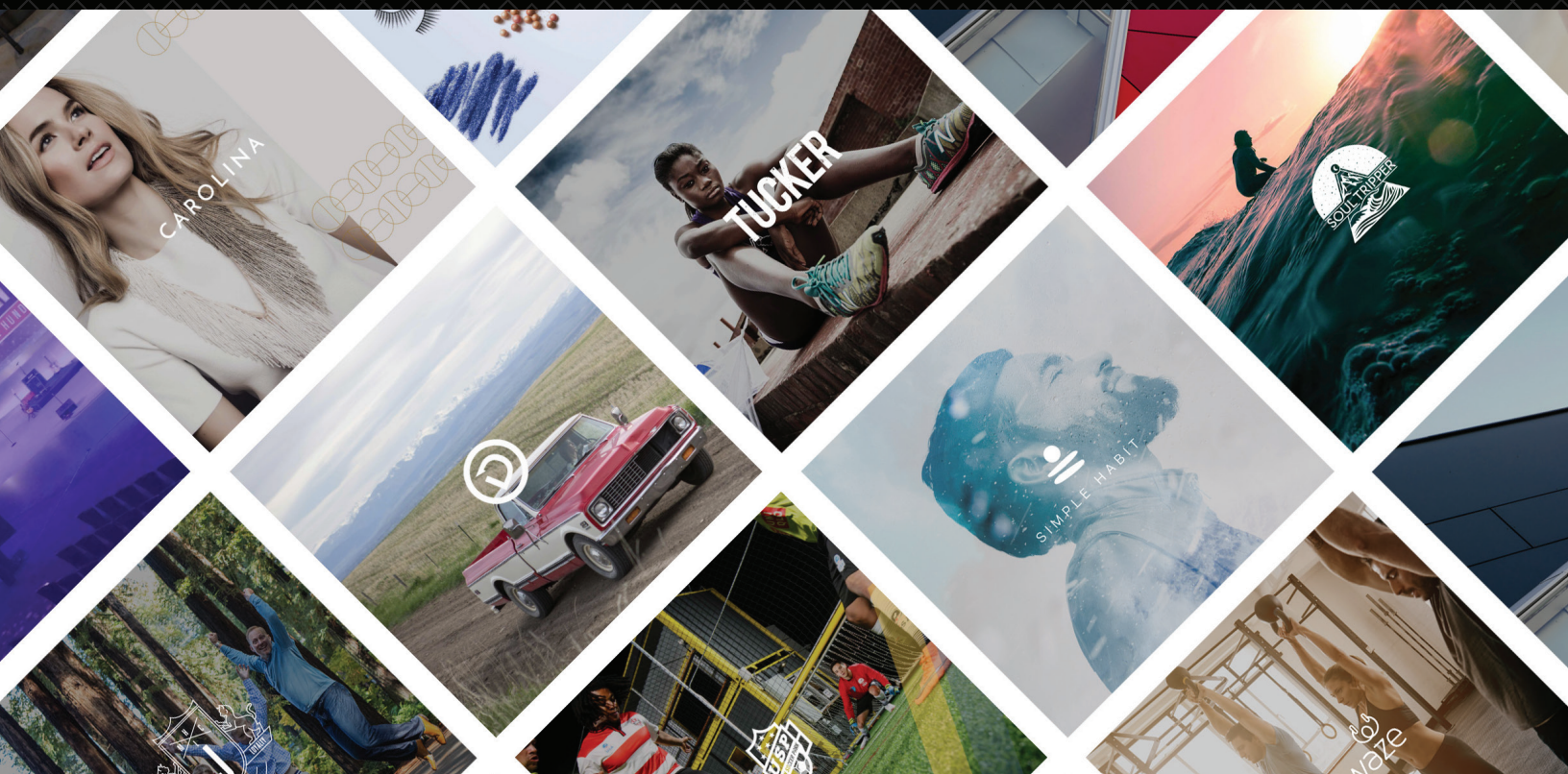




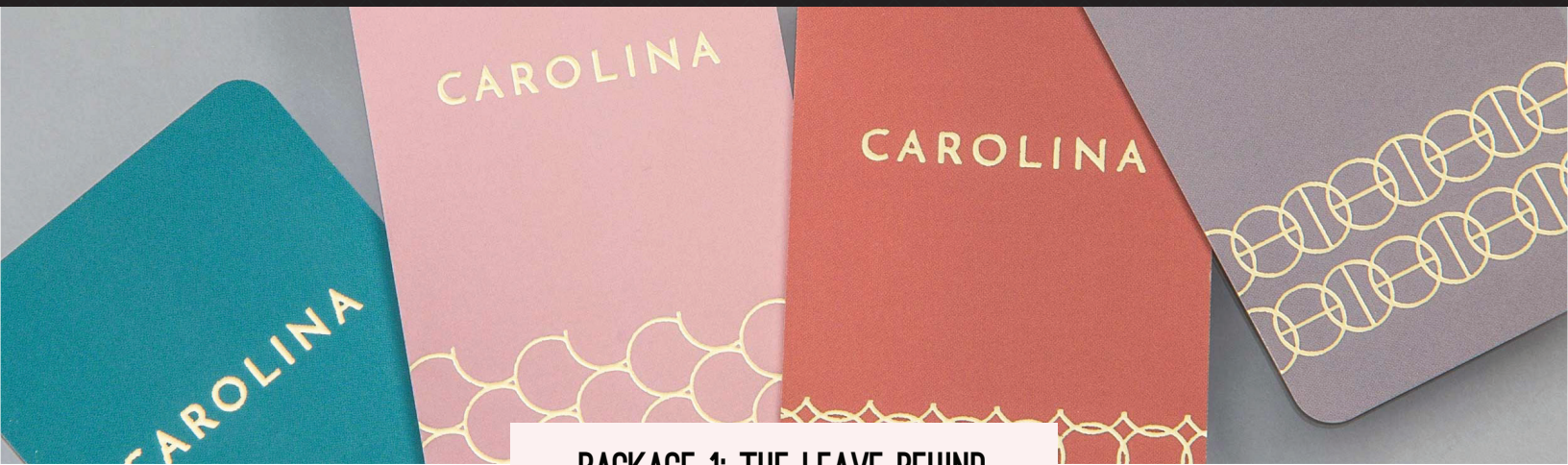
MOOD DESIGN
— 2020 —



— TESTIMONIAL —

“I had the fortune of working with MoJo on my branding, logo, business cards and website. MoJo took the time to listen and learn about my specific business which translated into a brand and graphic that is incredibly distinct and representative of my firm. Additionally, I appreciated that MoJo gave me an accurate budget and time frame by which we were able to accomplish our goals. I am proud of the work product that we created and will continue to work with MoJo as my business needs evolve.”

- ALICIA ESTERKAMP ALLBIN,
FOUNDER OF A SPACE DEVELOPMENT



PACKAGE 1: THE LEAVE BEHIND

4 weeks

Perfect for the idea that may not need a website yet.

01. LOGO:

Your logo will represent your brand and will tell your story in one graphic. Let's make it great.

- ° Comprehensive design exploration
- ° 1 final logo version
- ° 3 - 5 conceptual design sketches
- ° 3 rounds of revisions

(Email support, in person or video calls included)

02. TWO PIECES OF SMALL COLLATERAL:

Make your first impression memorable. Choose two from the following and make your mark.

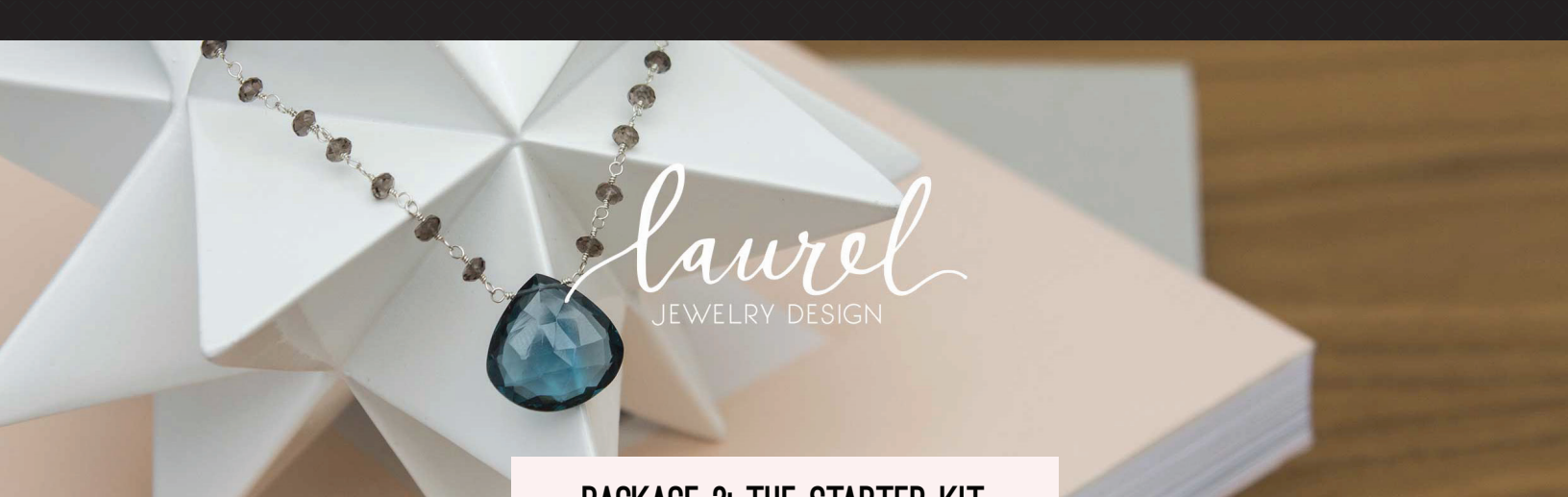
(includes 3 rounds of review)

