

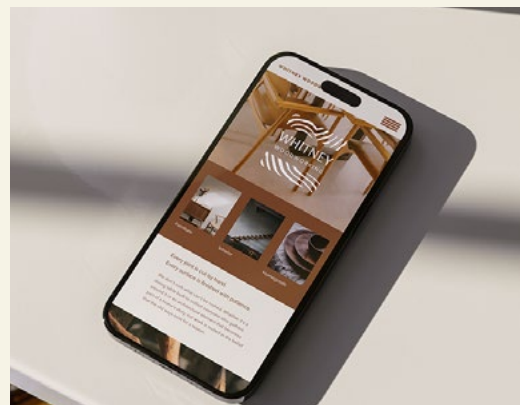
2026 SERVICES GUIDE

DIONNE DESIGN STUDIO

BRAND AND DIGITAL
STRATEGY FOR INDEPENDENT
BUSINESSES READY FOR
THEIR NEXT STAGE.

BRAND IDENTITY | WEBSITE STRATEGY + DESIGN | DIGITAL MARKETING STRATEGY

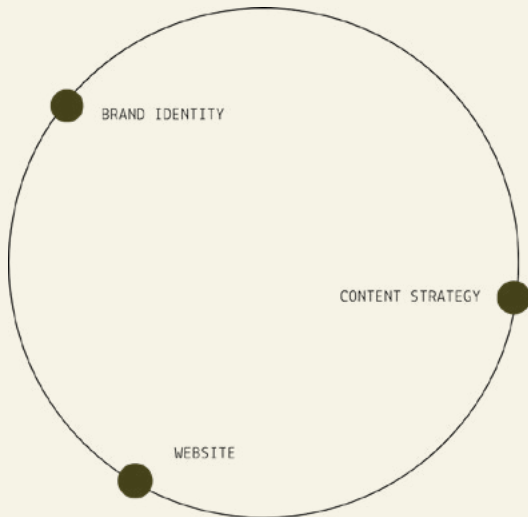
Dionne Design Studio works with growth-stage independent business owners who are ready for their brand, website, and digital presence to reflect the quality of the work they do.



As your strategic partner, we bring 20 years of design expertise and over a decade of experience guiding independent business owners through exactly this kind of growth. We look at the whole picture, identify what's holding you back, and build a brand and digital presence ready for your next stage.

HOW WE WORK

OUR APPROACH

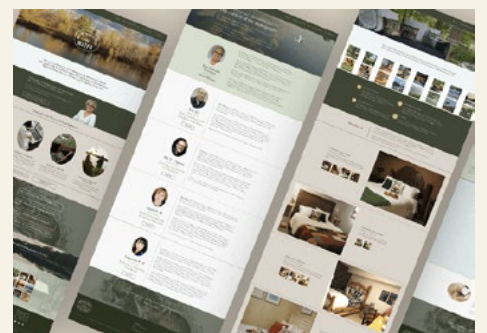
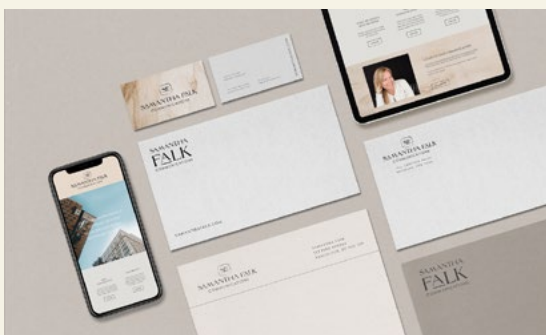


A DIGITAL ECOSYSTEM

We see your brand, website, social media, and marketing materials all work together as one connected ecosystem, and when a piece falls out of step, the whole system feels it. We look at your business as a whole, making sure every element is in conversation with every other one, so your brand operates as a single, cohesive presence.

DESIGN STYLE

We favor design that's understated and confident: clean, intentional, and built to last. Nothing about our work feels rushed or trend-chasing. Every typeface, color, and layout decision is made with care, so the final result feels professional but still human.



FROM INQUIRY TO LAUNCH

PROJECT PROCESS

01. INQUIRY + DISCOVERY CALL

Every project starts with a conversation. After you submit an inquiry form, we will schedule a 30-minute video call to get a clear picture of your business, your goals, and what you're hoping to accomplish.

02. PROPOSAL + AGREEMENT

Based on our conversation, we will prepare a proposal outlining the scope of work, timeline, and investment. Once you've reviewed it and are ready to move forward, we will send a project agreement and deposit invoice to hold your spot on the schedule.



03. BRAND + WEBSITE AUDIT

Before any design work begins, we take a thorough look at your existing brand, website, messaging, and digital presence. The goal is to understand what's working, what needs attention, and what the project needs to accomplish.

