

DON'T TELL  
PEOPLE YOUR DREAMS.

show  
them.



# NICE TO MEET YOU! I'M KARO.

I'm a brand designer and water & lifestyle photographer born in Austria and living in a small authentic town in SW-Portugal. I'm having my business since over 12 years and it was the best I ever did: to go freelance and live my dream - with a business fitting and adopting to my lifestyle. I want to help you to live your dream - create the business of your vision which fits to your happy lifestyle!

And thats my big WHY\*:

## I WANT TO HELP OTHERS TO MAKE THEIR DREAM COME TO LIFE.

My mission is to empower passionate, enthusiastic and joyful dreamers, makers & doers, like you, to grow and thrive by collaborativly creating beautiful, intentional brand designs and websites.

*\*Want to learn about "WHY" and why it's so important?  
Watch that TED TALK by Simon Sinek "Start With Why":  
<https://www.youtube.com/watch?v=sioZd3AxmnE>*

believe it  
& do it

FOLLOWING YOU WILL FIND  
A BRAND PACKAGE AND A WEBSITE - PACKAGE.  
FOR ANY SPECIAL REQUESTS, PLEASE CONTACT ME!



I'm a huge believer that with passion, love, trust and dedication everyone can make their dreams happen!  
And I would love to help you get your business started!

My specialty is making your ideas come to life through a strong brand and online space that visually represents who you are, what you stand for and tells your story. I'm here to help you share your vision with ease + magic. I love to ask questions and naturally want to truly understand everything. Every project starts with us digging deep into your business to define a solid foundation of your values, voice and vision.

Thank you so much for your interest in my work  
and I'm looking forward to the opportunity to brand your business!

karo

For any questions, don't hesitate to contact me!  
[karo@juicy-blue.com](mailto:karo@juicy-blue.com)

Find some of my recent work here:  
[www.juicy-blue.com/juicyblue-work.pdf](http://www.juicy-blue.com/juicyblue-work.pdf)

Also have a look at my photography page:  
[www.karokrassel.com](http://www.karokrassel.com)



# BRAND DEVELOPMENT PACKAGE

Your brand provides customers with a unique experience through visuals and messaging that set you apart. Solid branding provides a guideline that drives all aspects of your business, from business card to website, product packaging to social media graphics and even customer service.

Your heart mission adds personality to your business. When the mission, vision and other essentials are clearly defined you'll be able to easily make decisions regarding the direction of your company. That's why we first dig deep into the core of your brand through my Brand Discovery Workbook and the Kickoff-Meeting. We will be creating a brand that's unique, authentic and full of heart and soul and built on the solid foundation of your values, voice and vision.

Color palettes, logo design, typefaces and patterns make your brand distinguishable. Remove the name of a successful brand and you can easily identify the company solely based on some of its identity elements.

**This package will provide you with the essentials that you need to revamp the visual style & direction of your brand and includes:**

brands  
with  
heart  
& soul

**CORE DISCOVERY** /// We start by taking a deep dive into your business, through the client homework and with an in-depth project kickoff meeting

**MOOD BOARD** /// Once I've gotten to know you and your business, we'll begin to define your color palette and overall brand style with the creation of a mood board, based on your homework, kickoff meeting and Pinterest boards. *(mood board includes 2 revision cycles)*

**LOGO** /// I'll develop a minimum of three initial logo concepts for your review and selection. You will get the design presented in different usage-possibilities to be able to see how the design work. With your feedback, I'll refine one concept (or a combination of concepts) to perfection. *(includes 3 revision cycles)*

**ALTERNATE LOGOFORMS** /// A grayscale version of your logo, as well as one alternate form, which may include a tagline or a different format for alternate applications. For example, if your logo is primary vertical, I'll prepare a horizontal version for use in website headers or letterhead. If the logo itself doesn't work in tiny spaces or doesn't have a signet I will also make a small easy recognizable mark or monogram to visually represent your brand in small spaces. *(includes 2 revision)*

**TYPOGRAPHY STYLING** /// Selection of one or two fonts for use in your brand, including styling recommendations. Does not include font files if they needed to be purchased.

**COLOR PALETTE** /// Color selections, including CMYK values and RGB values

**PATTERN + TEXTURE DESIGN OR GRAPHICS** /// Two patterns or textures or graphics to be used in brand applications. Includes a vector repeatable pattern tile or graphic or high resolution texture file. *(includes 2 revision cycles)*

/// **DELIVERABLES:** All Logoforms in JPG, PNG (web + print resolutions), AI, EPS (Vectordata), Moodboard as PDF, Brand Style Guide as PDF (includes all the informations about the Colors, Logo, Typography, ...), Pattern/Graphic as Vector or Texture as high resolution file

/// **TIMEFRAME:** 4 weeks *(to keep that timeframe it's necessary that the client - you, give prompt answers and feedback)*

/// **TOTAL PRICE:** € 1.250 *(exclusive VAT)*

**ADD ONS** /// Collateral Material/Print Marketing Material available on Request

# WEBDESIGN & DEVELOPMENT PACKAGE

Together we create an online place to support your dream business and life, which helps to show your clients who you are, convey your vision and tells your unique story. Whether your goal is to provide information, showcase a portfolio, generate leads or produce online sales, we'll strategically design your site.

I believe a website is here to make your life easier. It's not another box to check for your business, it's a strategic tool that should be well thought out and optimised for success. Already small (sometimes big) elements in your site can make a big impact for you in the future: like not having to answer always the same question (adding a FAQ page) or sending new clients the PDF-Questionnaire per hand (making it accessible on the site) or an easy option to book a room or buy your product. We will find out how your site can make your life easier!

Built on the widely popular and user friendly Wordpress Content Management System, together we create a website that is styled and customized to your brand as well as clean, easy to navigate and easy to manage. The site will be based on an existing, high quality theme, completely tailor-adopted to the design we create.

The website creation process in rough overview:

First we will take time to specifically plan your site in a way that accomplishes your goals, attracts your target market, represents who you are & what you do. Out of that I create Mockups (Boxed Sketches) to lay out the content.

Then I design the overall design and home page and with your feedback perfectionate it. Next I will design up to 2 interior pages as well as the blog feed and detail page (1 revision included). As we know already then the overall feeling and design and planned out all the pages as mockups the rest of the pages will be done while the development process. When the design is ready to go the website will be developed, tested and you get a preview to the site and the option on a feedback round. And finally, tadaaa... your website is ready to go online!

With the combination of ability of creating webdesign as well as it's development I can offer you a complete service to reach your marketing goals as well as provide the best online-experience for your customers out of one hand.

You must have an existing logo and brand guidelines and assets when ordering the package and be able to provide imaginary and text. I can provide you with a complete package - Brand & Web - on request. I also provide Lifestyle Photography, depending on your industry and needs.

This package includes:

**WEBSITE PLANNING** /// We'll cover off on all the important elements that your site needs. Worksheets for you to describe your brand and your market. One-hour brainstorm session to discuss your website needs and functionality. Website planning based on content, target market & overall goals Creating a Sitemap, planning out what content is required and where it best fits within the website. Creating wireframes for the Homepage, Blog and up to 5 interior pages. *(includes 2 revision cycle)*

**COMING SOON PAGE** /// Custom designed coming soon page on your domain prior to launch if domain is empty at time of development

**6X CUSTOM DESIGNED PAGES** /// Homepage, About, Contact + 3 other pages of your choice (e.g. service, portfolio...). Includes the Design, Development, text import and styling, web-preparation of photos, creation of graphics if needed of up to 6 pages.

After the creation of mockups of all the pages, the Homepage and the overall design will be created with your goals in mind. *(includes 2 revision cycles)*. Then 2 interior pages will be designed *(includes 1 revision cycle)*. The rest of the other pages will be complementary designed and build while development to the overall design.

Can include custom contact form, photo gallery, sliders, social media integration, Call to Action Buttons, testimonials, ..

**WORDPRESS SETUP, THEME SELECTION & CUSTOMIZATION OF THEME** /// Installation and Setup of Wordpress and adding Plugins (if applicable). Research for a high quality theme & selection based on the style & needs. Theme-Customization including (not only) typography, color palette & design elements to fit the custom designed website. Includes Theme Expenses.

**MOBILE DESIGN** /// The site will adopt perfectly to all kind of screen sizes for easy viewing of your site on Smartphones, Tablets and Co. The mobile design will be designed while development.

