



LIONESS DESIGN BOUTIQUE

2018 MEDIA KIT + DESIGN PORTFOLIO

lioness

GRAPHIC DESIGN + LOGO DEVELOPMENT + BRAND STRATEGY

CHARLENIASNIDER.COM | HELLO@CHARLENIASNIDER.COM



WE ARE PASSIONATE ABOUT CREATIVITY

We develop professional and meaningful brands for Female Entrepreneurs and Kingdom Builders all over the world.

OUR STORY

We are a full service design boutique that can handle all of your advertising and communications needs, from brand identity, logo, website and print design, along with Social Media Management. Charlenia along with her team of designers, other entrepreneurs and freelancers strive to provide eye-catching, exceptional work as they work hard to make your experience exciting, as you work towards bringing your visions to life.

**DESIGNING FOR
WOMENPRENEUERS + KINGDOM BUILDERS
SINCE 2003**



WELCOME

Hi, I'm Charlenia Snider, a creative expert, brand strategist and Vision Coach and I want to personally welcome you to Lioness Design Boutique. I have over fifteen years of experience in commercial graphic design with print and multimedia; and have worked with multi-million dollar corporations, ranging from finance, apparel and everything else in between. I am thrilled that you have considered me as your designer! Together, let's create a brand that represents you well. If you're ready to move forward, contact me today so we can get the creative process started.

Thank you for your interest in my branding and design services.



BRAND DESIGN

We work hard to make your experience exciting as you work towards bringing your visions to life. Our brand and logo design packages is an exciting journey that will artistically integrate everything that represents the best version of you! That means we will do extensive research in your competitive market to make sure we are creating a design that serves your audience well. With vision coaching at the core of my business, I will ask you to reflect upon who you are authentically and what you stand for.



CREATIVE PROCESS

STEP ONE

View our on line portfolio above to see if we're the perfect match to make your visions come to life. We create professional and meaningful brands for Female Entrepreneurs and Kingdom Builders all over the world! We offer a range of design services including logo design, identity brand packages, print design, social media, web design and more!

STEP TWO

Schedule your on line Discovery Session or project scope meet-up at a local coffee shop to discuss your business needs and brand goals. During this time, we will also lay out a project time line, and outline of your projects. This should take no longer than 90 minutes so you can get back to building your business!



CREATIVE PROCESS

STEP THREE

You'll receive a welcome email that will include your package service details, invoice and our terms and agreements. Most popular requests have a standard design fee. For special requests, we will include them on a separate line item. All design projects will begin when we have received your signed contract, and invoice has been paid in full or your 50% non-refundable deposit has been made via PayPal.

STEP FOUR

Let's do this! Once all the paperwork is complete, we can get down to the fun stuff. We will set up a client portal for you to keep track of your projects and designs. During this time, we ask that you to fill up your Pinterest board full of color schemes, inspirations, fonts and layouts and share it with us. Make sure to wrap up all of your content in Google Docs and make cute folders on Google Drive that include your high-quality photos and images.



CREATIVE PROCESS

STEP FIVE

During this time, I will be taking everything we've discussed and digging deeper. I'll be researching your target audience, taking a look at a few of your competitors, and creating your Inspiration Mood Board. After such, here comes the design! Hold your seat, and check back in about five business days for your first three concepts of your logo, and all the other bells and whistles included in your Logo Identity Package.

STEP SIX

Once you've given us the go on your beautiful logo design. Here's where we complete your package with all of your brand collateral such as business cards, flyers, letterhead, etc. along with your social media graphics and set-up. Your final payment is due at this time.



CREATIVE PROCESS

STEP SEVEN

Launch! The link to all of your final designs and files will be sent to you via Google Drive and now you can show it off to your family, friends and followers! We will schedule your final call to discuss any other questions or projects you may have. Training and support is available after the launch of your platforms.



