



ELITECHOICE AGENCY & CO.
INTENTIONAL BRANDING



WELCOME TO THE ELITECHOICE EXPERIENCE

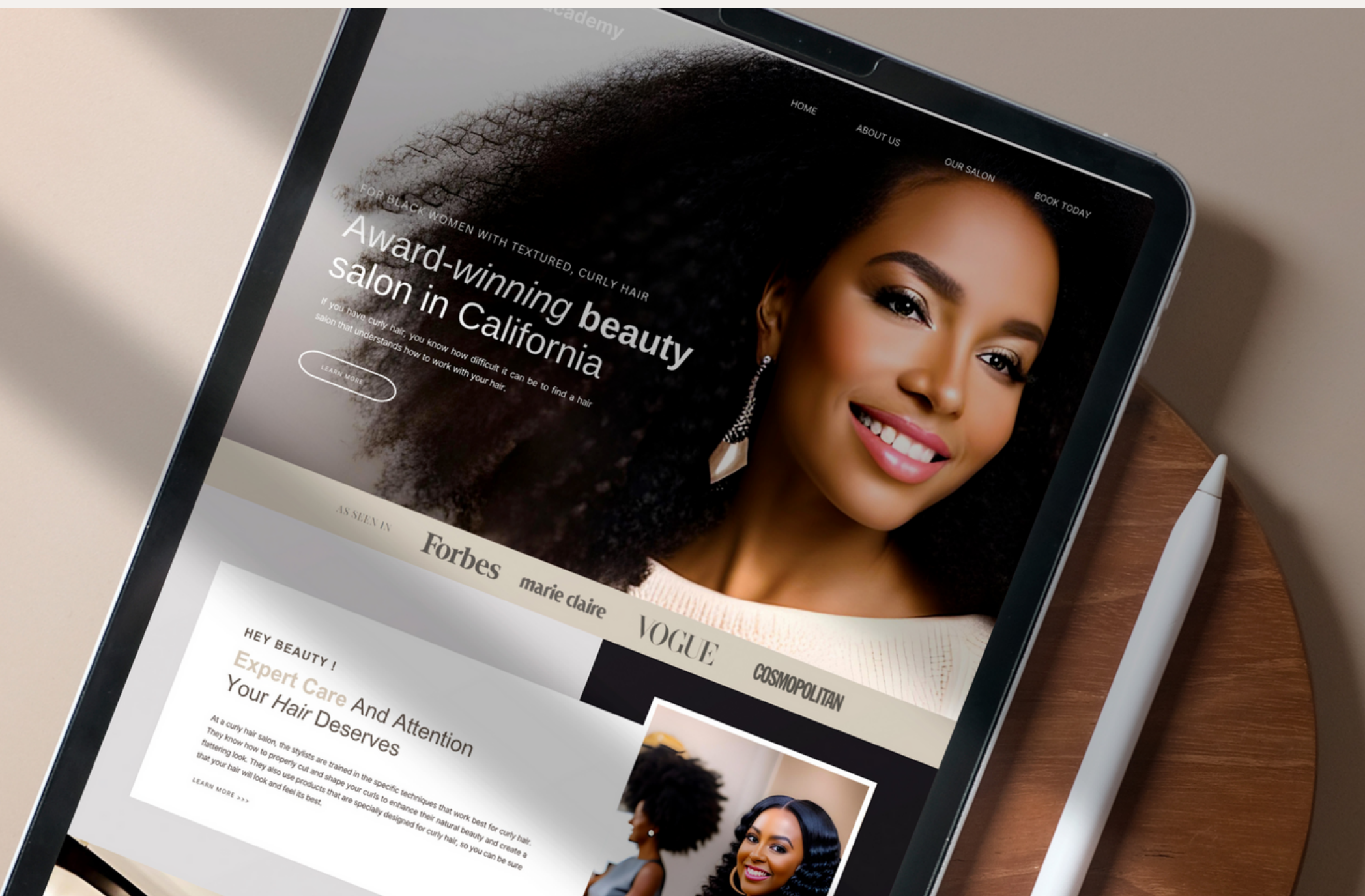
Everything You Need To Know

2023 - 2024 BRANDING GUIDE



ELITECHOICE AGENCY & CO.

INTENTIONAL BRANDING



WELCOME TO THE ELITECHOICE AGENCY EXPERIENCE

We are thrilled to have the opportunity to work with you and help your brand reach new heights!

Our team of experts is dedicated to delivering exceptional branding solutions that will set your brand apart from the competition. We take pride in our ability to understand the unique needs of our clients, and we are excited to work with you to develop a customized branding strategy that aligns with your goals and objectives.