**BASIC SEARCH ENGINE OPTIMIZED** /// Together we will brainstorm, research and decide the keyword phrases which make the most sense for your business. They will help your copywriter to write SEO-optimized copy, as well I will implement them accordantly to standards to make your site well ranked on Google. For further SEO-work I can advice you an expert.

**OTHER FEATURES INCLUDED** /// Installation of Google Analytics for you to be able to access statistics from start on., Social Media Integration, Client Login Area, Facebook Graph Setup, Custom Error 404 Page, Subscription/Opt-in installation if required, XML Sitemap Creation, Favicon

**LAUNCH GRAPHICS** /// Design of launch graphics to announce & promote your new website on Social Media & Co

**WEB TRAINING** /// Once your site design is complete, we'll schedule a one-hour in Person Meeting or online screen share training session. You'll also receive a short PDF manual to keep.

**SUPPORT** /// Hooray! Your brand new site is live and I've released the "keys" to you. In case you run into any troubles, I'll be available for support up to 2 weeks after launch.

/// **TIMEFRAME:** 6-8 weeks

*(to keep that timeframe it's necessary that the client - you, give prompt answers and feedback as well as provide all the material needed in time)*

/// **TOTAL PRICE:** € 2.550 *(exclusive VAT)*

## ADD ONS

**ADDITIONAL PAGES** /// includes mockup, setup, development, preparing photos/graphics and inserting content, per page: €165

**BLOG** /// I recommend you having a blog or news-area on your site, as it keeps the page updated which is super important to be well ranked on Google, as well as it gives you a great possibility to share details and feelings about your brand with your prospects. I'm happy to give you some ideas on what you can post around your business! The custom blog will be designed to match your website with optional features including: image slider, sidebar, and up to four sidebar widgets (About, Social Icons, Calls to Action Button, etc.). Blog development includes blog-list, blog-detail-page, archives and category page. €350

**SOCIAL MEDIA** /// Social Media Branding & Templates for Facebook: includes profile picture, 3 concepts for the timeline picture €165 *(includes 1 revision cycle)* Editable Mockup on request.

**OTHER ADD ONS** /// on Request

Examples: Booking System, Channelmanager, E-Commerce-System, Custom Designed Emails, Additional Language etc.

*Prices are exclusive VAT*

# TIMELINE – BRAND DEVELOPMENT

**UPON ACTUAL START: SEND CLIENT HOMEWORK** /// I will send over a few worksheets to help us break down your brand, get on the same page & define your branding needs. I will ask you to set up a Pinterest board to pin visual style inspiration (The details are explained in the Homework Sheets!). I will setup a Google Drive Folder and share it with you where we collect all the files. **Please prepare and send over all the homework before the Kick-off-Meeting!**

**IN THE WEEK BEFORE START: KICK-OFF-MEETING** /// We will schedule a time to grab a coffee or chat on skype and talk through your homework, branding details & answer any questions.

**WEEK 1: MOOD BOARD & COLOR PALETTE** /// I will study your worksheets & business, collect visual inspiration, study your Pinterest board & create a mood board to help define your brand's personality & color palette. I will send over at least one moodboard at the end of day 1. Please send back your feedback until early in day 2. I will make 1 or 2 revisions on day 2 (with you giving me feedback on that same day). And the end of day 2 we have the finalized mood board!

**WEEK 2: LOGO CONCEPTS, 2 REVISIONS** /// I will spend some time sketching logo designs & will provide you with at least 3 conceptual logos for you to choose from. We will make up to two revisions to make sure the design is exactly what you've always imagined.

**WEEK 3-4: ALTERNATE LOGOFORMS, TYPOGRAPHIC STYLING, PATTERN/TEXTURE/GRAPHICS, AND REVISIONS** /// I will create the alternate Logoforms, search for, choose and present you 1 or 2 fonts to recommend you for your brand, create pattern or texture or graphics to align with your overall brand (depending on what fits best to your logo, moodboard and brand discovery homework). All these will be finalized with the feedbacks and revisions outlined in the package detail.

**WEEK 4: BRAND STYLE GUIDE, FILE SHARING & WRAP UP** /// On the last day, I will format all of your logo files & provide both web & print versions for you. If you want we can meet up for another real or virtual coffee to go over the material.

/// **FEEDBACK** It's a tight timeline and as you will be my only active client during our project together, I will be able to focus solely on you without juggling other client timelines as well.. This means that you'll receive new design work almost every day & progress happens fast! But in order to provide quick turnaround times with excellent focus, I ask that you be committed to quick email responses and feedback giving during the time we work together!

