

# flyart!

CREATIVE BRANDING & STRATEGY





NOTEWORTHY CLIENTS



## THANK YOU

FOR CHOOSING ME TO TRANSFORM YOUR BRAND!

I have structured this proposal to deliver your branding and design needs, and introduce you to the additional creative services I provide.

Our work together is an open conversation! If you have any questions about the details of the services listed in this proposal, feel free to ask me directly. I look forward to hearing from you!

Creatively,

Sean Hopson

Email: [SeanJHopson@gmail.com](mailto:SeanJHopson@gmail.com) — Text: (270) 799-3600





# WEBSITE DESIGN

BASIC - STANDARD - BUSINESS - ECOMMERCE

## BASIC SITE

Mobile Optimization  
Custom Pages  
Fast Load Speeds  
Contact Form Set-up  
Hosting Affiliates

## STANDARD

Website Security  
SSL Certificate Setup  
Analytics Install & Login  
Graphic Design  
Custom Form Set-up

## BUSINESS

Online Store Setup  
Easy To Use Page Editor  
Professional Tech Support  
SEO + Indexing  
Custom Email Set-up

## ECOMMERCE

Custom Article Templates  
Custom Page Templates  
Custom Shop Product Pages  
Product Add & Edit Tool  
Sales & Inventory Management

Custom Wordpress websites built and managed from scratch using a combination of client needs, competitors in the market, the target audience, and preferred design aesthetic.



# DESIGN PROCESS

STEP BY STEP



## STEP 1:

Once you have agreed to proceed with your design project, the work begins by having an in-depth discussion about strategy, direction, and performance. Before any art begins, a plan must be agreed upon and solidified.

## STEP 2:

The concepts we discuss may be sketched out prior to the digital creation. Helpful clients send design briefs with reference images or stylistic suggestions prior to the digital creation. Waiting to send suggestions, or send new suggestions after we begin could cause us to begin again using the new suggestions.

## STEP 3:

After reviewing the sketches and/or the first draft, the opportunity to approve or make suggestions for adjustments. Be sure to make all possible changes and suggestions all at once to make our working process as efficient as possible. After the second set of adjustments, additional fees may apply.

## DELIVERY

The design will be presented in all necessary file types for the intended usage. Along with your identity manual (if applicable), you may receive designs expressed in the following file types:

- 1) .png
- 2) .jpg
- 3) .pdf
- 4) .psd
- 5) .ai



## CASE STUDY

BRANDING & DESIGN



## SIMMONS COLLEGE

HISTORICALLY BLACK COLLEGE IN LOUISVILLE, KY

Simmons College of Kentucky—built 140 years ago—is Louisville’s only HBCU and the nation’s 107th historically Black college.

The Simmons College experience is about growing personally and spiritually, expanding students’ understanding of global cultures, and putting them in position to make a positive difference in the world.

Simmons offers Black students an environment to explore the world from a familiar place with support of a welcoming, learning family. Developing and nurturing the potential of tomorrow’s Black leaders and difference makers.

**Results:** Refreshed brand appeal and awareness. Stylish youthful presence to attract new students. Brand identity, standards, and strategy development currently in progress through ongoing work.

### OBJECTIVE:

Create new logos, visual brand identity, promotional materials and merchandise designs from scratch.

Target: Current and future students, current staff, alumni, and the surrounding community.



# CASE STUDY

BRAND & WEB DESIGN



## MEDIA PROS

### VIDEO PRODUCTION COMPANY

Media Pros is a Black-owned video production agency in Louisville, Ky that uses a wide range of skills and team members to produce Photography, Commercials, Animation, Video Production, Live Event Capture, Multi-Camera Live Production—to produce many hybrid events and documentaries.

**Results:** The pleasure of working with some of the world's best athletes, celebrities, brands, and organizations throughout the years:

*Nike, Nationwide, Ken Griffey Jr, Antoine Walker, Alfac, KFC, Brown Forman, Humana, the University of Louisville, Kentucky Derby, and more!*

### OBJECTIVE:

Create a new website, visual brand strategy, and merchandise designs from scratch.

Target: Businesses and programs that require video production to elevate their standing within the market to tell their unique story, market products and services, and outshine competitors.

[YourMediaPros.com](http://YourMediaPros.com)



# CASE STUDY

## BRAND & WEB DESIGN



HOME ABOUT NEWS INSTRUCTORS ▾ COURSES ▾ MORE ▾

\$0.00

### THE DIFFERENCE IN DEFENSE



## RHINOX RESEARCH GROUP

Rhinox Research Group (RRG) is an official partner with the USCCA committed to bettering the community through teaching firearm safety and preventing related issues.

