

WELCOME TO STUDIO LINEAR

STUDIO  
LINEAR™

2021-2022  
2021-2022  
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# Hi There\*



## Hi there!

Here's everything you need to know about working with us here at Studio Linear. Well, maybe not *everything* you need to know (we may have a few surprises up our sleeves) but we try to share as much as we can here to streamline our workflow.

If you find you have a question along the way, feel free to reach out to Michelle, our studio manager at:

[inquiries@studiolinear.com](mailto:inquiries@studiolinear.com)

# About Us

Our team is made up of five ladies and one cool dude.

Andrea Beaulieu grew up in an artistic home in rural Maine, her father is an architect, and her mother, a textile designer. Weekends were often spent having an art class or exploring nature in the forest around her home. Growing up, she was always encouraged by her parents to find something you truly love and make it your job, that is exactly what she did! Founded in 2012, Studio Linear was created with a simple vision in mind: create a design agency where the client will feel confident that they trusted their business and investment with a creative team that lives and breathes design.

We are very excited about this opportunity to be working with you! We are a small yet mighty team and we love it that way. We are a team of creatives, located across the country, coming together to bring our clients a unique experience. Our foundational core has always been to go beyond the status quo and treat every single client, no matter how large or small, with the care and attention they deserve.



Founder + Creative Director

**Team SL**



# Here is a quick look at our team, our roles, and how to reach us.

If ever in doubt on who to reach out to, please feel free to contact Michelle! She has all the answers and is quick to respond.



Michelle Mercado- Project Manager  
[inquiries@studiolinear.com](mailto:inquiries@studiolinear.com)



Andrea Beaulieu - Founder +Creative Director  
[andrea@studiolinear.com](mailto:andrea@studiolinear.com)



Haley Mills - Graphic/Web Designer  
[haley@studiolinear.com](mailto:haley@studiolinear.com)



Eric Phung - Web Designer/Dev  
[eric@studiolinear.com](mailto:eric@studiolinear.com)

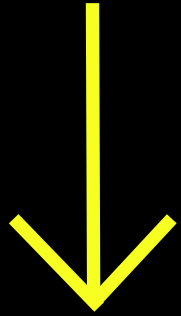


Carolyn Bothwell - Copywriter/Messaging  
[carolyn@studiolinear.com](mailto:carolyn@studiolinear.com)



Melanie Aglipay- Studio Assistant  
[melanie@studiolinear.com](mailto:melanie@studiolinear.com)

*Our*



**Packages**



## **WHAT'S INCLUDED ?**

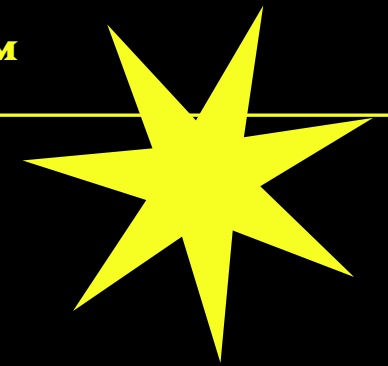
**So what does your package include?**

Some of our packages include options for you to choose from, please email us and let us know what you prefer in your package.

## **ADD-ONS ?**

**Want to add something extra?**

Interested in seeing what else we offer and the pricing?



## FULL BRANDING PACKAGE

- ★ One 30 Minute Kickoff Call
- ★ Onboarding Intake Form
- ★ Collaborative Pinterest Board
- ★ Custom Mood Board
- ★ Branding Concepts (logos, submarks, color variations, and brand application to use as examples)
- ★ 2 Rounds of revisions
- ★ Email signature mockup
- ★ Deliverables - files in .ai, .png and .pdf formats
- ★ Brand Guide
- ★ Brand imagery
- ★ Brand Fonts
- ★ Social media profiles images
- ★ Choice of one brand application (choices include business card design, postcard design or stamp design)

## PREMIUM BRANDING PACKAGE

- ★ One 30 Minute Kickoff Call
- ★ Onboarding Intake Form
- ★ Brand Audit Worksheet
- ★ Collaborative Pinterest Board
- ★ Custom Mood Board
- ★ Branding Concepts (logos, submarks, color variations, and brand application to use as examples)
- ★ 3 Rounds of revisions
- ★ Choice of either custom icons (set of 3) or pattern to match your branding
- ★ Email signature mockup
- ★ Deliverables - files in .ai, .png and .pdf formats
- ★ Brand Guide
- ★ Brand Fonts
- ★ Curated royalty-free imagery
- ★ Social media profiles images
- ★ Choice of two brand application (choices include business card design, letterhead, postcard design or stamp design) Shareable template will be created in Photoshop



