



WHITE STONE ATELIER

SERVICE MENU

The ultimate guide to how you + I am
going to craft some meaningful design
experiences together.

WWW.WHITESTONEATELIER.COM



WELCOME, WELCOME

I'm Lee Longmore, founder of White Stone Atelier

White Stone Atelier is a boutique Branding and Website Design Studio, based in the sunny Cape Town, South Africa. White Stone is known for its distinctively simple and clean design style inspired by strong typography, natural elements and a nod to the bond of beauty and function (I'll never create something just 'pretty' for you, it will be well thought out and have purpose behind it!). The studio crafts beautiful, meaningful designs for clients in both locally and internationally and for businesses of all shapes and sizes.

Once we begin a project, White Stone takes great care in ensuring your business reaches its full potential and maximum exposure with thoughtful and intentional design. I create designs that are contemporary, sophisticated and that reflect your business message

and values.

At the start up stage or even after being established for years, invest in new design can be stressful and a very busy time while you are still working hard on your business, so I make sure to keep the process as simple and streamlined as possible. I put in the hours so that you can focus on what you do best, and the result is a happy client (YOU!), a beautiful complete design and an engaged target audience ready to try/buy/contact you.

This guide will give you every ounce of information you need in order to decide if you want to work with me (which, by the way, would be amazing!) and enable you to determine if we will be the perfect fit! If you have any questions, please don't hesitate to ask.

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Intentional and strategic design is always distinctive. It's about visually representing what makes your business brilliant and unique.

HOW TO GET IN TOUCH WITH ME?

Like any good relationship, let's grow roots deep into solid communication.

I hold studio hours Monday through Friday from 9 a.m. until 5 p.m. SAST. The bulk of what I'm doing for you will be done on Tuesdays each week during our time together: I batch my workdays, and claim Tuesdays as my client-work day (read: I may look hot-mess express in gym clothes for 14 hours at my desk, but I knock it all out so I can run the

business, create products, and talk to you on calls the other days!)

I check in with all my clients on Tuesdays, so you'll hear from me about your status on

Tuesdays if we don't speak before then. During your project, we'll use EMAIL to communicate. This helps me keep all the details about your project in one place!

Please message me via EMAIL whenever you have a question— I want to make SURE all your questions get answered.

If you'd like to chat via Skype or phone, just let me know and we'll get you the link to hop on a Thursday chat session with a time that works for you and your busy schedule.

Exceptions can always be made, but batching and scheduling calls keeps my design flow from being interrupted and allows me to serve my clients as best as I can.

SOCIAL HANDLES & GET IN TOUCH HERE



@WHITE.STONE.ATELIER



@WHITE.STONE.ATELIER



@WHITESTONEATELIER



WHITESTONEATELIER@GMAIL.COM



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WHAT PEOPLE SAY

"Lee presented thoughtful and on-point design options at every stage on my branding journey, all the while allowing me to choose the direction of the process, under her careful guidance. Her initial proposals for the brand Stylescape and logo consisted of three separate and totally unique concepts, rather than multiple versions of the same design. Even the ones that weren't chosen were equally as impressive as the final selection. The amount of effort Lee put into every presentation reflects both the skill and passion she has for her craft. She even went as far as hand scripting my "signature" logo when we weren't satisfied with any of the (thousands of) available fonts!

Lee has the innate ability to use balance, proportion and colours to attract the viewer's eye which is apparent in the incredibly refined website she developed for me. Lee resolves potential issues with creative solutions. Her communication is clear and concise; and feedback and follow ups are always timeous. Her ability to bring her client's vision to life, to exacting standards and on a tight deadline, is phenomenal.

She has taken my brand to a whole new level, with intention and focus on my ideal client. The value she has added is immeasurable. White Stone Atelier is definitely my design studio of choice. Thank you for everything Lee!

Kari Duveen, IKIRA Luxurious Exteriors

What an amazing experience! Lee created our company's website and from start to finish, she was an absolute dream to work with. She starts with a discovery questionnaire to understand the vision for your project. She is extremely efficient and responds very quickly to emails. She makes sure you are 100% satisfied (although there were hardly any revisions!!). Seriously, if you are looking for a web designer, look no further than Lee for your project!! "

Westcoast Power Solutions Team

"Choosing Lee to re-design my website was the best decision ever! Since my website has been finished, I've had more website enquiries than before! People have been emailing me because they love my website and feel like they know me before we even work together! I highly recommend Lee and her high standard in design to make your website perfect for you! So, if you need someone to redo your website & create an awesome user experience for an affordable rate? Lee is your girl!"

Devin Swanson, The Dev Magic

"Lee was such a pleasure to work. Her process to get my website up and running is so thoughtful, and I feel like she wants my business to succeed and my website to be a success! She is quick to respond and very thorough. I am very happy with how my website turned out.

Claire Schric, Live Entertainment

"I can't begin to express my gratitude. Lee made my website absolutely perfect. Everybody comments all the time on what an awesome website I have! Lee takes the extra time to make sure you understand what she's doing for you, which was huge for someone like myself (someone that doesn't know a thing about website stuff!). Take comfort in knowing, working with Lee is like having a friend who has your back. Thanks for going above & beyond for me, Lee!!"

Liesel Marshall-Booyesen, SEED - Early Childhood Development Centre

— BRAND STARTER PACK —

Perfect for when you are ready to say goodbye to your DIY looking brand that doesn't "feel" like you anymore and you are ready to create a powerful and professional brand that irresistibly draws your dream clients to you.

