

OVERVIEW

PROPOSAL

IT IS DESIGN, TECHNOLOGY
AND EMPATHY THAT WILL
IMPROVE THE WORLD.

WHAT I DO

I'M IN THE BUSINESS OF CREATING VALUE—NOT JUST TO MAKE BEAUTIFUL BRANDS. I PARTNER WITH BUSINESSES LOOKING TO INCREASE THEIR REVENUE, EXPAND BRAND AWARENESS AND GROW CUSTOMER LOYALTY. I DELIVER ON THESE OBJECTIVES THROUGH VARIOUS CREATIVE ACTIONS.

STRATEGY

Discovery & Research
User Experience
Brand Strategy & Architecture
Positioning
Content Strategy
Marketing Strategy & Campaigns

BRANDING & DESIGN

Brand Development & Rebranding
Logo & ID Systems
Brand Style Guides
Messaging
Collateral, Print & Packaging
Environmental Design
Iconography

DIGITAL DEVELOPMENT

Website Design & Development
UI/UX
Information Architecture
Wireframes
Prototyping
Custom Content Management Systems

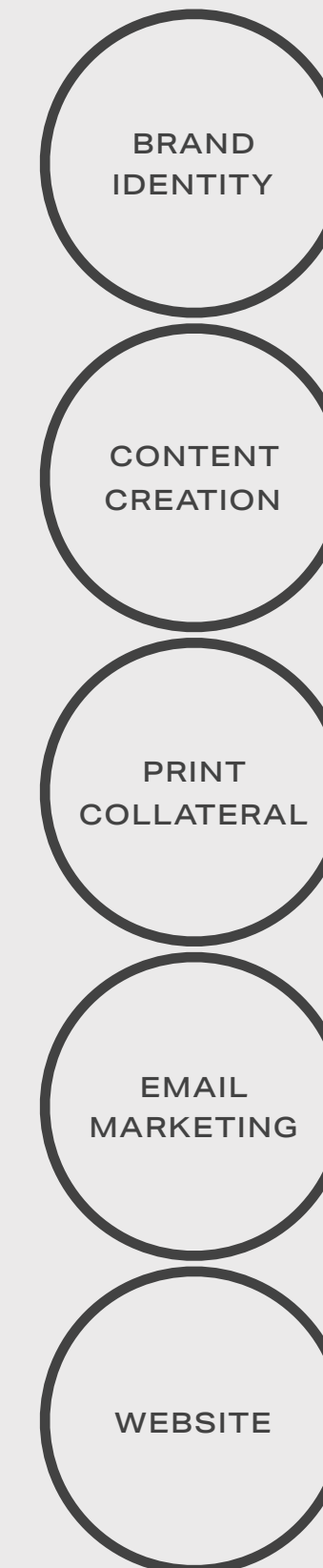
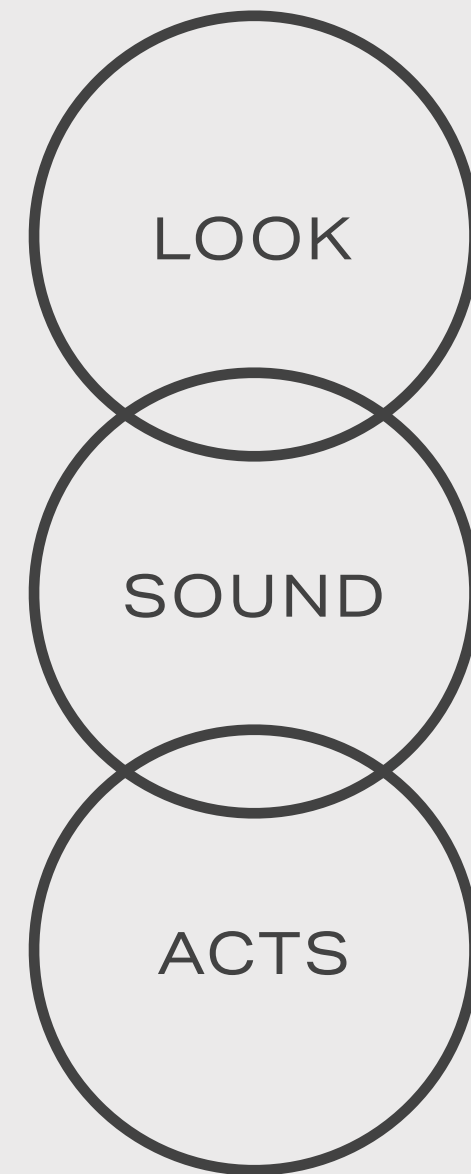
CONTENT PRODUCTION

Copywriting
Storyboarding
Illustration

MY PROCESS GATHERS EXISTING PROGRAMS
AND INITIATIVES, STAKEHOLDER INPUT,
CUSTOMER RESEARCH, AND INDUSTRY TRENDS
INTO A HIGHLY ENGAGING AND INTERACTIVE
MEETING.

I RUN COLLABORATIVE WORK SESSIONS TO GAIN A DEEP UNDERSTANDING OF YOUR BRAND. THIS APPROACH ACCELERATES THE STRATEGIC PROCESS IN GENERAL, AND BUILDS CONSENSUS THROUGHOUT THE ENTIRE ENGAGEMENT.