## PREMIUM PLUS BRANDING PACKAGE

- ★ One 30 Minute Kickoff call and One 30 Minute Wrap-up call
- ★ Onboarding Intake Form
- ★ Brand Audit Worksheet
- ★ Brand Audit Summary Slide Deck
- ★ Collaborative Pinterest Board
- ★ Custom Mood Board
- ★ Branding Concepts (logos, submarks, color variations, and brand application)
- ★ 3 Rounds of revisions
- ★ Choice of either custom icons (set of 3) or pattern to match your branding
- ★ Email signature mockup
- ★ Deliverables - files in .ai, .png and .pdf formats
- ★ Brand Guide
- ★ Brand Fonts
- ★ Curated royalty-free imagery
- ★ Social media profiles images
- ★ Business card design (shareable template will be created in Photoshop)
- ★ Stationery design (letterhead, postcard, and stamp design)
- ★ 10-page pitch deck template with new branding (created in Google Slides)

## BRAND IDENTITY + MESSAGING

- ★ 3 Rounds of Revisions
- ★ Problem / Solution
- ★ Mission Statement
- ★ Manifesto
- ★ Tone Words
- ★ Who We Are
- ★ Core Values
- ★ Headlines
- ★ Grammar & Style Guidelines

## BRAND NAMING

- ★ 3 Rounds of Revisions
- ★ 6 Name options in Round 1
- ★ Domain checks, social media checks
- ★ Does not include any legal trademark searches (we do recommend that you work with a lawyer)



**MORE**



## CUSTOM WEBSITE PACKAGE

- ★ One 30 minute kickoff call and one 30 minute midway or wrap up call
- ★ Onboarding Intake Form
- ★ Website Wireframe/mapping
- ★ Up to a 6-pages: (Homepage, About, Services, Portfolio, Blog and Contact)
- ★ Portfolio will contain 4 project examples
- ★ Blog will contain 4 sample posts with tagging and categories
- ★ Connected social media
- ★ Plugins included
- ★ Connected newsletter block
- ★ Stock imagery supplied
- ★ On-site SEO recommendations
- ★ 2 rounds of revisions
- ★ Built-In analytics
- ★ Custom training video teaching you how to edit your new site
- ★ 2 Week support period after site launch via email
- ★ Connect to your domain

## ROBUST WEBSITE PACKAGE

- ★ One 30 minute kickoff call and one 30 minute midway or wrap up call
- ★ Onboarding Intake Form
- ★ Website Wireframe/mapping based on worksheet
- ★ Up to a 12-pages: (Homepage, About/History, Team page, Multiple Services, Portfolio, Blog and Contact)
- ★ Portfolio will contain 8 project examples
- ★ Blog will contain 8 sample posts with tagging and categories
- ★ Connected social media
- ★ Plugins included
- ★ Connected newsletter block
- ★ Stock imagery supplied
- ★ SEO Full Package (SEO site audit, keyword mapping, 301 redirects)
- ★ 3 rounds of revisions
- ★ Built-In analytics
- ★ Custom training videos teaching you how to edit your new site
- ★ 1 Month support period after site launch via email
- ★ Connect to your domain



## COMMERCE WEBSITE PACKAGE

- ★ One 30 minute kickoff call and one 30 minute midway or wrap up call
- ★ Onboarding Intake Form
- ★ Website Wireframe/mapping
- ★ Up to a 6-pages: (Homepage, About, Services, Portfolio, Blog and Contact)
- ★ Building products and variables (10 products plus variants)
- ★ Setting up shipping and tax options
- ★ Adding customer login and extra features such as abandoned cart, order history, etc.
- ★ Connecting Instagram products if applicable
- ★ Adding marketing features such as pop-up windows
- ★ Adding donation option
- ★ Connected social media
- ★ Connected newsletter block
- ★ Stock imagery supplied
- ★ On-site SEO recommendations
- ★ 2 rounds of revisions
- ★ Built-In analytics
- ★ Custom training video teaching you how to edit your new site
- ★ 2 Week support period after site launch via email
- ★ Connect to your domain

## SEO

- ★ Meta Titles
- ★ Meta Description
- ★ H1, H2 and H3 Tags
- ★ SEO Friendly URLs
- ★ Image Optimization and Alt Tags
- ★ URL Redirects issue
- ★ Robots.txt
- ★ Set up Google Analytics
- ★ Google Webmaster Tools Setup
- ★ XML sitemap issue
- ★ Optimize site speeds
- ★ Reducing Page Loading time
- ★ Cloudflare Free SSL - Secure your website
- ★ Mobile-friendliness
- ★ Site submission on Google, Yahoo, Bing
- ★ Schema Markup
- ★ Keywords Research
- ★ Page Audit

A close-up photograph of a hamburger with a sesame seed bun, served in a small orange and white checkered paper basket. The basket sits on a silver metal tray. In the background, a brown paper cup with a checkered top is visible. The entire scene is set against a blurred background of a diner or restaurant interior.

# Bundle It!

It's like a meal deal but BETTER.