BRANDING PACKAGES

LIONESS	POWER	STRENGTH
Discovery Session Design Questionnaire Access to Private Client Portal Inspiration Mood Board Pinterest Brand Collaboration	Discovery Session Design Questionnaire Access to Private Client Portal Inspiration Mood Board Pinterest Brand Collaboration	Discovery Session Design Questionnaire Access to Private Client Portal Inspiration Mood Board Pinterest Brand Collaboration
BRAND IDENTITY	BRAND IDENTITY	BRAND IDENTITY
Primary Logo Alternate Logo 2 concepts Watermark Logo Bible Various File Formats	Primary Logo Alternate Logo 1 concept Logo Bible Various File Formats	Primary Logo Logo Bible Various File Formats
BRAND COLLATERAL	BRAND COLLATERAL	BRAND COLLATERAL
Business Cards 1000 Postcards 1000 Letterhead Design Standard Envelope Design	Business Cards 500 Postcards 500	Business Cards 200
SOCIAL MEDIA DIGITAL	SOCIAL MEDIA DIGITAL	SOCIAL MEDIA DIGITAL
Page Set Up (FB, IG and Twitter) Social Media Templates 10 Cover Image (FB, IG, Twitter) Finished Social Media Posts 10 Downloadable Portfolio Email Signature with Social Buttons	Social Media Templates 5 Cover Image (FB, IG, Twitter) Finished Social Media Posts 5 Downloadable Portfolio Email Signature with Social Buttons	Social Media Templates 3 Cover Image (FB, IG, Twitter) Finished Social Media Posts 3 Email Signature with Social Buttons
APPAREL	APPAREL	APPAREL
Two Branded tshirts up to two colors	One Branded tshirt up to two colors	One Branded tshirt up to two colors
TRAINING & SUPPORT	TRAINING & SUPPORT	TRAINING & SUPPORT
Up to 10 hours of support after launch of platforms	Up to 5 hours of support after launch of platforms	Up to 2 hours of support after launch of platforms
\$2499	\$1199	\$699

* Go-GetHER Payment options available for the Lioness + Power Packages. Contact us for details.



ALA CARTE

PRINT + DIGITAL OPTIONS

LOGO	PRICE
TEXT ONLY	\$ 400
TEXT + ILLUSTRATION	\$ 600

- Includes 3 concepts + 3 revisions
- Additional revisions will incur a \$70/hr fee
- Logo Bible includes details about typography, color palette, patterns, textures and usage guidelines

BRAND COLLATERAL	PRICE
BUSINESS CARD	\$ 75
FLYER	\$ 150
LETTERHEAD	\$ 150
ENVELOPE	\$ 150

- Includes 1 version + 3 revisions
- Additional revisions will incur a \$70/hr fee

PROMO ITEMS	PRICE
TICKET	\$ 100
POSTCARD	\$ 150
ONE-SHEETER	\$ 150
POSTER	\$ 200
BANNER	\$ 200
BROCHURE	\$ 400
TSHIRT	\$ 200 / \$ 350

- Includes 1 version + 3 revisions
- Additional revisions will incur a \$70/hr fee



ALA CARTE

PRINT + DIGITAL OPTIONS

SOCIAL DIGITAL	PRICE
PROFILE + COVER	\$70
MEDIA KIT	\$200
GIFT CERTIFICATE	\$100
EMAIL SIGNATURE	\$30

- Includes 1 version + 3 revisions
- Additional revisions will incur a \$70/hr fee

OTHER	PRICE
TRAINING + SUPPORT	\$25/HR
DESIGN BOOTCAMP	\$150/PC

* Prices do not include the cost for printing.



RETAINER

VIRTUAL CREATIVE DEPARTMENT

Is it your desire to add a full-time designer to your team, but your current budget will not allow this to happen? Here's where I can help. Partnering with Lioness Design Boutique, we can become your very own full-service virtual creative department. Through this retainer partnership, you can hire us to handle all of your graphic needs for your start-up business, your next event or for the entire year!

