



WHITE LABEL *Information*

All the details you need upfront so that we can have many successful and happy projects together in 2024

Hey Homeslice

I'M REALLY EXCITED TO BE MAKING SOME MAGIC WITH YOU AND YOUR AGENCY IN 2024

One thing I pride myself on is communication. When we work together, I want all parties (you, me, and the client) to know exactly what is going on at any given time. This includes who needs to supply what, what is expected of any given party, and (the conversation nobody likes to have) what everything is going to cost.

In this little info pack, I'd like to supply you with everything I can to insure a smooth-running project with as much clarity as possible.

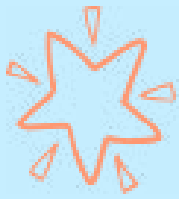
In the pages to come, you'll find my extra special white label discounted rates, my process breakdown, and a section for you to offer some clarity of what is expected of me, from your end.

To avoid multiple contract signings throughout the year, I also ask that you sign the final page of this document for a general project agreement. It's 100% digital, so it saves time AND trees.

Looking forward to rocking 2024 with you!

Waves of love,

Storm



2024 RATES

Top Packages

These packages are the local favourites, with rates freely available on my website. Our awesome partnership together gives you a 20% discount on my standard pricing, leaving room for you to either market these packages at the same rates I do or add an even better markup for yourself!

THE BASIC BITCH

A simple starting package to help your brand show up in the world

\$2160 USD

- Creative Clarity Call
- Brand Board
- Logo Design
- Logo Style Guide
- Website Content Guides
- 4 pages Website Design
(using Figma - a professional UX and UI design program)
- WordPress Development
- 1 x Contact Form
- Responsive and Mobile-friendly build
- Cookie Compliance
- Google Integration
- Website Training Session

GET IT, GRRRL!

Everything you need to show up with sass and style

\$4240 USD

- Creative Clarity Call
- Full Brand Strategy and Design Direction
- Logo Design
- Additional Logo Variations
- Logo Style Guide
- Website Content Guides
- 8 pages Website Design
(using Figma - a professional UX and UI design program)
- WordPress Development
- 3 x Contact Forms
- Lead Magnet/Opt In Form Setup
- Blog Functionality
- Responsive and Mobile-friendly build
- Cookie Compliance
- Google Integration
- Website Training Session

YAAASSS QUEEN!

The ultimate package for the badass that does it all

\$6080 USD

- Creative Clarity Call
- Full Brand Strategy and Design Direction
- Logo Design
- Additional Logo Variations
- Brand Pattern
- 10 x Custom Icons
- Brand Style Guide
- Lead Magnet Pdf Design (up to 10 pages)
- Social Media Launch Graphics
- Website Content Guides
- 12 pages Website Design (using Figma - a professional UX and UI design program)
- WordPress Development
- Unlimited Contact Forms
- Lead Magnet/Opt In Form Setup
- Blog Functionality
- Responsive and Mobile-friendly build
- Cookie Compliance
- Google Integration
- Website Training Session

NOTE!!!

Not included in these rates:

1. Domain registration and hosting are not services I offer, so these will need to be set up and paid for separately.
2. An [Elementor Pro](#) licence will be required if you wish to be able to edit, manage and maintain your website on your own. This costs approximately \$59 per year and we provide full training upon project completion. This license is not needed if you have selected one of my [care package options](#).
3. Should you wish to integrate email lists into your website (highly recommended) you will need to sign up to an email marketing platform, such as [GetResponse](#). This very often involves a monthly or yearly membership fee.

Logo and Branding Packages

Offer logo design to your clients with these helpful whitelabel packages, designed especially for you. Every logo design includes 2 revision rounds and final files are delivered in 5 different file types, including working files, so you and your client have the right format for any occasion.

BRAND STRATEGY & DESIGN DIRECTION

A full collection of core messaging, target audience analysis and design direction based on the psychology of your brand

\$650 USD

- Creative Clarity Call
- Brand Introduction
- Creative Messaging
- Target Audience Analysis
- Brand Messaging
- Brand Season
- Mood Board
- Color Palette
- Font Selection
(delivered with font files)

BRAND BADASS

Get a full logo suite, rooted deep in the psychology of your brand, you send the right messages from first sight

\$1250 USD

- Creative Clarity Call
- Full Brand Strategy and Design Direction
- Logo Design
- Additional Logo Variations
- Logo Style Guide

BRAND BASICS

The ultimate design direction for those who have a clear message already

\$750 USD

- Creative Clarity Call
- Brand Board
- Logo Design
- Logo Style Guide



ADDITIONAL DESIGN SERVICES

Please provide a full brief for an accurate quotation

- Lead Magnet Pdf
- Interactive Pdf
- Icon Design
- Brand Patterns
- Social Media Graphics
- Email Footers
- Custom Illustrations

Note: Brand color palette and fonts must be supplied for any of the above options.