# TIMELINE – WEB DESIGN & DEVELOPMENT

**UPON ACTUAL START: CLIENT HOMEWORK** /// I will send over a few worksheets to help us break down your brand, get on the same page & define your website needs. I will setup a Google Drive Folder and share it with you where we collect all the files. **Please prepare and send over all the homework before the Kick-off-Meeting!** I also need before starting your brand details: your logo in vector, any branding graphics you have & the brand style guide. Best would be also to have already photos to use for designing. I need also from you the login details for your server and domain.

**IN THE WEEK BEFORE START: KICK-OFF-MEETING** /// We will schedule a time to grab a coffee or chat on skype and talk through your homework, details & answer any questions. Together we will decide on the sitemap.

**WEEK 1: WIREFRAMES** /// I will study your worksheets & business and create first wireframes (rough layouts) of all the pages with your goals in mind and share them with you. We will have a meeting (personal, or per phone/skype) to go over them, I will give you explanation and you give me your feedback. In 2 revision circles we will get to the final page layouts. With this you can now start to collect the imagery which is needed as well get together with your copy writer to brief him/her about what text is needed, so he/she can start writing. I'm happy to be in contact with the copy writer directly, to be sure to get the most out of your site.

**WEEK 1: COMING SOON PAGE & WORDPRESS INSTALLATION** /// If there is nothing on your domain at the moment, I will create a coming soon page, as soon as you give me the login details as well as your graphic material. I will install Wordpress on your server.

**WEEK 2: HOMEPAGE & OVERALL DESIGN** /// I will start designing the site layout, header, footer, page elements and the homepage. In 2 revision round we will perfectionize the overall design, elements and homepage.

**WEEK 3: INTERIOR PAGES & BLOG DESIGN** /// Next I design tailored to the design already decided two of the interior pages as well as the blog feed & detail page. 1 Revision.

**WEEK 3: THEME SELECTION & INSTALLATION** /// With the design in mind as well as the needed functionalities I will look for a wordpress theme which will be used as a base to customize it to fit perfectly to our needs and design. I will get a license for theme, install it in your wordpress installation and add any required plugins to get ready for development.

**WEEK 4 – 7: DEVELOPMENT** /// Now I will need all content material: the photos, graphics as well as the text for all the sites. Development starts. Preparation of the photos & design elements for the web, creating the sitemap, menus, any elements, the pages, adopt the design & add content. Until perfection the design will be programmed so it fits our prepared design for all kind of screens. I will test the page in different browsers and at the end send you over a link for you to see and test the site. You will collect all your feedback and send it over to me or we meet up to talk about it.

**WEEK 8: FINALIZATION** /// I will implement all the feedback and get the site ready to go online. After a final check from you and the big "GO", the site will go online and we can celebrate with a glass of sekt ;) By now I will have sent you over some launch graphics with which you can announce the site on your social media. You will get all the login-details, as well as an introduction in person (or online via screen-sharing) to the backend of your site as well as a short manual to keep.

**SUPPORT** /// Included in the package is support for 2 weeks for any questions or help on the site. After that support will be charged per hour.

Depending on your special needs the weeks needed for development will need perhaps another one or two weeks. But I will let you know about that upfront.

/// **FEEDBACK** In order to provide quick turnaround times with excellent focus, I ask that you be committed to quick email responses and feedback giving during the time we work together!

# BORING BUT IMPORTANT

I'll always do my best to provide solutions and insure that my work meets your expectations but, it's always good to put things in writing so we each understand the details of the work-relationship, who has which responsibilities and cover the ownership of the work. I have no desire to trick you into signing something that you might later regret. What I do want is what's best for both parties, now and in the future. I want us both to have a big smile at the end of the project!

For the record, the word "I" in here is referring to Karo Krassel from juicy blue and "you" is referring to you the Client.

**PROJECT START** /// A signed agreement-acceptance-page with your name and date and the first payment are required in order to initiate project. Once your date is secured, I will send your brand worksheets so you can get started on them right away!

**RIGHTS** /// You guarantee that all elements of text, images or other artwork you provide are either owned by you, or that you've gained written permission to use them.

I like to show off my work, so I reserve the right, to display and link to your project as part of my portfolio, in publications as well as submit them to online galleries.