- ° Business Cards
- ° Postcard
- ° Email Signature
- ° 1-sheeter



It was a pleasure to work with MoJo on our branding refresh. They asked all the right questions in order to uncover what I was after. The process was effortless & quick. The final product is exactly what I was looking for & has the impact that my brand needs."

- CAROLINA LOIACONO, CAROLINA BOUTIQUE OWNER



PACKAGE 2: THE STARTER KIT
6 weeks

Perfect for newer businesses or brands that are getting up and running. We'll give you everything you need to start making great first impressions.

01. LOGO:

Your mark encompasses the personality & tone that represents your company. Let's work together to make this just right.

- Comprehensive design exploration
- 1 final logo version
- 3 - 5 conceptual design sketches
- 3 rounds of revisions

(Email support, in person or video calls included)

02. COLOR PALETTE & FONTS

These are fundamental brand elements to ensure your visual brand stays consistent while looking fantastic.

- 2-3 palette options
- Pairing of two complementary fonts
- 5 solid colors for print & web
- Examples of how the fonts are used
- Color wheel plus a neutral for balance

03. 3-PAGE SQUARESPACE WEBSITE

Bring in the business with this important marketing channel. Tell your story & offer your services.

- 3-pages (i.e. Home, About, Services)
- 3 rounds of review
- Application of visual branding
- Additional Web Pages: \$650 per page



Need a business card or postcard? Customize your kit with a la carte options!

"Branding is an amazing art form in MOJO's hands, & it was a pleasure to go through this process with them. From the logo selection to the creation of the website, each step of the project was inspiring. MOJO is collaborative & creative, & I was thrilled with the finished product."

- LAUREL NEWBY, DESIGNER & OWNER



PACKAGE 3: THE BRAND BUILDER

12-16 weeks

Perfect for businesses who are reevaluating their current brand and want to ensure they project a focused, cohesive presence.

01. LOGO REFRESH

- ° Update to create a simple, clean look
- ° Includes color palette & fonts

02. VISUAL BRAND REVIEW & STRATEGY

- ° PDF showing competitors & your audience personas
- ° Presentation that shows how to carve out your niche

03. CREATIVE DIRECTION

- ° Look & feel established
- ° Mood board & style guide deliverables

04. PICK TWO PIECES OF COLLATERAL:

- ° Business Card, Email Signature, Postcard or 1-sheeter
- ° Visual branding applied to the items chosen

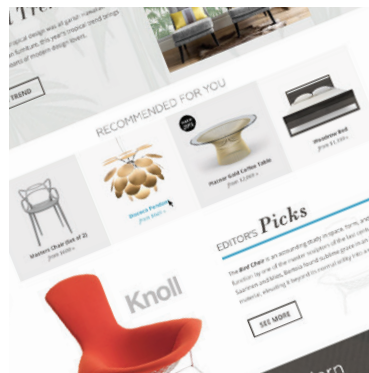
05. WEBSITE WIREFRAMES

- ° Shows the structure of your site
- ° Outlines UI design & content placement

05. 10-PAGE SQUARESPACE WEBSITE

- ° Based on your site structure
- ° Pages may include: Home, About, Services, Philosophy, Experiences, Story, Features, Blog, Contact, FAQs

Need something that is not listed? We can completely customize this package for you. See a la carte menu options.



WHY YOU NEED THIS

This package gets you great results for a great value. It allows us to take a look at your business holistically & create a visual strategy to propel your brand forward. Personalized photography, a unique logo, colors & typography will make your visual language amazing.

A LA CARTE ADD-ONS

Each of our packages has customizable add-ons to make sure you get exactly what you need (kind of like a build your own sundae bar!)

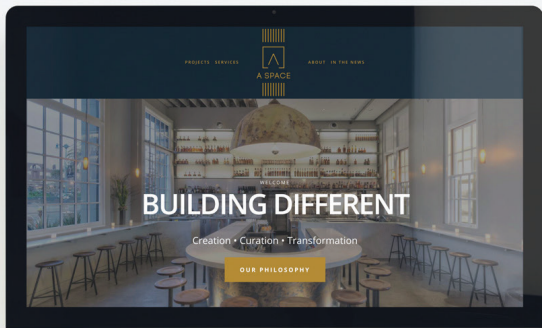
FOUNDATIONAL SERVICES:

- Branding Consulting
- Brand Book (15 pages)
- Art Directed Photo Shoots
- Seasonal Campaigns
- Social Media Submark
- Business Cards or Letterhead
- Email Signature
- 1-Sheet (Design only)
- Brochures (Design only)
- Stickers
- 3 Social Media Design Templates
- Email Design (Design only)



WEBSITE SERVICES:

- Simple Landing Page
- Additional Web Pages
- Blog Design (Designed in Squarespace)
- Blog Content Migration
- Icon Design
- Art Direction for Photoshoot
- Brand Photography
- Done-For-You Copywriting
- SEO Consulting for your Re-Launch
- Brand Review & Strategy

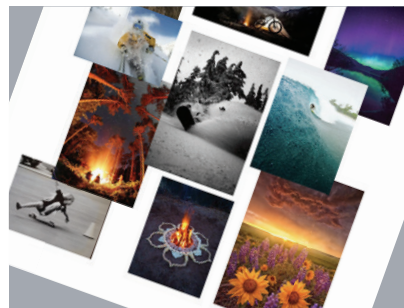
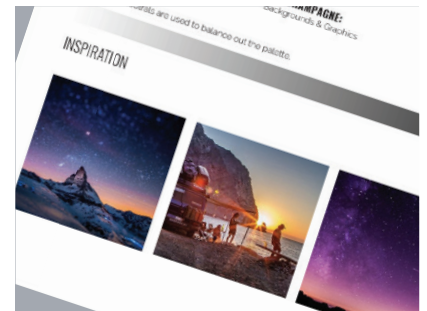
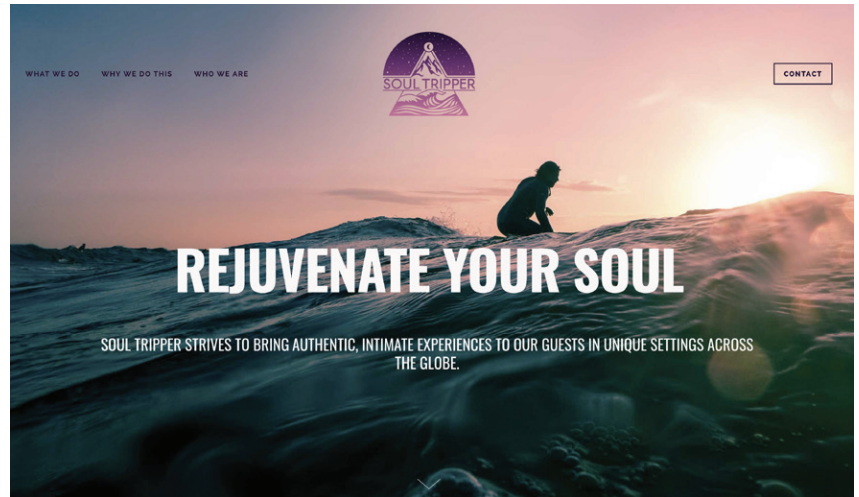


SOCIAL PROOF: SOUL TRIPPER

Soul Tripper excursions are designed to bypass the saturated adventure industry and get you straight to that place where it's quiet enough to find something deeper within yourself.

— TESTIMONIAL —

I worked with MoJo on the creation of my web design and logo. Monique Johnson is incredibly creative, intuitive, and thoughtful. She was instrumental in helping me think through the development of my brand and target audience. MoJo really captured the vision from the get-go. Super talented, energetic, fun and an absolute pleasure to work with. I highly recommend MoJo Design.



GLENN TATARSKY,
SOUL TRIPPER, OWNER

PURCHASED: Package 1 - Logo, 2 pieces of collateral

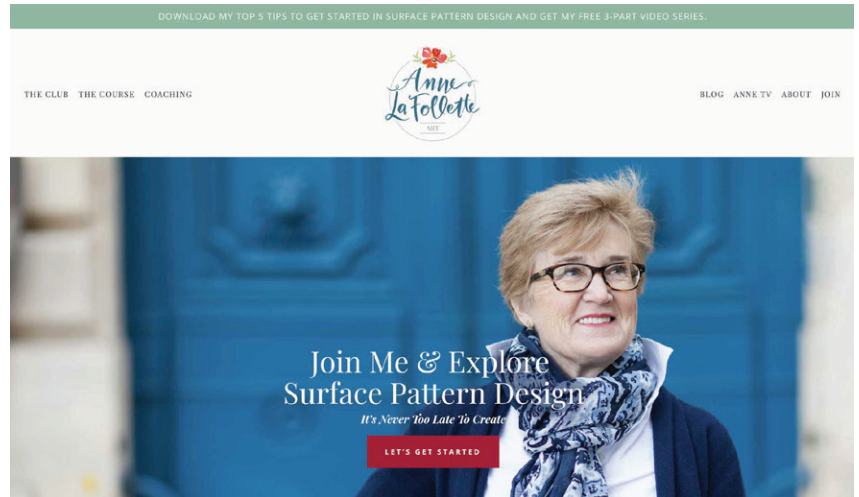
MOJO BOOSTED: This project allowed Soul Tripper to get a concept into the market within a matter of weeks, and on an economical budget. They are undergoing market testing now, and gathering key data to inform their strategy.

SOCIAL PROOF: ANNE LAFOLLETTE ART

"It's Never Too Late to Create" says Anne LaFollette who started her second career at age 55, after discovering her love for surface pattern design,

— TESTIMONIAL —

"I'm thrilled to share my experience working with MoJo because it was amazing! We collaborated on a complete website redesign together starting with my logo and reworking the flow of my website. We had so much fun together and Monique Johnson is brilliant. Every time we met for updates MoJo delivered incredible quality and I'm so happy with my new website. I highly recommend MoJo!"



ANNE LAFOLLETTE,
ANNE LAFOLLETTE ART,
OWNER

PURCHASED: Package 2 - Logo, Fonts & Color Palette, 3-pg Squarespace Website

Add-ons: Additional web pages, digital & print collateral, Social Media Submark

MOJO BOOSTED: Since the website launched, there has been a 511% year over year growth in incoming traffic. Anne went on to launch a membership club which is showing 50% growth in her business since the brand relaunch.

SOCIAL PROOF: DARE TO DETOUR

Dare to Detour holds transformative experiences that provide women with tools and support to cultivate strength, resilience, community and creativity.

— TESTIMONIAL —

“MoJo Design gave my business startup credibility and accessibility. By creating a compelling and meaningful logo and building a website that provides immediate access to my business, MoJo enabled me to provide customers with a true sense for my brand offering... my own “mojo” if you will.”



SHERYL OTT,
DARE TO DETOUR, OWNER

PURCHASED: Package 3 - Logo, Visual Strategy, Creative Direction, 2 pieces of collateral, Website Wireframes & 10-pg Squarespace site Add Ons: Brand Book, Swag design

MOJO BOOSTED: Since working with us, Dare to Detour has launched 3 successful retreats and has been featured in Forbes, The Knot, Luxury Travel Magazine and more. Their Instagram feed has grown to over 3,300 followers and almost 5,000 Facebook community members. Website traffic has increased 455% year over year.

— LOOKING FOR MORE? —

THE CUSTOM PROJECT:
Inquire for Rates

If you're an established company looking for a strategic creative director to custom spec your rebrand or website project, please inquire.

MONIQUE JOHNSON

monique@designwithmojo.com
415.699.9599
designwithmojo.com

Branding & Creative Direction