Website Design and Development

While you can safely estimate additional website pages at an average cost of \$150 for design and \$150 for development, these base white label packages will give you a good ballpark figure of where everything will be once all the bells and whistles have been added. For additional functionality (such as online shops, courses, quizzes and custom searches) please contact me for a quotation.

LANDING PAGE

Design and development for a "single-page" website to drive an offer home.

\$900 USD

- Creative Clarity Call
- Website Content Guides
- Main "Home" Page
- Lead Magnet/Opt In Form Setup
- Thank You Page
- Responsive and Mobile-friendly build
- Cookie Compliance
- Google Integration

FAB FOUNDATION

A basic website for getting started in the online world

\$1410 USD

- Creative Clarity Call
- Website Content Guides
- 4 pages Website Design
(using Figma - a professional UX and UI design program)
- WordPress Development
- 1 x Contact Form
- Responsive and Mobile-friendly build
- Cookie Compliance
- Google Integration
- Website Training Session

BADASS BLOGGER

The perfect start to a personal blog that gets attention

\$1890 USD

- Creative Clarity Call
- Website Content Guides
- 3 pages Website Design
(using Figma - a professional UX and UI design program)
- WordPress Development
- Blog Functionality
- Responsive and Mobile-friendly build
- Cookie Compliance
- Google Integration
- Website Training Session

NOTE!!!

Not included in these rates:

1. Domain registration and hosting are not services I offer, so these will need to be set up and paid for separately.
2. An [Elementor Pro](#) licence will be required if you wish to be able to edit, manage and maintain your website on your own. This costs approximately \$59 per year and we provide full training upon project completion. This license is not needed if you have selected one of my [care package options](#).
3. Should you wish to integrate email lists into your website (highly recommended) you will need to sign up to an email marketing platform, such as [GetResponse](#). This very often involves a monthly or yearly membership fee.



PROJECT TIMELINE

This is a rough timeline for full branding and website projects that will help give you a good idea of when your project will be done.

PLEASE NOTE: DATES ARE SUBJECT TO CHANGE BASED ON PROJECT SIZE, FEEDBACK TIME AND REVISIONS NEEDED

DAY 1

CREATIVE CLARITY

A 2-hour deep-dive Zoom date to find the crux of your brand's magic and go through your website structure.

DAY 2

CONTENT GUIDES

Today, you get some nifty content guides to help you prepare your website content while I start your strategy.

DAY 3

SNEAK PEAK

Today, you find out your brand season! I'll send you a sneak peek on your Trello Board.

DAY 7

BRANDING

One week in and it's time to reveal your brand strategy and design direction.

**please note that additional days may be needed for any edits to your branding*

DAY 8

LOGO DESIGN BEGINS!

We use your all new messaging and brand psychology to design at least 2 sexy logo concepts to choose from.

DAY 10

CONCEPT REVEAL

Voila! Your concepts are revealed and you get to choose the logo (or elements of both) that you like best.

DAY 11-13

LOGO REFINEMENT

We clean up the logo design and make sure it's world-ready for you to release into the wild!

DAY 14

FINAL LOGO DELIVERY

We wrap your logo into all the files you need, complete with a usage guide so you can start throwing it around all over the

**please note that additional days may be needed for any edits to your logo*



DAY 15

CONTENT DEADLINE

You've had two weeks... now it's time to put the digital pencils down and hand over your website content.

**the next phase can't start without this!*

DAY 17

GLOBAL WEB DESIGN

You'll get at least two different design options to choose from to take the rest of your design in the right direction.

DAY 18

1ST FULL PAGE!

Whoohoo! You get to see your first fully-designed website page today! We'll need all your feedback within 48 hours.

DAY 19-29

MORE DESIGN

We'll drop 1 new page design every day for your feedback. More pages will need more time - less pages, less days.

DAY 30

FINAL APPROVAL

We touch base and run through your whole design together, making sure we haven't missed a thing!

DAY 31-41

DEVELOPMENT

Now, we start building this badboy! Built on a private domain, you'll get a viewing link to see the action unfold.

DAY 42

USER TESTING

Running through the entire site to make sure everything works as it should and your website is ready for the world!

DAY 43

MIGRATION

With final approval (and payment), it's time to release the beast! We move everything over to your domain today...

DAY 44

GOOGLE INTEGRATION

Hooking you up so you and Google can be besties.