I own full rights to all the designs I created until the final payment-part is paid. If you don't pay me in full, I can use and sell the design(s). I own all of the concepts/preliminary designs created before you approved the final one.

After full payment you will own the rights (outlined in the package) to the final design(s).

For Logo Designs, I give you full rights (after full payment) to use the logo design I created in any and all media without restrictions of any kind.

**PRICING & RATES** /// All rates and services listed are subject to change without notice. Revision rounds are outlined in the Package Detail. Additional designs or revisions are not included in the original packages and are billed separately at my hourly rate of €50.

**PAYMENTS** /// All projects will be invoiced to the client via email and have to be paid via bank transfer or cash. Paypal payments are available upon request. Payments will be broken into two equal payments. The first payment is due upon booking to reserve spot, before the project starts. This pre-payment is non-refundable! The last/final payment is due to the end of the project, before the final designs are handed over. or the website goes online.

**MY PROMISE & TIMEFRAME** /// I have the experience and necessary skill to complete your design/photo project and I'll do it all in a professional and timely manner. This design will be completed in the timeframe written in the proposal. BUT to be able to do that, it's necessary that you answer my questions and give feedback promptly. In our active design process time I will be easily available for you per phone and email, and will respond to you within 24hours (on business days: Monday till Friday). Outside of the active design process responses may need longer due to other active projects!

**YOU PROMISE TO PROVIDE FEEDBACK TIMELY** /// Any delays from the client may result in delay, in project push backs and additional charges. As it's we are making your design in a very tight schedule, I need you to respond timely, latest within 1 business day in writing via email. Delays in Feedback beyond next-day will push our established time frame back the same number of days that have been delayed. If you take more than 3 days to respond, this may result in a redefinition of the project time frame as defined by me.

**DELAYS** /// We don't want it happen but sometimes bad times come up. Through illness, injury, or events beyond my control like fire, theft, computer failure, etc, delays can happen and have to be accepted by you with giving me more time for finishing the work.

**CANCELLATION** /// All payment received are not refundable in the event the project or the relationship is terminated for any reason. If either you or I decide to end the contract before project completion, I will retain all ownership of the concepts and original artwork. As a result you will need to pay for any expenses and time already incurred from production.

# BORING BUT IMPORTANT – ADD-ON FOR WEBSITES

**DOMAIN NAMES, HOSTING SERVICES & EMAIL SETUP** /// Domain names, hosting services & email setup: Your domain name as well as hosting and email services must be purchased by you, the client. You must provide me with FTP access to your server & hosting services. On request I can help you decide on a hosting service and help you with email setup and configuration in Gmail for easy access.

**SITE CONTENT** /// Please provide all site content prior to site design. This will help us design the site specific to your needs from the start and will streamline and customize the design process. You are responsible for providing all images in proper format, size and quality for your website design. Any delays to the submission of this information will cause your project to be delayed and, in some cases, may result in additional charges.

**SITE PHOTOGRAPHY** /// All site photography should be completed and transferred to me before site design begins. I always recommend working with a professional photographer for your website imagery for a more personal and custom feel but stock photography can be purchased and used by the client as an alternative if need be.

**DEVELOPMENT PROCESS** /// Once mock-ups & designs have been approved and we have moved on to the development phase, any changes to the design will be billed at the out-of-scope hourly rate. All sites are built on your server not open to public or search engines. Once you provide your approval on the design of your site and we go to the development phase, all future changes to the structure and overall look of the site will be billed separately.

**WEBSITE MAINTENANCE PLAN** /// The package does not include future Wordpress CMS or framework update and compatibility issues for your site. After the launch of the site, all additional work will be quoted and billed at our hourly rate. Maintenance Packages are available on request through a qualified partner.

**ISSUES & DOWNTIME** /// I am is not responsible for hosting issues or downtime, as well as it's delays in the development process through them. I am not responsible for software issues or any other compatibility issue that may arise after the launch of the site.

I'M SUPER EXCITED  
TO GET STARTED WITH YOUR LOVELY PROJECT!

and so  
the  
adventure  
begins

GET IN TOUCH WITH ME TO DISCUSS  
YOUR DREAM & IF YOU HAVE ANY QUESTIONS!

KARO KRASSEL  
karo@juicy-blue.com  
+351 910 47 52 55  
www.juicy-blue.com