We want to make things easier for our clients!

Whether you are getting Brand Strategy, Brand Identity, Website design, Brand Photography, and Stylist, all you need to know is explained below.

If you need to speak to someone about your concerns, or if you have any additional questions contact information with our telephone numbers and e-mail addresses are listed on the last page.



LET ME INTRODUCE MYSELF!

HEY, I'M ASHLEY

YOUR BRAND STRATEGIST

I'm a Graphic Designer, Illustrator, and Brand Strategist. Our agency is currently based in Durham, North Carolina. I started my company three years ago and have developed a successful business in the design industry. I've worked on over 350+ logo designs as well as rebranded companies. I successfully managed graphic design projects from corporate to individual organizations.

I've always had a passion for design and creativity. I've been drawing since I was five years old. Years later, I had an obsession with computers. This fascination with my interest in graphic and web design. I've worked for agencies before however, I felt I couldn't be expressive in my work. So I left and created a company of my very own. It was the scariest decision I had ever. However, I am thankful I took that risk. Long story short, I enjoy what I do. I sincerely enjoy seeing my clients excel after their business has been rebranded. A well-designed brand that will target the audience they want cultivates those who view it and increase their customer demand.

My team and I work closely with clients to create a vision and conceive design concepts that you will love.

"Our motto is to effectively build, motivate, and create unique designs to establish your brand".

I have 6+ years of experience in design. I hold a degree in Graphic and Web Design from The Art Institute.



Everything You Need To Know About The Services We Offer & Our Process is [here!](#)

Before We Get Started.....

Elite Choice is an innovative branding agency that is committed to investing in our client's success. Nonetheless, please keep in mind that branding is a serious investment. We would like our clients to understand my team's roles, our policies, and the strategies needed to take their business to the next level. We ask that you are aware of the importance of dedicating time to developing a brand that is accepted and respected in the marketplace. We want to help you reach your goals and realize your vision.

Do I have to pay the branding package in full or do you offer installment plans?

No, we do offer installment plans! You may pay in two or three installments depending on the cost of your plan.

Does branding really take 10 - 12 weeks?

Yes, it's very possible. You have to look at this as an investment. Branding is not something to be rushed. With our branding package, we offer creative direction, photography, design concepts, etc. Our team is doing our best so we can give you the BEST results once your branding process is ended.

Who will I be working with directly?

Me, Ashley Berry. We will need to touch-base for the for me to get you the results you need. We will work 1:1 to bring your vision to fruition!

What platform do you primarily work with?

We work mostly with WIX to increase the accessibility and ease of use for our clients, however, we also design for Shopify.

How do I book your services?

We are appointment based ONLY. You must book an appointment if you would like to work with us directly. The consultation fee is \$30. If you are an existing client, on our booking site you can schedule to have a FREE consultation to discuss your project.

How many strategy calls we will have?

After each completion of a step, you will be given a link to discuss the following, Branding development, creative direction for the photoshoot and website completion.

What do you need to do to start a project?

You will be given an invoice, we require a deposit (varies depending on the amount of the package you have chosen, and [a contract of our policies must be signed.](#)

Where can I view your policies?

Our policies can be viewed on our website.

Can you cancel at anytime?

You can make cancellations at any time. **Please keep in mind that the retainer fee is non-refundable.** If you have started over 35% of the project, you only be given a partial refund. **Partial payments are 30% of the second installment.** If you have already completed 50% or more of a project you will not be refunded. We outsource our services and they are factored in the full cost of the branding packages we offer.



BRAND IDENTITY DEVELOPMENT

What is brand identity development? **Why is it important?**

Brand identity development is the process of creating a unique and consistent image for a brand that is easily recognizable and distinguishes it from its competitors. It is the way in which a brand defines itself to its audience and communicates its values, personality, and purpose.

Brand identity development is important because it helps a brand establish a strong and memorable presence in the market. A well-defined and consistent brand identity can help build brand loyalty and trust among consumers, increase brand recognition, and differentiate a brand from its competitors. It also helps in creating a consistent brand experience across all touchpoints, including marketing materials, packaging, website, social media presence, and customer service.

Effective brand identity development requires a deep understanding of the target audience, market trends, and the brand's unique value proposition. It involves the creation of a visual and verbal identity that communicates the brand's personality and values in a clear and consistent manner. Overall, brand identity development is a critical aspect of building a successful and sustainable brand.

BRANDING & LOGO DEVELOPMENT

Moodboard Development

We create custom mood boards to help you bring your ideas to life, and provide inspiration for your branding. We strive to create a unique brand that will set you apart from the competition.