We will walk you through the audit findings and present the strategic direction for your project. This is a collaborative conversation. We want to make sure we're aligned before design begins.

04. BRAND DESIGN

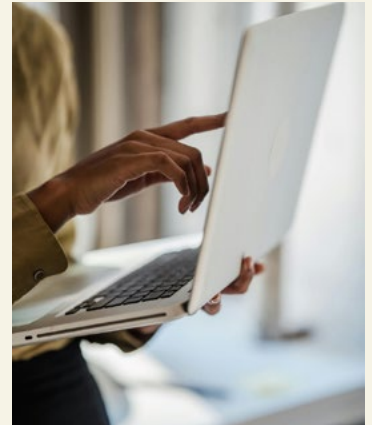
With strategy confirmed, we move into brand design. This phase covers logo development, color palette, typography selection, and the visual system that will carry across all of your brand touchpoints. We will present initial concepts and refine them through a structured feedback process. Once the brand is approved, you will receive your complete brand files, ready to use, while we move into the website phase.



05. WEBSITE DESIGN + BUILD

Before the website build begins, we will work with you to gather and finalize the content for your site: page copy, photography, and any other assets required. We will guide you through exactly what's needed and how to prepare it. Photography art direction support is available as add-on services if needed.

With your brand in place and content ready, we design and build your site. Every decision is made with your ideal client in mind, and accessibility, mobile optimization, and SEO are built in from the start, not added as an afterthought.

**06. REVIEW + REVISIONS**

You'll review the work at key stages and share feedback. The timeline includes a structured revision process to make sure the final result is exactly what your business needs.

07. MARKETING STRATEGY DEVELOPMENT

With your brand and website in place, we develop your marketing content strategy. You will leave this phase with a clear, manageable plan for keeping your brand presence active and consistent.

**08. TRAINING + DOCUMENTATION + LAUNCH**

Before we hand anything over, we will walk you through your new brand, website, and marketing plan on a video call, covering how to use your brand assets, how to edit and update your site, and how to use your marketing strategy. Written documentation is included so you have a reference after the project wraps.

Once everything is approved and final payment is received, your new brand and website go live. We will transfer all files and access and make sure you have everything you need to move forward.

CORE ENGAGEMENT

DIGITAL
TRANSFORMATION

YOUR BRAND, YOUR WEBSITE, AND THE
WAY YOU TALK ABOUT YOUR BUSINESS
AREN'T SEPARATE PROJECTS.

THEY'RE ONE SYSTEM, AND WHEN ONE
PIECE IS OUT OF STEP, THE REST HAS
TO WORK HARDER TO MAKE UP FOR IT.

That's why our primary offering is the Digital
Transformation: a single engagement that brings
your brand identity, website, and marketing content
strategy into alignment from the start. We build each
piece with the others already in mind, so nothing
needs to be reworked later to catch up.

Includes the Brand + Digital Strategy Audit as the
project's kickoff phase.

BRAND IDENTITY

- Discovery and brand strategy session
- Logo suite (primary, secondary, and submark)
- Color palette with usage guidelines
- Typography system
- Brand pattern or texture (where appropriate)
- Brand guidelines document covering all of the above
- Supporting brand assets (social media templates, email header, business card design)

WEB STRATEGY + DESIGN

- Website strategy and messaging session
- Site map and content structure
- Copy editing and SEO optimization
- Custom website design
- Mobile optimization
- Website build on Squarespace
- Contact forms and inquiry flow setup
- Testing across devices and browsers
- Training session for independent site management post-launch

DIGITAL MARKETING STRATEGY

- Content audit (review of current content and channels to identify gaps and opportunities)
- Digital marketing strategy (blog, email marketing, social media)
- Social media strategy development
- Platform-specific strategy recommendations
- Social media template design
- Content batching, content calendar template, and workflow recommendations
- AI system recommendations

Investment:
starting at \$8,000

Timeline:
10-14 weeks

STAND ALONE SERVICES

We also offer brand identity design, website design, and marketing content strategy on their own. Because each of these builds on the one before it, we take on standalone work only when the foundation is already solid. A new website, for example, needs a brand identity that's current and intentional to build on, whether we designed it or not.

During your discovery call, we'll take a quick look at what you already have in place. If your foundation supports the piece you're asking for, we'll move forward with that scope. If we find gaps that would limit the result, we'll talk through the best path forward together, and you decide how to proceed.

BRAND IDENTITY DESIGN

Logo suite, brand colors, typography, brand guideline document.

Available to any client; this is the foundation everything else builds on.

Investment:
starting at \$4,500

Timeline:
4-6 weeks

WEBSITE DESIGN

Web strategy, content collection support, design and build, mobile optimization.

Available when a current, solid brand identity is already in place.