BENEFITS OF PARTNERSHIP

- Guaranteed amount of prioritized service time
- Discounted design rates
- Simplified accounting, paying a set amount each week or month for the duration of the retainer contract
- No per project cost

PACKAGE OPTIONS

	3 MONTHS	6 MONTHS	12 MONTHS
10 HOURS PER MONTH	\$400	\$350	\$300
15 HOURS	\$1000	\$900	\$800
20 HOURS	\$1600	\$1500	\$1400
25 HOURS	\$2400	\$2200	\$2000
30 HOURS	\$3000	\$2800	\$2600

* No more than 5 hours can be rolled over to the next month

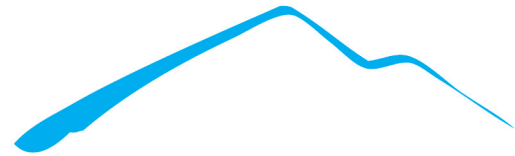


MORE INFO

- Turnaround time: Branding Packages 3-4 Weeks | Design Projects 5 Business Days | Apparel items 7 Business Days
- Full payment is required for projects totaling under \$100
- Clients must provide all copy and high-quality images for projects. Stock images and custom illustration is not included. An additional fee will be added for the purchase of stock images/illustration (fees may vary)
- Primary Logo designs come with 3 concepts. We will honor three complementary revisions. Additional revisions will incur a \$70/hr fee.
- You will receive a proof on your client portal of your requested service for your approval.
- Approved design packages and projects will be placed in an electronic folder with various file formats and a link to your work will be emailed to you. We recommend that you download your files right away, as we only keep them on our Drive for 30 days.
- Logo Design and Branding Packages include your Logo Bible includes details about typography, color palette, patterns, textures and usage guidelines.
- All designs are created and delivered in proper format and file type for you to print at your desired time and printer. Printing can be handled by me for an additional printing and shipping fee.



CASE STUDY



increasingfaith
Christian Center

CLIENT

INCREASING FAITH CHRISTIAN CENTER

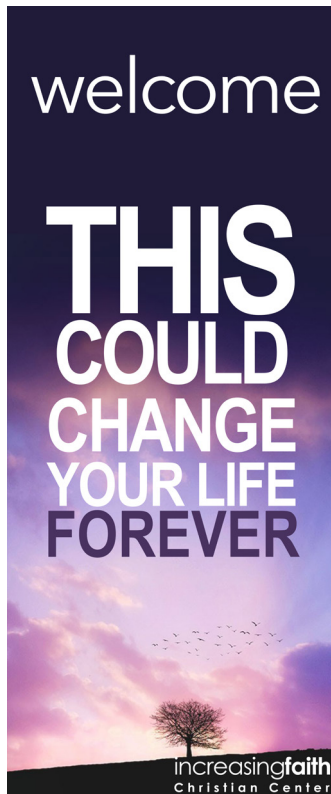
DELIVERABLES

LOGO IDENTITY
PRINT DESIGN
APPAREL ALTERNATE LOGO
SOCIAL MEDIA MANAGEMENT

DESCRIPTION

Increasing Faith Christian Center is a new non-denominational Christian Fellowship in the Moncks Corner area. They exist to reach people with the love of God, serve those in their community, and empower God's people to become agents of change.

Pastor Snider was looking for a simple, clean yet memorable branding package that represented the fellowship well. The leaders wanted more of a text based design and to include a graphic that represented faith and growth.



CASE STUDY



CENTRAL TV

CLIENT
 JILL BULLUCK

DELIVERABLES
 LOGO IDENTITY
 PRINT DESIGN
 APPAREL ALTERNATE LOGO

DESCRIPTION

Jill is the founder of Detour Movement Inc. a Faith-based organization that reaches 10,000 + women a week. She is known as the Dating Breakthrough Strategist who prepares and positions new and emerging leaders, entrepreneurs and women who have been able to get all the pieces of the puzzle of life together except this one area, dating relationships. She is also the best-selling author of the book, "The Biggest Lies Women Believe about Men, Dating and Themselves and co-hostess of the annual She's On Fire Women Conference that gathers over 100 women each year.

I worked with Jill as she launched her book "Sexless Single" and her "Singles Central TV" show to create a bold and modern statement for her target audience.





CLIENTS

GIRL TALK 31
FOREVER HAIR
BEHIND THE VEIL
KISS OF ESSENCE
UPLIFT MINISTRIES
ADDIE MAE'S CAKERY
GIRLZ TALK MOVEMENT
DETOUR MOVEMENT, INC
JACK AND JILL OF AMERICA, INC
BERKELEY COUNTY LIBRARY SYSTEMS



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