BRANDING & LOGO DEVELOPMENT

- Brand Identity
- Development
- Five Primary + Secondary Logo Concepts
- Brand Mark/Favicon
- Custom Brand Color Palette
- Font Pairings

Logo development usually takes 12 to 15 business days. Weekends are not included. You will be given a pdf file to view. You will receive up to five logo concepts. We will give you a link to schedule a strategy call after the guide has been completed. During this call, we will discuss which design fits your brand the most. We will determine if any changes need to be made or if design elements should be added. Once, we have come to an agreement, we will make revisions for finalization. Once finalized you will receive a JPEG, ESP FILE, BLACK, WHITE, and COLOR file version of your logo. **(Any additional free concepts given will only be in a png format in color)**



LOGO QUESTIONNAIRE

1. Company/Organization Information:

- a. Name of the company/organization:
- b. Tagline (if applicable):
- c. Briefly describe the company/organization and its activities:

2. Logo Objectives:

- a. What message or feeling do you want the logo to convey?
- b. What are the key qualities or values you want the logo to represent?
- c. Who is your target audience or customer base?

3. Design Preferences:

- a. Do you have any specific colors in mind for the logo? If yes, please specify.
- b. Are there any existing logos or branding materials that you like? Please provide examples and explain what you like about them.
- c. Are there any existing logos or branding materials that you dislike? Please provide examples and explain what you dislike about them.
- d. Do you have any specific symbols, icons, or imagery that you would like to incorporate into the logo? If yes, please describe.

4. Logo Usage:

- a. Where will the logo primarily be used (e.g., website, business cards, signage, marketing materials)?
- b. Are there any specific size requirements for the logo?
- c. Are there any specific file formats you require for the logo?

5. Additional Information:

- a. Is there any other information or considerations you would like to share regarding the logo design?

6. Timeline:

- a. Do you have a specific deadline for receiving the logo?

VB

VILABELLA

FASHION BRAND



FONTS

HEADER FONT

SALVALYN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY TYPE

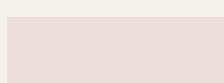
Inter

abcdefghijklmnopqrstuvwxyz
1234567890

MOODBOARD INSPIRATION



COLOR PALETTE



CREATIVE DIRECTION

Why do I need **Creative Direction** for my photoshoot?

Creative direction is an essential aspect of any photo shoot. It involves the process of guiding and coordinating the artistic vision of the project. With a clear creative direction, you can ensure that your photoshoot has a cohesive and consistent look and feel that aligns with your brand's image.

Creative direction can help you achieve the following:

1. **Conceptualize your vision:** A clear creative direction can help you identify the overall concept for your photoshoot. You can define the mood, tone, and style that you want to convey through your images.
2. **Coordinate the team:** Creative direction helps ensure that everyone working on the project, including the photographer, models, stylists, and makeup artists, are all on the same page and working towards a unified goal.
3. **Enhance your brand image:** Creative direction can help you create a visual identity for your brand that resonates with your target audience. It can help you communicate your brand values and personality through your images.
4. **Save time and money:** With a clear creative direction, you can avoid wasting time and money on unnecessary elements or reshoots. You can plan the shoot in advance and ensure that everyone involved is aware of the expectations.

In conclusion, creative direction is a crucial element of any photo shoot. It can help you achieve a cohesive and consistent look and feel that aligns with your brand's image, saves you time and money, and enhances your brand identity.

What will the Creative Direction presentation consist of?

- **Photoshoot Inspirational Poses**
- **Brand StyleBook (URL Clothing Links)**
- **Location Of The Photoshoot**
- **MakeUp Looks**
- **How To Prepare For Your Photoshoot**

Once you have reviewed it, you will be given a questionnaire to fill out. This will give us a more in-depth idea of what you LOVED about the creative direction and things you would like to have changed. When the questionnaire is complete we will finalize your photoshoot direction.

CREATIVE DIRECTION

Creative direction questionnaire :

1. What did you like about the creative direction the MOST?
2. What didn't you like about the creative direction?
3. What would you change about it?
4. How do you feel about the poses?
5. How do you feel about the direction of the attire choices?
6. Do you feel the looks represent you? If not, what would you prefer to see yourself in?
7. How do you feel about the location? Do you feel it's suitable for executing your vision?
8. Did you want to include models? If so, we can give you suggestions on how to recruit.
9. Will you need a hairstyle or makeup artist? If so, please provide your location so we can give you references.
10. How do you feel about the brand colors being incorporated into your shoot? Do you want to use them strictly for your website, and backdrop at your photoshoot?

