

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

tailoriversity

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

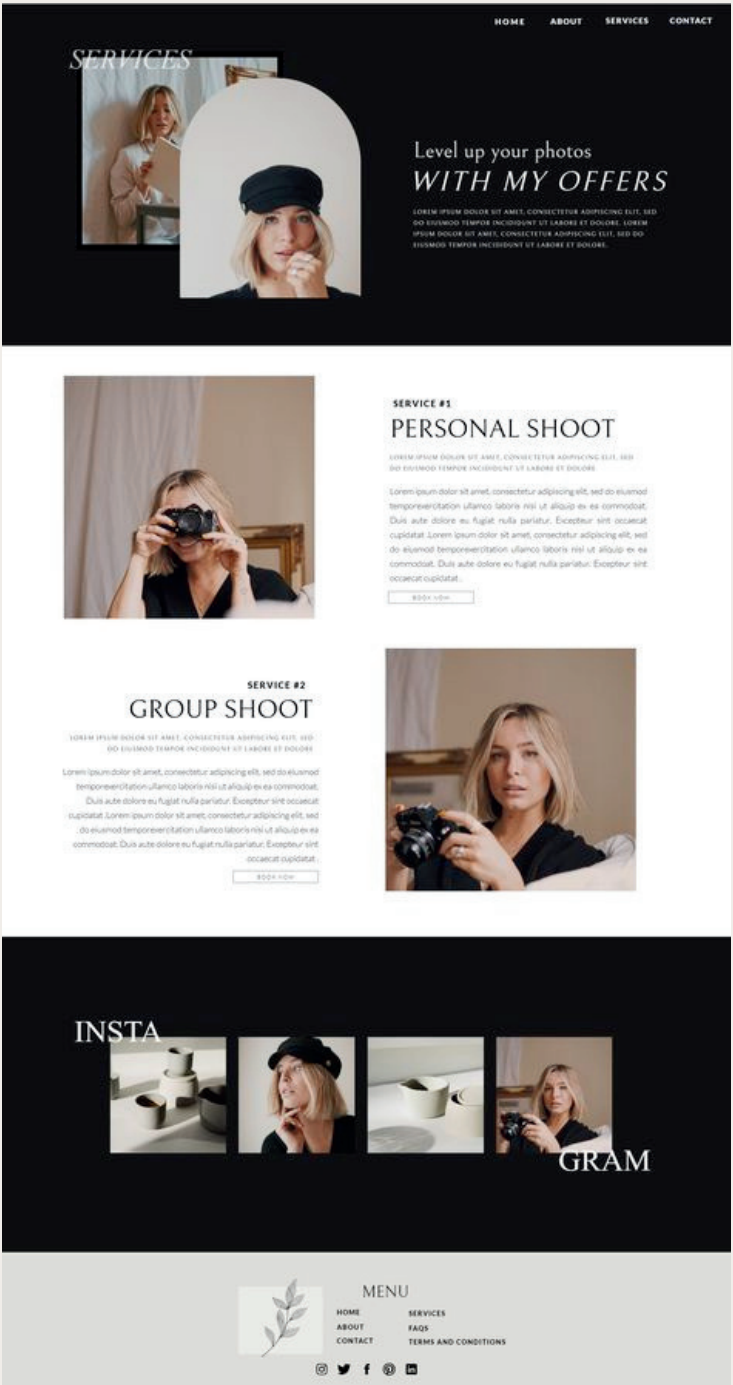
There may be a way you can increase your revenue **AND** make a splash in your industry by investing in in your brand.

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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We now offer a Buy Now, Pay Later option with payments being as low as \$450 a month!

DESIGN PACKAGES

SERVICES & PRICING

ULTIMATE BRANDING EXPERIENCE

This is perfect for businesses that want it all - cohesive-looking branding with brains! This package is focused on the perfect look and extensive strategy

What's included?