**I will never guarantee a #1 spot on Google, but I'll do my best to give you a fighting chance.*

DAY 45

TRAINING SESSION

Crack the champagne! You get full training and working files so that you have 100% control going forward.

GENERAL AGREEMENT

TERMS AND CONDITIONS

1. 'Storm Steen Digital' is Wild Woman Digital trading as Storm Steen.
2. 'The Client' is the party making a booking for design related services from Storm Steen Digital.
3. 'An Order' is the request for services from Storm Steen Digital.
4. 'The project' is a term used to describe service from Storm Steen Digital.

The terms and conditions apply to all dealings between The Client and Storm Steen Digital. By placing an order with Storm Steen Digital, you as a Client are forming a legally binding contract for services and you agree to the following terms & conditions.

QUOTATIONS

- All quotes are valid for 7 days only.
- All prices are in US Dollars.
- Any additional work outside the terms of the quote will be charged at an hourly rate of \$90 per/hour.
- Storm Steen Digital, is not responsible for increases in materials by third party services (eg printers, packaging suppliers, web developers) where the increases are beyond our control.

PAYMENTS

- A 50% non-refundable booking deposit is required before starting any design project over \$800.
- All design projects under \$800 require to be paid in full upfront.
- Payments are to be made either by bank deposit transfer or PayPal.
- All invoice terms are 5 business days from the date of the invoice.
- Accounts which are not paid on time will incur a late administration fee of 10% per week.
- Accounts not paid within 30 days will be handed over.
- Final files will not be handed over until the invoice has been paid in full.
- All work not completed within a 2 month period due to client delays will be invoiced regardless.
- Payment is required for any artwork or drafts, that have been terminated on your request at any stage of development, prior to completion. Invoice will be issued as 'work to date'.
- If debt collection is required for unpaid invoices, The Client is responsible for any costs incurred (fees/commissions payable to the debt collectors).

CANCELLATION

- The Client may cancel this Agreement for any reason by providing a minimum of 10 days written notice to Company, any deposit paid prior to cancellation will be non-refundable.
- Storm Steen Digital may cancel this Agreement at any time for any reason by providing written notice to The Client. In the event that Storm Steen Digital cancels this Agreement, Storm Steen Digital will provide any artwork completed and paid for to date.

NO GUARANTEES

- Storm Steen Digital cannot guarantee the outcome of design services and the client's comments about the outcome are expressions of opinion only.
- The Client acknowledges that Storm Steen Digital cannot guarantee any results for design as outcomes are based on subjective factors that cannot be controlled by Storm Steen Digital.

COMMUNUCATION

- Storm Steen Digital is an online business therefore the majority of our communication is made via email and project management boards (on Trello), this helps us keep track of specific design requirements & any changes required.
- If you would like to chat with us on video call via Zoom we are happy to do so, however we ask that you please email us and make an appointment for a time to chat.

COPYRIGHT

- The Client assumes full copyright and reproduction rights upon full payment of a completed project.

TURNAROUND TIMES

- Storm Steen Digital will make every effort to meet deadlines. All quoted turnaround times are approximate. Storm Steen Digital will not be held responsible or liable for any costs resulting from late artwork or feedback.

APPROVAL

- Approval is required for all projects, via email prior to work being released.
- Whilst all care is taken by Storm Steen Digital, Storm Steen Digital is not responsible for any spelling, grammatical, numerical errors or omissions after final approval. Even if these errors are from Storm Steen Digital, it is the Client's responsibility to proof read and check thoroughly their projects to identify any errors prior to approval.
- Each design service stated on the invoice is allocated up to 2 (two) inclusive revision rounds. Once the design is signed off by the client, any additional changes will be charged accordingly. A revision is a minor alteration. A revision request narrows down the scope for future revisions to those changes and treats everything else that has not been requested to revise as agreed upon. Any additional requests that are outside this scope are considered changes in direction and are subject to additional charges.

IF THERE'S A SPAT, WE DO IT IN AFRICA - LIKE REAL WARRIORS!

This Agreement shall be governed by the laws of the jurisdiction South Africa and the parties agree to submit disputes arising out of or in connection with this Agreement to the non-exclusive of the courts in the Territory.

(P.S: The USD \$ is strong here, so we can both afford good lawyers AND you can go on a safari!)

I, _____ (“Client”) agree to
the above mentioned terms and conditions.

Signed:

Date:



Now is your chance

**I'D LOVE TO KNOW MORE ABOUT
WHAT YOU EXPECT OF ME IN 2024...**

Write me a love letter or leave any questions here: