

not your average

DESIGNexperience

PLEASE REVIEW ALL DETAILS OF THIS PACKET.
TURN AROUND TIME DOES NOT BEGIN UNTIL **ALL** DELIVERABLES HAVE BEEN RECEIVED.

PAYMENT SERVES AS CONFIRMATION THAT YOU HAVE
READ, UNDERSTOOD, AND AGREED TO ALL PROJECT POLICIES.

PROJECT

deliverables

LOGOS

Brand Name
Brand Colors
Brand Industry
Icons you may want
1-2 examples of logos you like

BUSINESS CARDS

Logo
Tagline
Contact Name
Phone Number
Address
Email Address
Social Media Handles
Website

FLYERS

Event Name/Flyer Title
Flyer colors/Flyer theme
Date & Time
Address
Social Media Handles
Photos
Any addiitonal verbiage

Disregard anything on the list that doesn't apply to your particular project. You are always welcome to include information that isn't listed here. **All photos and logos must be sent as separate files to tayloredesigngroup@gmail.com**

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PRODUCT LABEL

deliverables

DETAILS

Logo

Label Inspiration

Product Label Icons needed

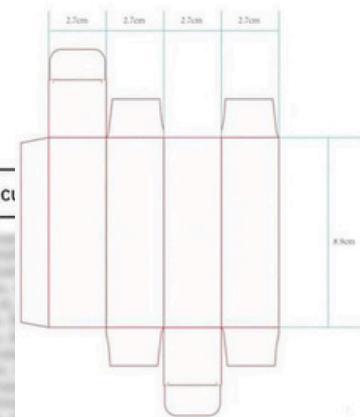
Verbiage for directions, ingredients, warnings, or shipping.

LABEL DIMENSIONS

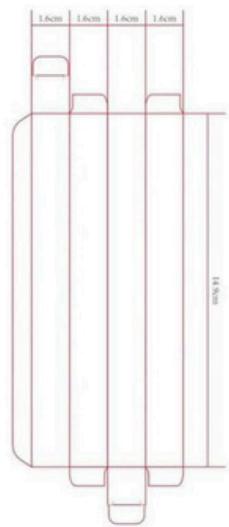
LxWxH OR

Spec Sheet

Product	Luster Lip Gloss	Velvet Lip Cream	Ultra Sculpt Lip Liner
names	P	P	P
Ingredients	P	P	P
Packaging Symbols	 	<ul style="list-style-type: none"> ● cruelty free bunny ● period after opening: 24 months ● interlocked arrows 	<ul style="list-style-type: none"> ● cruelty free bunny ● period after opening: 24 months ● interlocked arrows
Product Amount	8ml/0.27 fl. oz	8ml/0.27 fl. oz	0.01 oz/ 0.27 g



Lip gloss/Lip Cream dimensions



Ultra sculpt lip liner box dimensions

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examples of **FlyerBundle** DELIVERABLES

Post 1:

DOPE SH*T ON THE WAY ...

include acronym for dope: "defying odds + purposefully elevating"

Post 2: capital letter post

she's **Deep** ...

deeply rooted (in self, her journey, transformation)

for the girl that leaves you speechless without speaking

Post 3: maybe something use the Caresha meme where shes like "real bad"

Post 4: SWIPE POST?

she's **Open** ...

open to change

open to growth

open to help

open to collaborate

Post 5: maybe a countdown post?

Post 6:

Shes **P** #freegunna

GUNNA MEME PHOTO or maybe swipe post of the video of gunna where hes like "that wasn't very P of her"

pushing prosperity

pushing power

pushing passions

pushing productivity

Flyer Rollout:

2 week roll out

Week 1- more broad view, talking about the overall brand

Week 2- more specific, video teaser, official campaign pics and vids drop with collection countdown

POST 1:

Private Property:

get ready for a Private Glitz

Experience

08/12/22

POST 2

Caption

With our Private Glitz accessories, individuality is exactly what we embody; fearless, celebratory, & confident conduct ONLY!

Core Value** (on flyer)

EMPOWERMENT - When you look good you feel good and when you feel good, you're in your BAG!

DIVERSITY- Our products are for everyone! Inclusive for ALL. We embrace "The Switch Up" & strive for you to turn heads with our spin on 'carrying baggage'

BOLDNESS- We commit to offering a new and fresh take on what you choose as a statement piece. Our products allow your presence to pop out while the bling does it's thing!

W E B S I T E D E L I V E R A B L E S

Aesthetics

Logo
Brand Colors

Verbiage

Tagline/Catchphrase
About Us/Our Story
Mission/Vision Statement

Pages

What website tabs do you want?
(Not applicable for 1 Page website)

Products

Product Names
Product Prices
Product Description
Product Photos
Collections/Types
Product Inventory (quantity of each product)

Services

Days & Hours of Operation
Business Address
List of Services, description, and prices
Time length of each service
Time in between appointments
Booking Email

Contact Info

Website Domain (www.)
Phone Number
Email Address
Address
Social Media Handles/Links

Ordering/Shipping

Verbiage for
Ordering Policy
Shipping Policy
FAQs/Policies

Extras

Chat
Reviews

Visit Wix.com or Shopify and create account. Share website login details in deliverables or add TAYLOREDESIGNGROUP@GMAIL.COM as a collaborator/Staff.

Please visit GoDaddy.com and create an account. Purchase your domain name, should be done at beginning of process to ensure your name isn't taken (\$12-15 a year). Payment methods will be set up at the end of the website process.

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E B O O K S / P R E S E N T A T I O N S D E L I V E R A B L E S

Brand

Logo
Brand Colors
Author/Organization Name

Content

Word document of content
matter separated by page or
section
Table of Contents
High Quality photos

Design

Inspiration of theme aesthetic

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PROJECT SPEED

standard
TURNAROUND
3-5 BUSINESS DAYS

expedited
TURNAROUND
2-3 BUSINESS DAYS
+ 50% OF PROJECT TOTAL

same day
TURNAROUND
+ 75% OF PROJECT TOTAL

Missing content or delayed communication will delay your project.
If communication stops for 72 hours or more, the project may be paused or removed from the schedule. An inconvenience fee may apply to resume.

Turn around time does not include U.S. Holidays, Sundays or Saturdays.

POLICIES

Upon receipt of this document and payment via invoice, the client and taylored. design group agree to these terms:

Time Frame Standard turnaround time does not begin until all material is confirmed to be received. The client has a time frame for obtaining materials for the project, edit instructions in drafting process, and/or service requested. If all material needed for the project and/or design is not provided to taylored. design group 2 days following the initial date of the agreement the contract is subject to one or all of the following (unless client has provided a reasonable excuse, by which a taylored. design group Lead Team Member must have approved):

1. Project will be removed from current schedule. Standard turnaround time restarts from the time all material is confirmed to be received by the designer.
2. Project may be added back to the schedule with an inconvenience fee of \$50, and the project will not be added back to current schedule until payment is received..
3. If materials are not provided within 2 days, your project will be rescheduled according to current availability and timelines. The project may be pushed back to the next available opening in the schedule.

WEBSITE REVAMP Includes visual updates only. Layout, structure, and page design remain the same.

- color changes
- font updates
- photo replacements
- small copy swaps

If a project begins as a revamp and later requires structural changes, the project will be upgraded to a new site build and re-quoted accordingly. A new website is required when requests include:

- layout redesigns
- new pages or sections
- feature additions
- booking systems
- e-commerce setup
- significant reorganization of the site

POLICIES

Both parties understand that Client or **taylored. design group** may terminate the service at any time if, for any reason, the relationship is deemed unsatisfactory by either party. Upon written or verbal cancellation, Client is responsible for payment for all expenses incurred and any work done towards the completion of the project based on the percentage of the project completed that is determined by **taylored. design group**. Should Client cancel the project following its completion, Client is responsible for full payment as per the agreed-upon estimate plus all expenses incurred. In the event of cancellation, **taylored. design group** retains ownership of all copyrights and original work created. If you are not satisfied with your finished product, although refunds are not an option, we will be more than happy to help edit your project the better fit your taste. The amount of edits allowed for a situation like this will be left to the discretion of the team member OR 3 rounds of edits will be allotted.

All projects \$1,000 or less must be paid in full before any work starts. Projects over \$1,000 may request a payment arrangement. In this scenario, 70% of the full payment is due, and the remainder must be paid one week after the first payment was made. Websites will not be finalized or final proofs will not be sent until final payment is made.

Websites include: website design, (banners, buttons, etc) inputting products & product details once (additional charges may apply after one time), & website use overview (can be scheduled after website is complete.) Photo editing or mockup creation is not included.

There are absolutely NO Refunds --IMPORTANT-- ANY PERSON PURSUING TO GET A REFUND OR PROCEED WITH THE PROCESS OF OBTAINING A REFUND AFTER PAYMENT OR WHEN WORK HAS BEEN STARTED ON OR ISSUED OUT WILL HAVE THIS CONTRACT VOIDED AND ALL SERVICES ORIGINALLY APPLIED FOR WILL NOT BE OBLIGATED TO BE COMPLETED UNLESS OTHERWISE STATED BY THE COMPANY OWNER REQUEST. *** All items needed for all project must be provided no later than 30 days from the date of the initial order form. At any point in time if the client decides they no longer want the package they have purchased they are welcome to decline further services but no refund will be issued and the contract will be void, once the client has agreed to not continue services whether it be verbally or in writing.

POLICIES

Final designs are delivered in standard file formats suitable for printing or digital use. Source files (working files) remain the property of Taylored Design Group unless purchased separately.

Any work requested that falls outside of the original project description will require a revised quote and must be approved prior to production.

TAYLORED. Design Group is not responsible for errors that result from incorrect information provided by the client or mistakes made in printing if client approved finalized design. Please double check all spelling prior to printing.

Revisions are included during the design phase only.

Once a design has been approved and finalized, any further edits will be billed as an additional service.

If a design is uploaded to Canva at the client's request:

Uploading to Canva confirms the project is finalized.

From that point forward, the client is responsible for making text and layout changes directly in Canva.

If revisions are still requested after finalization or Canva upload:

A separate editing fee will apply and must be paid prior to edits being made.