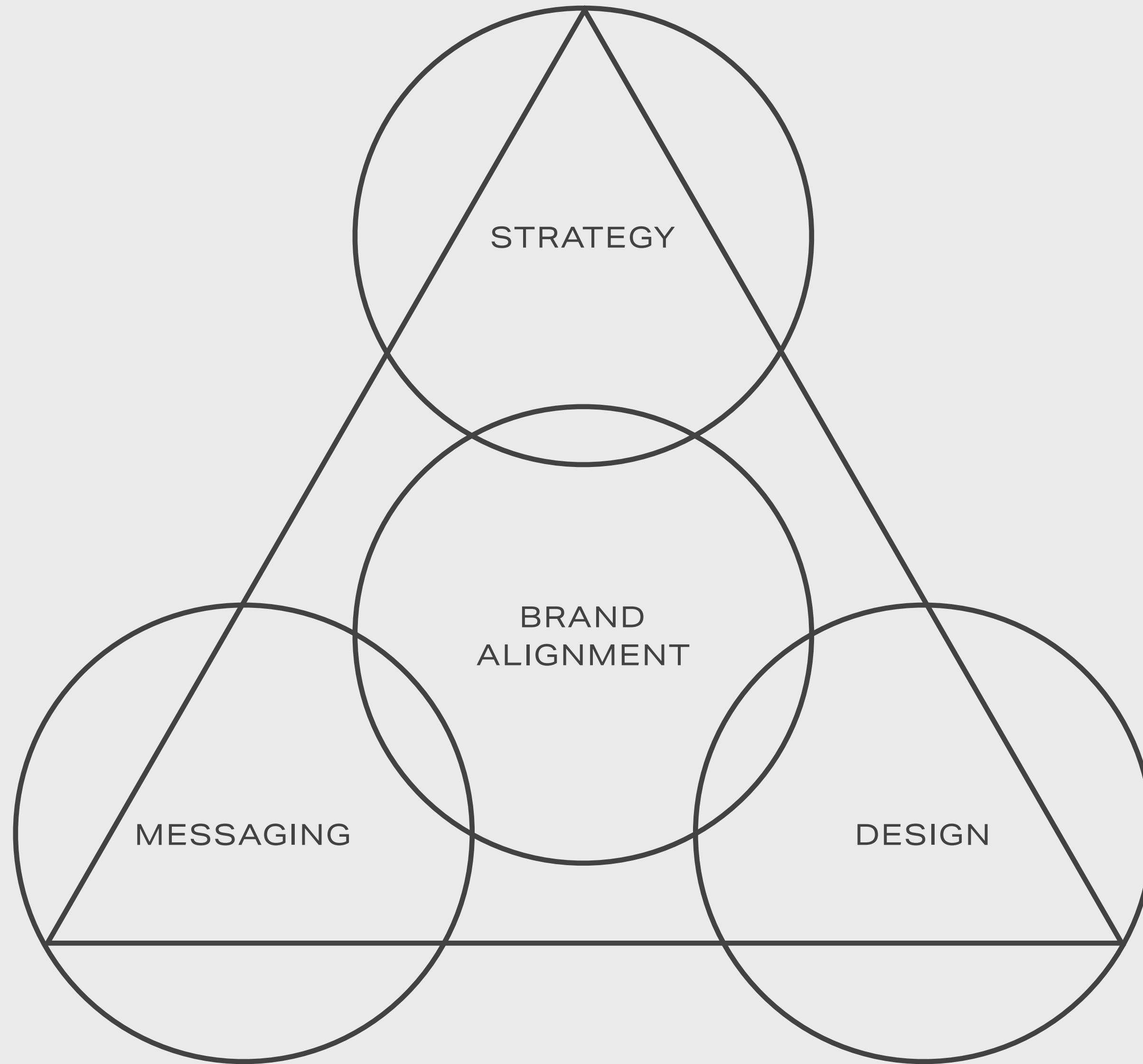
TOGETHER, USING A FAST PACED, USER CENTRIC,
AND FACILITATED FRAME WORK, WE DEFINE AND
PRIORITIZE USER NEEDS, CREATE DESIRED USER
JOURNEYS, DEFINE THE BRAND, SURFACE
ACTIONABLE INSIGHTS, MAKE STRATEGIC
RECOMMENDATIONS AND PRODUCE TANGIBLE
RESULTS THAT CAN BE DEPLOYED IN YOUR
ORGANIZATION.



USER NEEDS & PAIN POINTS
SURFACE INSIGHTS
DEVELOP STRATEGY
PRIORITIZE GOALS
OVERALL CLARITY

DEVELOP BRAND PERSONALITY

APPLY TO ALL CUSTOMER TOUCH POINTS



SERVICES & RATES

STRATEGY \$8K

BRAND IDENTITY DESIGN \$10K - \$40K

MESSAGING/COPYWRITING \$5K

POWERPOINT/KEYNOTE \$5K

WEB DESIGN/DEVELOPMENT \$15K - \$150K

PHOTO/VIDEO PRODUCTION \$15K - \$250K

SIGNAGE VARIABLE

HOURLY \$250/HOUR

THANK YOU

A stylized, handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

THOMAS LEONARD
FOUNDER, CREATIVE DIRECTOR

STUDIORIVISION.COM