WHAT YOU GET:

- 30 min Brand Consultation
- Brand Board + Colour Palette + Fonts
- Logo Design + Variation + Icon

OUTLINE:

- I will supply you with a brand questionnaire
- We will have a 30 mins brand strategy session
- I will supply you with a brand board draft
- I will supply you with 2 revisions
- Note that the images are for mockup only and will not be supplied
- I will supply you with 3 logo concepts
- I will supply you with 3 revisions
- I will supply you with 1 primary logo, 1 secondary logo + 1 icon
- You will receive the final artwork in .jpg, .ai, .png formats
- I will also supply you with a colour palette + fonts used

Leadtime: ± 3-week Pay in full: \$600 Payment plan: 2 x \$300

The 1st payment is due at the start of the project, the 2nd one is due at the start of the logo design.
I can create a custom package based on your specific requirements - just ask!
This cost excludes purchasing of a .co.za domain name, stock images, especially purchased fonts and/or web licensed fonts.
My turnaround time to supply any design revisions is 3 working days during office hours.
I also offer custom-designed aligned sales pages and social media artwork.
An illustrative logo or any purchased fonts or textures/patterns used in the branding from Creative Market will be an add-on cost.
I don't offer refunds. Any projects that are put on hold by the client for a period longer than 3 months will be cancelled.
I offer a rush fee of 50% surcharge on the cost for any project that requires a faster turnaround than outlined above.
This price is valid until March 2021.





WEBSITE PACKAGE

Have your amazing brand ready? Let's build your dream website to launch your business so you can start wooing your ideal client!

- Website Clarity Questionnaire
- Skype Strategy Call
- 100% custom web design (never template!)
- Coming Soon page
- Fully responsive optimised website
- General SEO optimisation
- Advice on how to best present your copy
- General graphic design related services
- Editor X CMS development
- Assistance in finding/advising on (stock) photos
- Data base integrations
- Custom domain or transfer if you already have one
- 4 Page Website Design (pages all under 2500 words)
- First year domain and hosting fees included
- Integration of Newsletter & Google Analytics
- Integration of Social Media / sharing services
- Up to three revisions per page
- Tutorial videos on how to update your website
- Launch promo announcement over social media platforms
- Two weeks free support after handover

Lead time: ±6-8 weeks Pay in full: \$3500 Payment plan: 2 x \$1750

The 1st payment upon signing and to reserve your spot, the 2nd payment is due at the start of the website design.
The 4 pages usually consist of a home page, about page, work with me page and a podcast/resources/glob. page (this excludes shop/cart or sales pages)
I am able to create a custom package with additional pages or a shopping cart or based on your specific requirements - just ask!
This cost excludes purchasing of a .co.za domain name, stock images, especially purchased fonts and/or web licensed fonts.
My turnaround time to supply any design revisions is ±3 working days during office hours
I also offer custom-designed aligned sales pages and social media artwork
An illustrative logo or any purchased fonts or textures/patterns used in the branding from Creative Market will be an add-on cost
I don't offer refunds. Any projects that are put on hold by the client for a period longer than 3 months will be cancelled.
I offer a rush fee of 50% surcharge on the cost for any project that requires a faster turnaround than outlined above.
This price is valid until March 2021

FULL EXECUTIVE PACKAGE

Perfect for leaders with clear intention on taking their brand to the ultra next level of success. This all-in-one bundle is exactly what you need!

- Brand Clarity Questionnaire + Pinterest Board Collaboration
- Skype Strategy Call
- Brand Vision Board
- Logo Concepts
- Final brand package comprises of:
 - Primary Logo Design
 - Secondary Logo Design
 - Icon Design
 - Colour Palette with hex codes
 - All fonts used
 - Final files for Print & Web
 - Brand Style Guide
- Website Clarity Questionnaire
- Skype Strategy Call
- 100% custom web design (never template!)
- Coming Soon page
- Fully responsive optimised website
- General SEO optimisation
- Advice on how to best present your copy
- General graphic design related services
- Editor X CMS development
- Assistance in finding/advising on (stock) photos
- Data base integrations
- Custom domain or transfer if you already have one
- 4 Page Website Design (pages all under 2500 words)
- First year domain and hosting fees included
- Integration of Newsletter & Google Analytics
- Integration of Social Media / sharing services
- Up to three revisions per page
- Tutorial videos on how to update your website
- Launch promo announcement over social media platforms
- Two weeks free support after handover

Leadtime: ±8-12 weeks Pay in full: \$4900 Payment plan: 2 x \$2450

The 1st payment is due at the start of the project, the 2nd one is due at the start of the logo design.

The 4 pages usually consist of a home page, about page, work with me page and a podcast/resources/glob page (this excludes shop/cart or sales pages).

I can create a custom package with additional pages or a shopping cart or based on your specific requirements - just ask!

This cost excludes purchasing of a .co.za domain name, stock images, especially purchased fonts and/or web licensed fonts.

My turnaround time to supply any design revisions is ±3 working days during office hours.

I also offer custom-designed aligned sales pages and social media artwork.

An illustrative logo or any purchased fonts or textures/patterns used in the branding from Creative Market will be an add-on cost.

I don't offer refunds. Any projects that are put on hold by the client for a period longer than 3 months will be cancelled.

I offer a rush fee of 50% surcharge on the cost for any project that requires a faster turnaround than outlined above.

This price is valid until March 2021.



KEEN TO START A CONVERSATION?

Please get in touch with me at WhiteStoneAtelier@gmail.com