Once, the questionnaire is completed, please move on to the personal styling questionnaire. Once you finish we will submit it to our stylist. A stylebook will be created for you. Stylebooks will consist of 4 to 5 looks. We will provide URL links depending on your budget where you can purchase these items for you to utilize for your shoot.



PERSONAL STYLING

We must establish your look before we book you for your photo shoot. This is only after your brand identity, hex colors, and creative direction has been e-mailed to you. We will decide if in-studio, content space, or an outside look would fit better for your brand.

WHAT OUR STYLIST WILL DO FOR YOU:

- You will connect via email.
- You will be given a questionnaire to fill out and complete. It will help her with what styles you are comfortable wearing in addition to, identifying your body type to ensure we choose the right pieces that complement your frame.
- Our stylist will create a personalized stylebook in a pdf format with suggested looks, and links to order clothing items.

Her job is to assist you in feeling your best self for your brand photoshoot.

1. Personal Information:

- a. Name:
- b. Age:
- c. Gender:
- d. Occupation:
- e. Contact Information (phone, email):

2. Style Preferences:

- a. How would you describe your personal style in a few words?
- b. What are your favorite colors to wear?
- c. Are there any specific patterns or prints you prefer or dislike?
- d. Do you have any style icons or celebrities whose fashion sense you admire?

3. Body Type and Fit:

- a. How would you describe your body type (e.g., hourglass, pear-shaped, athletic)?
- b. Are there any specific areas of your body that you would like to accentuate or minimize?
- c. Do you have any preferences regarding clothing fit (e.g., loose, fitted, tailored)?
- d. Are there any specific brands or designers whose fit and sizing work well for you?

4. Lifestyle and Occasions:

- a. What are the typical activities or occasions you dress for (e.g., work, casual outings, special events)?
- b. Do you have any specific clothing requirements or dress codes for your professional or social life?
- c. Are there any upcoming events or occasions for which you need styling assistance?

5. Budget and Shopping Preferences:

- a. What is your budget range for clothing and styling services?
- b. Do you prefer to shop in physical stores, online, or a combination of both?
- c. Are there any specific stores or websites you prefer for shopping?

6. Accessories and Details:

- a. Do you have any preferences or restrictions when it comes to accessories (e.g., jewelry, belts, scarves)?
- b. Are there any specific details or embellishments you like or dislike on clothing items?

7. Additional Information:

Is there any other information or considerations you would like to share with the stylist?



PHOTOSHOTO
INSPO
2023 & BEYOND



PHOTOSHOOT SCHEDULING

Once your outfit is decided we will schedule you for your branding shoot. We work with various photographers from North Carolina, Texas, Atlanta, California, New York City, Virginia, and more! So if you are out of state, no problem.

The photographer will be given your creative direction as a guideline to help set the tone and execute your vision. **Please be sure that you are available for the secured date and time. Please keep in mind we are outsourcing. We have to abide by the policies and regulations of the companies we use.** With that being said, we like to inform all clients that we pay all balances in full. This means we will not be refunded if any cancellations are made. You will be held responsible if you have to cancel and reschedule for another date and time. Photographers and content spaces are costly. They can cost between hundreds to a thousand dollars in total. This is why we like to confirm that you will be available first.

Our Brand photoshoots vary from one hour to two hours. This is determined by the branding package you choose.

- You are allowed one to three outfits
- Images will be sent out within 1 week of the shoot day. Please allow time for edits to be made.
- Once your images are received by email will begin the website process!

We will give you the location information, address included along with the photographer's information five days before the shoot. Make sure you schedule your hair and makeup appointments accordingly. This is to ensure that everything flows. We also advise you to make sure you receive your clothing items FIRST before scheduling your shoot.



PHOTOSHOOT
CLIENT
WORK
2023 & BEYOND

WEBSITE DEVELOPMENT

1-Hour Strategy Session

Start with our 1-Hour Discovery Call via phone to gather the right information and lay the groundwork for your website.

Website Assessment

Fill out our website assessment. This will help us with the vision and direction of your design. Once completed we get to work designing and adding minimum copy for each page of your website.

Custom Website Layout Design

No more template-based websites. We design custom websites designed to speak to your audience and are easy to navigate. It's time to have a website that converts and excites!

Website Design & Launch

We develop custom websites through WIX, an easy-to-use, alternative to traditional WordPress websites. Feel relief knowing your website will be easy to use and mobile-friendly. After five to ten weeks we will launch your new website!

