



Fiber Farm

PROJECT PROPOSAL

BRANDING PROJECT

VALID THROUGH 7.31.26

Payments

INVOICE SCHEDULE

Payments are broken down into installments based the project timeline. Below is an outline of your payments based on our estimated project scope.

PAYMENT ONE: \$266.66
Project Deposit (non-refundable)

PAYMENT TWO: \$266.66
Half-way Invoice

PAYMENT THREE: \$266.66
Final Payment

TOTAL:
before sales tax **\$800**

INVESTMENT

3 Payments of \$266.66

Brand Identity

WHAT'S INCLUDED:

First Up

- Brand discovery
- Creative questionnaire
- Strategy Session
- Mood + direction setting

Your Visual Vibe

- 3 Logo Concepts
- Final logo suite (all color variations)
- Brand identity kit
- Supporting brand assets

Ready, Set, Launch

- Business card design
- Social Profiles
- Launch graphics
- Style guide
- Final file delivery
- *Now including 3 social media templates

TIMELINE

4-5 Weeks

My Design Process

01. Let's Get Started

We kick things off with a consultation call to talk through your business, goals, and the vision you have for your brand. Once you're booked in, I'll send over your proposal, contract, and deposit invoice to make it official. You'll then receive your brand questionnaire so I can get a full feel for your business, plus a content guide for website clients to keep things simple and stress free.

02. Where Ideas Take Shape

This is the creative heart of the process. We dive into your questionnaire, swap inspiration, and get clear on your brand direction and overall vibe. From there, I create a custom moodboard and creative direction that guides everything moving forward. Website clients also get a collaborative copywriting session so your messaging feels natural, clear, and actually like you.

03. Bringing It All to Life

Now it's time to see it all come together. I design custom brand concepts tailored to your business, then we refine your chosen direction until everything feels just right. Once your branding is finalized, website projects move into full website design, building a cohesive online space that feels intentional, polished, and easy to navigate.

04. The Grand Finale

This is the moment everything comes to life. Once your brand and website are fully polished, you'll receive all final files, launch assets, and everything you need to confidently show up online. Then it's time to share it with the world and watch your brand finally look the way you always imagined.



Kelly McKeighan

BRAND AND WEB DESIGNER

THANK YOU!

WHAT'S NEXT?

Just a quick note to say thank you for your time and consideration I am excited about the possibility of working with you. If you're ready to move forward please reply to let us know and we will send you the contract to review.

Have a question?

Email me at kelly@designbubblecreative.com

