and web presence.



## THE PRODUCTION

Once we've established a visual direction for your brand, we'll move into the design phase. This is where we'll design your logo, website, and other brand elements. It is in this stage that strategy and design unite to illustrate your brand story.



## THE LAUNCH

Time to celebrate! Your new brand & website are about to go live and we are so excited. Leading up to launch day we will hop on Microsoft Teams so that we can walk you through all the final files, show you the backend of your website, and answer any last-minute questions that may come up. We'll be there every step of the way, making sure your launch day runs smoothly!

[WWW.TAILORVERSITY.COM](http://WWW.TAILORVERSITY.COM)

BY PURCHASING THIS ITEM CLIENT HAS AGREED TO ALL POLICIES

# IMPORTANT STUFF



## CONTRACTS

If you purchased website as new client, you will receive contract via DocuSign to email you've provided within 24 hours. After all parties have signed, client will receive own copy for your records.

## FINANCING

By financing items with Tailorversity, client will be charge a one time payment of \$199 at end of services. If client choose to set up payment plan. Each monthly payment, client must pay additional \$10 per payment.

## RETAINERS

No contract needed due to client may cancel at any time however, there will be no refund for any reason for client cancelation. Client agrees to pay a Tailorversity 100% of the total retainer cost before any services are provided. All retainers are subject to a complete 100% non-refundable payment from client. Please understand that under no circumstance can a refund be given. additional charges will apply for add-ons services such as creativity for social media or digital service created for marketing purchased or client is able to purchase another retainer. All retainers are priced monthly for 90 days except for Operation Manager. Operation Management retainers are every two weeks for 90 days with **3-day free trial**.



# YOU READY? LET'S TALK ABOUT IT!

Don't see exactly what you are looking for or need a little bit of everything? We are able to create custom packages and offer bundle discounts if you are interested in more than one service. Reach out to [Julia.Capshaw@tailorversity.com](mailto:Julia.Capshaw@tailorversity.com) to inquire.

ALL SERVICES

CUSTOM WORK

INQUIRE ABOUT YOUR PROJECT

RECENT PROJECTS

WANNA CHAT?

WWW.TAILORVERSITY.COM