- 1-2 hour brand strategy workshop via Microsoft Teams so we can delve deep into your vision, dreams and values
- Strategic brand and goals analysis to ensure long-lasting brand success and effectiveness (in-depth brand strategy)
- Research and analysis of the market, competitors and target audience (extensive market research)
- Detailed roadmap guide sheet for your success
- Tailored Brand Strategy presentation, always accessible for review by you and/ or your team
- Curation of creative ideas as a guide to our design approach (Moodboards & Creative Direction)
- Full Logo suite (Primary Logo, Secondary Logo, Submark Logo, Logomark)
- A collection of patterns, illustrations, or icons
- Guidebook for your brand including a selection of colour palettes, font pairings, patterns & photography styles for you to use to ensure brand consistency moving forward
- 2 rounds of revisions
- Professional setup and delivery of print-ready and web-ready files via DocuSign including a file format guide so you know how to use them correctly

INVESTMENT: \$2,797 USD
OR THREE PAYMENTS OF \$940 USD

FAN FAVORITE MULTI-PAGE WEBSITE

Perfect for businesses with a strong brand that need a sleek, functional website with added perks.

What's included?

- 2 Hour Brand Strategy Workshop via Microsoft Teams
- Website Development on WIX only
 - Up to 8 Pages of Design
 - Additional Website Page(s): \$75
- Desktop, iPad/Tablet, and Mobile Optimization
- Domain Set-up and Transfer,
 - with Godaddy accounts only
- Social Media Integration + Links Page
- Basic SEO
- Online Store Installation (if applicable)
- Blog Installation (if applicable)

Collateral Design

- Business Card Design
- Digital Flyer Design (4)
- Option to design additional items, such as postcards

Print Collateral

- 2000ct. Business Cards, Flyer, or Postcards

Not Included

- WIX Subscription

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

INVESTMENT: \$4,997 USD
OR FIVE PAYMENTS OF \$1025 USD

TOP SHELF MULTI-PAGE WEBSITE + FULL BRANDING

This is perfect for businesses that want to thrive and kick-ass with smart branding and all the bells and whistles! This package is focused on the whole shebang, and then some!

What's included?

All items in the Ultimate Branding Experience + Items below

- 3 Hour Brand Strategy Workshop via Microsoft Teams so we can delve deep into your vision, dreams and values
- Website Development on WIX only
 - Up to 12 Pages of Design
 - Additional Website Page(s): \$25
- Desktop, iPad/Tablet, and Mobile Optimization
- Domain Set-up and Transfer,
 - with Godaddy accounts only
- Social Media Integration + Links Page
- Basic SEO
- Online Store Installation (if applicable)
- Blog Installation (if applicable)

Collateral Design

- Business Card Design
- Digital Flyer Design (8)
- Retractable Banner

Print Collateral

- 1000ct. Business Cards, Flyer, or Postcards
- Retractable Banner

Not Included

- WIX Subscription

Website Walkthrough and Training Support
(120-day Post Launch Support)

INVESTMENT: \$6,997 USD
OR FIVE PAYMENTS OF \$1450 USD

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

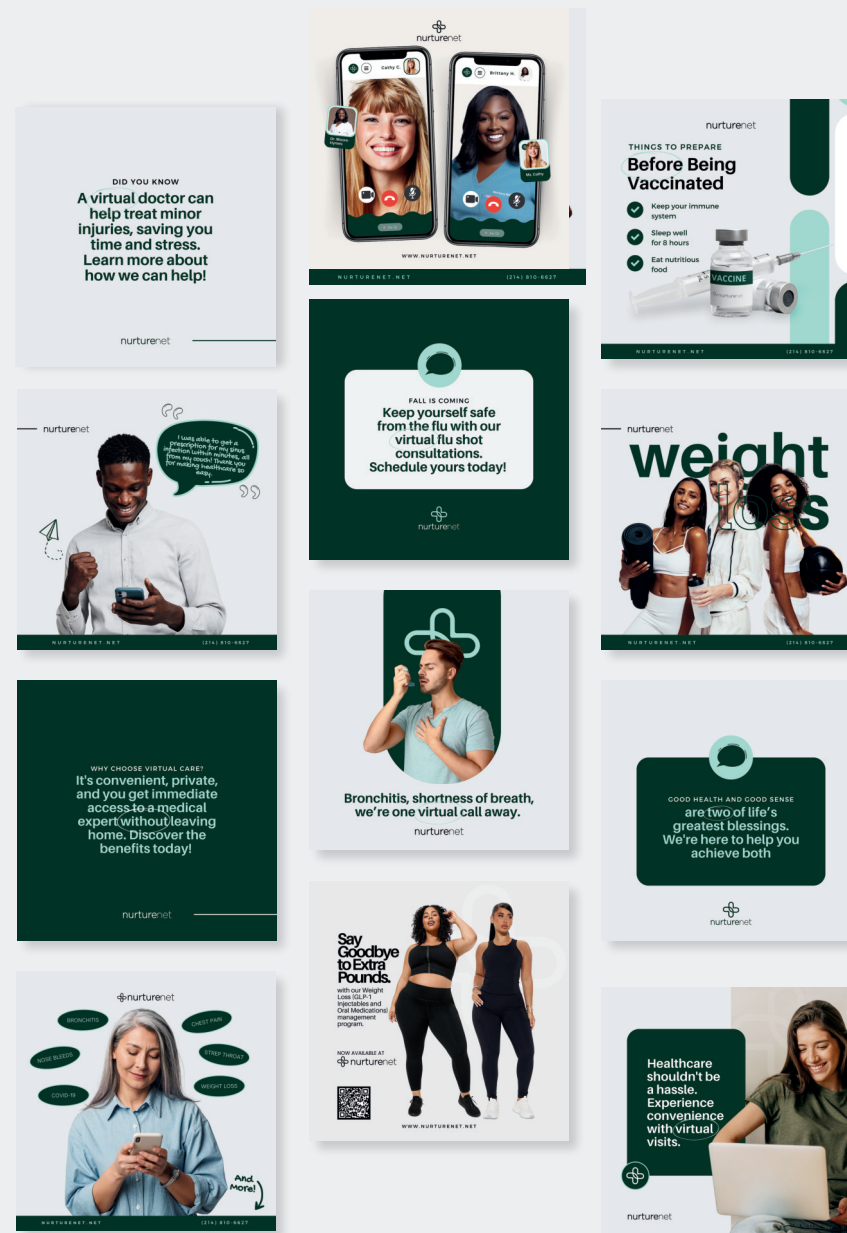
CLIENT CASE STUDY

NURTURE NET

PDF WEB DESIGN SOLUTION



DIGITAL FLYERS



WEBSITE BANNERS



CLIENT CASE STUDY

AJ DISPOSAL

BUSINESS CARDS



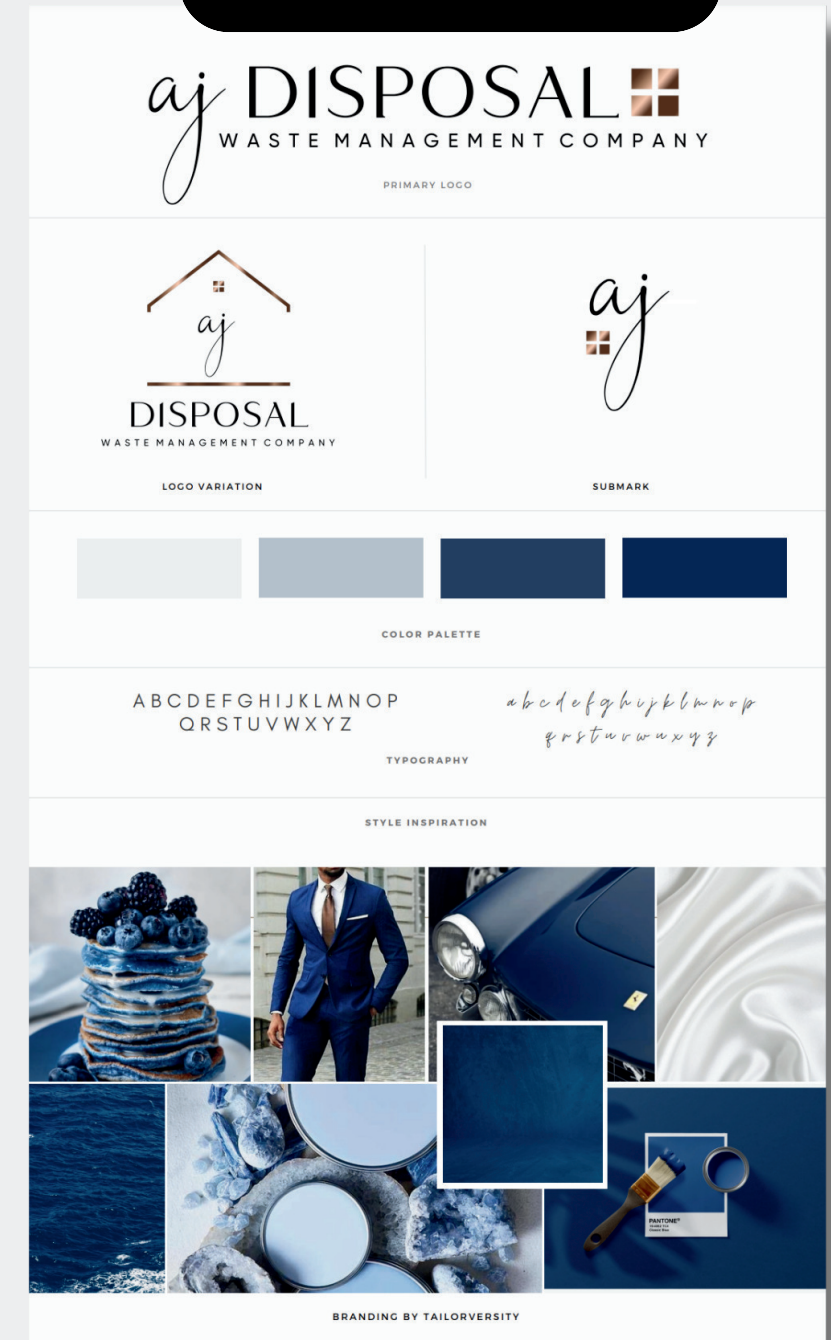
POSTCARD DESIGN



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

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!

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FAQ'S

HOW CAN WE HELP YOU?

When you're ready to move forward, simply fill out the enquiry form on the website, and we'll take it from there!

CAN I JUST BOOK DESIGN?

Absolutely! Just advising what you're needing, we love a sneak peek into your design -Make sure to email us a picture or screenshot.

HOW SOON CAN WE START?

Due to high demand, I typically book projects a few months in advance. However, you can always visit my website to check my next available slot. If it's pressing, please reach out to see if we're able to place another designer to complete project.

ARE YOUR PRICES NEGOTIABLE?

My prices are fixed, but we're open to discussing a payment plan that aligns with your financial needs. Payment plans are available for any tier you choose. Standard payment plans include Pay In Full, 2-Month, 4-Month, or 6-Month.

HOW LONG DOES IT TAKE?

Each project varies depending on its scope. While you can find a general estimate of the timeline on the packages pages, for a more precise estimate, feel free to ask me directly.

WHAT IS REQUIRED TO SECURE MY SPOT?

Once we have chat and you have selected your package, you will be required to sign a contract and pay a 50% deposit and or the agreed upon amount- following that, your booking will be secure.



IMPORTANT STUFF

BY PURCHASING THIS ITEM CLIENT HAS AGREED TO ALL POLICIES

STORE POLICY

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

Payment plans are available for any tier you choose. Standard payment plans include Pay In Full, 2-Month, 4-Month, or 6-Month.

Payments begin the day you sign the contract as the first invoice is required to secure your dates. After that, they'll continue rolling monthly until the balance is paid.

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**.

WANT TO WORK WITH US?

Just click the button below to complete my enquiry form!

You'll get a response via email within 48 hours. If you don't see it, please check your spam folder or social media DMs, as I might reach out there if there's an issue with the contact details you've provided.

Looking forward to hearing from you!

COMPLETE FORM



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