Investment:
starting at \$5,000

Timeline:
6-8 weeks

MARKETING CONTENT STRATEGY

Social media framework, content planning, messaging guidance for ongoing use.

Available when brand identity and website are both in place.

Investment:
starting at \$2,800

Timeline:
2-4 weeks

ONGOING STRATEGY RETAINER

Social media management and content execution, email marketing, monthly strategy check-ins.

Available to clients who have completed a Digital Transformation (or have an equivalent foundation already in place).

Investment:
\$800-\$2,500/month

Minimum
commitment:
3 months

WORKING TOGETHER

POLICIES

The following outlines what to expect when you work with us, from how we collaborate day-to-day, to the policies that guide each project.

WHAT WE NEED FROM YOU

Brand and digital strategy are deeply collaborative. The quality of the work depends on both sides showing up fully. Here is what that looks like in practice:

- Your time and attention. You will be asked for input, feedback, and decisions at key points throughout the project. Delays in feedback delay the project. We will always be clear about what we need from you and when.
- Your knowledge. Nobody knows your business, your clients, and your industry like you do. We will ask a lot of questions. The more honest and specific your answers, the stronger the work.
- Your content. For website projects, you will provide text, images, logos, and any other content prior to the build phase. If you do not have everything you need, we can discuss additional support for photography direction, stock image selection, or copy writing at an additional cost.

COMMUNICATION

We respond to emails and messages within one to two business days. If a question needs more time or research, we will let you know, rather than leave you waiting.

We ask the same of you: please reply to emails, feedback requests, and approval requests within three to five business days. If you need more time, just let us know. Projects move at the pace of communication, so timely replies on both sides keep things on schedule.

PLATFORMS WE WORK WITH

For new website projects, we recommend Squarespace. It is intuitive, professionally designed, and easy for business owners to manage independently after launch. For clients who have an established WordPress or Wix presence, we are experienced in both platforms and happy to work within what you already have.

HOW WE USE AI

We use AI tools to support brainstorming and certain content tasks, including drafting starting points and organizing research. We do not use AI for design work. Every design decision, from concept through final execution, is made by hand and grounded in your brand strategy and our design judgment.

FEEDBACK AND CRITIQUE

We ask that feedback on your designs come directly from you, not from an AI tool. AI critique tools cannot see the strategy, conversations, and decisions behind each choice, so feedback generated this way often misses the context that makes a design work for your specific business. If something isn't landing for you, tell us directly and in your own words. That's how we get to the real concern and the right fix.

PAYMENT TERMS

A 50% deposit is due at the time of contract signing to secure a spot on our schedule. Final payments must be received in full within 60 days of project completion. If you would prefer a payment plan, please let us know before the project start and we can set one up.

REVISIONS

Each project includes two rounds of revisions within the agreed scope. Additional rounds beyond that are billed at \$75 per hour.

SCOPE CHANGES

Requests that fall outside the agreed project scope, such as additional pages, new deliverables, or expanded features, are reviewed and quoted separately before any work begins. We'll let you know the added cost and timeline impact, and move forward only once you've approved it in writing.

CANCELLATION

The deposit secures your project date and is non-refundable. It covers the time and resources committed to your project from the start.

FILE AND ASSET OWNERSHIP

We retain the working and source files for every project. Upon final payment, you receive full ownership of your finished brand assets and website for your business use. We reserve the right to display completed work in our portfolio and share it on social media.

POST-LAUNCH SUPPORT

We offer three months of support following the launch, to answer questions, troubleshoot issues, and make small adjustments as you settle into your new brand and website. Requests outside that scope are quoted separately. After the three-month period, ongoing support is available on an hourly basis at our standard rate.

LET'S WORK TOGETHER!

Your business has grown. It might be time for your brand and digital presence to grow with it. If you are ready to bring your identity, your website, and your marketing into one clear, working system, we would love to talk.

Reach out at Sarah via email or fill out the inquiry form at dionnedesignstudio.com to schedule a discovery call.

We are looking forward to seeing what we build together!



A stylized, handwritten signature of Sarah Sullivan in black ink.

Sarah Sullivan

Founder + Design Strategist, Dionne Design Studio

sarah@dionnedesign.com | (857) 389-2340 | dionnedesignstudio.com

"Sarah created a beautiful, professional website that perfectly captures my brand. Working with her was an absolute pleasure—she listened carefully to my vision, addressed every concern, and offered creative solutions that elevated the final result. I highly recommend her services and am grateful for the wonderful collaboration."

Aisha Ferguson, SHRM-SCP
Ferguson Digital Solutions



"Sarah took the time to listen to my vision and needs and then executed in a timely manner with accuracy. If it hadn't been for Sarah and her expansive knowledge around design and marketing, my project would not have been as successful."

Rachel Cossar, CEO
Choreography for Business