## BUNDLED BRAND LAUNCH

- ★ Everything from our FULL Brand package (may include our brand audit if an existing brand)
- ★ Stationery Suite (1 business card design (will provide working file for more cards), letterhead design and postcard design)
- ★ Custom Slide Deck template (designed in Google Slides)
- ★ Everything from our CUSTOM website package to launch your new brand
- ★ Includes our SEO package to get your business found online
- ★ Includes 10 social media post + story design templates showcasing your new brand

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The goal of this package is to get your business up and running with all the tools for success, at a reduced price when compared to our packages on their own. . If there is something specific that you wish to add, please let us know, we are happy to accommodate. For our custom websites, we typically use Squarespace, Editor X or Webflow for your CMS platform.

We can offer Brand Identity and Brand Messaging as an add-on if you wish, please just let us know!

## BUNDLED SHOP LAUNCH

- ★ Everything from our FULL Brand package (may include our brand audit if you are an existing brand)
- ★ Stationery Suite (1 business card design (will provide working file for more cards), letterhead design and postcard design)
- ★ Includes up to 5 hours of package design time (we can add more if needed\*)
- ★ Custom Pitch Deck template (designed in Google Slides)
- ★ Everything from our COMMERCE website package to launch your new brand
- ★ Includes our SEO package to get your business found online
- ★ Includes 10 social media post + story design templates showcasing your new brand

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The goal of this package is to get your business set up with not only an amazing new brand but an online shop, at a reduced price when compared to our packages on their own. . We typically use Shopify or Wordpress for our commerce websites.

We can also offer copywriting for your website as an add-on if you wish, please let us know!

## ADD-ONS

### EXTRAS



\* Please note that we are not a PRINT company. Package design is different from printing. We create either a custom dieline or request from our trusted partners in the printing industry and create your custom designs. We then work with a select group of printers based here in the US for your product printing.

## OPTIONAL

# EXTRA EXTRA EXTRA

We offer custom package design\*, in fact, that is one of our FAVORITE areas of design! We also offer copywriting, social media design and strategy , slide/pitch deck templates, trade show designs (banners, posters, etc), stationery designs and more! Interested in adding on some of these items, please just let us know!

## ADD-ONS

BUT WAIT, THERE'S MORE!



## **What does our process look like?**

LET'S GET ORGANIZED

- ★ We start with a Discovery Call to learn about your project.
- ★ We then create a custom proposal for you.
- ★ If that proposal is accepted, we start the onboarding process which will start with a contract and retainer invoice.
- ★ Onboarding will include intake form, brand and/or website worksheets to be completed prior to our official kickoff call.
- ★ After our kickoff call, we create a shared Google Folder, Google Doc and Revisions Doc for us all to use. We also will share your timeline with you at that time to review.
- ★ Each week, we will email you an update on what we are working on. At the end of the week or when we finish up a portion of your project, we will email you that update.
- ★ When we present something to you that requires feedback, we will let you know that we will be awaiting your feedback which we like to get within 2-3 business days.
- ★ We then take that feedback and make changes.
- ★ We track changes on our shared Revisions doc
- ★ Towards the end of a project, your package may include another call which we then would schedule.
- ★ We would also work on the final touches for your package which may be SEO or other add-ons.
- ★ We will send a final invoice before sending you your deliverables.
- ★ Once the project is wrapped up, your package will indicate if we are available for ongoing support. If we are not, then we will provide you with the tools if you should ever have a question.
- ★ Want to add-on or work with us in the future? We often discount future projects with our existing clients!



# What will it cost?

Owner Andrea Beaulieu, works directly on all projects with our design team, that come into Studio Linear. To sustain the quality of work expected from our team, it is necessary that we limit the number of clients we serve. Typically our clients invest between \$4995-\$18,000+ with our team for our services although all projects differ and proposals can vary depending on budgets. We respectfully like to share this with you to determine if this is an investment that meets your expectations. Our bundled packages are the best bang for your buck as we try to include everything you need to launch or refresh your business, at a reduced price.




**Investment**



# why Us?

Why would you want to work with our little family here at Studio Linear? Here are just a few testimonials from our lovely clients.



**“I'm so grateful I was referred to Studio Linear and I couldn't have imagined a better experience. I can't recommend Studio Linear enough!”**

ANNA PASCHAL

“

You will not find a better value, or a more talented team of designers anywhere. I will definitely be hiring them again.

KEVIN HIGGINS

“

So responsive, and when starting a business and a website, this has been a Godsend. Highly suggest these creative, professional, sweet team.

HANNAH BLATT

**Our Clients**

THANK YOU  
THANK YOU  
THANK YOU  
THANK YOU

**If you are not a client yet but wish to be, please email us for a proposal with the items you are most interested in. We create custom proposals for all of our clients so please let us know what best fits your project needs:**

**[inquiries@studiolinear.com](mailto:inquiries@studiolinear.com)**



# WOO HOO!

**STUDIO  
LINEAR™**