Please keep the following in mind :

- We do have a copywriter, however, you must prove an outline in order for them to do the groundwork. We will provide a questionnaire for you to follow. The copy will consist of headlines, catchphrases, and filler verbiage. If you are a **medical provider** or **therapist** you will have to elaborate on your services and expertise.
- **It is important that you answer the questions on the website assessment.** This will help provide clarity on how it should be designed. Not completing the assessment can cause a disconnection with your brand.
- **The full website strategy is only for full branding, not offered with our website packaging alone.** If you want a full branding strategy session, it is an additional fee. We offer a 30-day content calendar to help assist you with your social media engagement (*templates are not included*) We also provide productive tips so that you can optimize your website to its full capacity.

A website should mainly consist of relevant and engaging content that provides value to its visitors. This could include informative articles, engaging videos, appealing images, and interactive features. Below is what to expect from this service.

- Please do not book this service if you do not have high-quality images. If you need professional photography, we can schedule an appointment with one of our photographers.
- You are responsible for *purchasing your domain name and WIX Premium package.*

- **Website Layout Design**
- **Website Design**
- **Basic SEO**
- **Optimized for mobile and desktop**
- **Post-Launch Website Flyer Design**
- **Connect Domain Name To Website**



WEBSITE DEVELOPMENT QUESTIONNAIRE

1. General Information:

- a. Name of the company/organization:
- b. Briefly describe the company/organization and its activities:
- c. Do you have an existing website? If yes, please provide the URL.

2. Website Objectives:

- a. What are the main goals and objectives of the website?
- b. Who is the target audience for the website?
- c. What actions do you want visitors to take on the website (e.g., make a purchase, fill out a form, subscribe to a newsletter)?

3. Design Preferences:

- a. Are there any specific colors or branding guidelines that should be followed?
- b. Are there any existing websites that you like? Please provide examples and explain what you like about them.
- c. Are there any existing websites that you dislike? Please provide examples and explain what you dislike about them.
- d. Do you have a logo or any other visual assets that should be incorporated into the website design?
- e. What two colors would you like to have incorporated on your website?

4. Content and Pages:

- a. What pages or sections do you envision for the website? (e.g., Home, About Us, Services, Portfolio, Blog, Contact)
 - Please be sure to elaborate on your "**services**" and "**about me**" selections. If you have any awards or certifications please provide this information as well.
- b. Do you have the content (text, images, videos) ready for these pages, or will you need assistance with content creation?
 - If you have current images you would like to use be sure they are high quality. Low resolutions images or videos will not be accepted.
- c. Are there any specific features or functionality that you want to include on the website (e.g., contact forms, e-commerce, photo gallery)?
- d. Please provide at least 4 to 6 testimonials to place throughout the website
- e. Please provide contact information such as your phone number, fax number (if any), and email address
- f. Please provide all social media handles (Facebook, Instagram, etc)

5. Website Maintenance and Updates:

- a. Who will be responsible for maintaining and updating the website?
- b. Do you require any training or documentation to manage the website content?

6. Budget and Timeline:

- a. Do you have a specific budget allocated for the website project?
- b. Is there a deadline or timeline for completing the website?

COPY OUTLINE


When it comes to creating a website, the copy is just as important as the design.


Here are the essential elements that your website copy should consist of:

1. A clear value proposition that explains what your website offers and why it's important.
2. An attention-grabbing headline that draws visitors in and encourages them to keep reading.
3. A brief introduction that expands on your value proposition and sets the stage for the rest of your content.
4. A navigation menu that makes it easy for visitors to find what they're looking for.
5. A call-to-action (CTA) encourages visitors to take a specific action, such as signing up for a newsletter or making a purchase.
6. Clear and concise product or service descriptions that highlight their benefits.
7. Information about your company, including your mission statement, history, and team members.
8. Testimonials and customer reviews that showcase your credibility and social proof.
9. Frequently asked questions (FAQs) that answer common questions and alleviate any concerns visitors may have.
10. A blog or news section that provides visitors with valuable information and updates.
11. A search bar that allows visitors to easily find specific content on your website.
12. Contact information, including your email address, phone number, and physical address.
13. Social media links that allow visitors to connect with you on other platforms.
14. Eye-catching visuals, such as images and videos, that enhance your content and break up large blocks of text.
15. Relevant keywords and phrases that help your website rank higher in search engines.
16. A clean and easy-to-read layout that makes it easy for visitors to consume your content.
17. Consistent branding, including your logo, color scheme, and typography.
18. Accessibility features, such as alt tags for images and transcripts for videos, make your website more inclusive.
19. Legal information, such as your privacy policy and terms of use.
20. A thank you message or confirmation page for visitors who have completed a CTA, such as making a purchase or filling out a contact form.


This is an outline you can follow when providing the verbiage for your website. Our copywriter will add filler copy, headliners, and catchphrases and remove unnecessary information that's not needed.

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