A Black-owned, veteran-owned Academy in Louisville, Ky.



LEARN FROM THE BEST

## ELITE INSTRUCTORS

As a responsible gun owner, you can't afford to fall into a false sense of security. The pandemic led to an exponential increase in new gun-ownership. However, this surge in ownership was followed with a surge in training and education.

Yes—while it's our right to carry—with that right comes the responsibility to train.



## RHINOX RESEARCH GROUP

### FIREARM SAFETY ACADEMY

Rhinox Research Group (RRG) is an official partner with the USCCA committed to bettering the community through teaching firearm safety and preventing related issues. A Black-owned, veteran-owned Academy in Louisville, Ky.

**Results: 10-20 classes booked each month on average.**

### OBJECTIVE:

Create a new website and visual brand strategy from scratch.

Importance and emphasis placed on appealing to anyone searching for a fun, educational, safe space to learn more about firearms and how to properly use them.

Ecommerce features allow users to purchase tickets to upcoming classes on the website.

[rhinoxresearchgroup.com](https://rhinoxresearchgroup.com)





# CASE STUDY

## PHYSICAL & VISUAL REBRAND



## BOMADE VODKA

ATLANTA-BASED LIQUOR BRAND

Bomade Vodka is a fresh lemon-infused vodka originally handcrafted—in Atlanta—in the kitchen of then-newlyweds, Jermaine, and Kei. When the couple couldn't find a flavored vodka with a smooth, fruit taste they opted to create their own. Bomade Premium Vodka.

Bomade's smooth yet distinct flavor is the product of using hand-squeezed organic lemons to give the Vodka flavor, instead of simple syrups. Also allowing Jermaine and Kei to be able to create a refreshing spirit with all of the lemon taste but no added sugars.

Dubbed by family and friends as the "bomb lemonade," the name got shorter as demand grew larger and Bomade Vodka was born. The mom-and-pop operation secured a partnership with Pritchard's Distillery of Kelso, Tennessee, to help bring Bomade Vodka to the masses.

### OBJECTIVE:

Create a new bottle and packaging concept to introduce Bomade to the world as they prepare to scale.

This social-media friendly bottle design could be used as a prop or be featured in countless ways in product marketing.

An unforgettable impression that is sure to make a huge explosion in the market!



# CASE STUDY

BRAND & WEB DESIGN

# SPIN 360



## SPIN 360

### VIDEO BOOTH SERVICE

Spin 360 provides 360° video booths complete with seamless social media activations for public and private events all over the Kentucky, Indiana, Tennessee, and Central Florida areas. Spin 360 video booths bring an instant unforgettable wow-factor to every event!

**Results:** from 0 bookings to 10-20 requests per month. \$3k monthly profit in year 1.

### OBJECTIVE:

Create a new website and visual brand strategy from scratch that allow users to submit booking requests on the website.

[www.spin360.camera](http://www.spin360.camera)



# CASE STUDY

## BRANDING



## DIET STARTS MONDAY

### STREETWEAR BRAND

Diet Starts Monday is an “everything” brand that ventures into many different types of industries and products. As they state it “The Direction is, There is No Direction.”

**Results:** DSM has created a high-demand culture that always sells out.

### OBJECTIVE:

Saucony & Diet Starts Monday collaborated to release an exclusive sneaker in summer 2022 designed by Davin Gentry.

My goal was to create eye-catching visuals to attract new customers and help convert them to sales on the website.

[www.dietstartsmonday.us](http://www.dietstartsmonday.us)





## CASE STUDY

BRAND & PACKAGE DESIGN

# ADJA'S BUTTER

ALL-NATURAL LUXURY SKINCARE BRAND

Brand owner, Adja "Coumba" Palmer has multiple rapidly growing businesses. From raising her beautiful children, to elevating her skin-care business, to opening her own African Boutique in Nashville, she has been on fire the past few years.

It has been a pleasure to be in charge of the creative direction for her business, and the whole team is looking forward to the next few phases of this visual rebrand.

**Results:** Successful Grand Opening of their physical store

### OBJECTIVE:

Ongoing visual rebrand with Adja's Butter.

Phase 1 of their rebrand included a new package design to match the top-shelf quality of their products. Every luxury brand deserves a luxurious look.

[www.shopadja.com](http://www.shopadja.com)



# CASE STUDY

BRAND & WEB DESIGN

## Our Team



**Ashton Wyatt**

Owner  
Director



**Makenzie Huntsman**

Lead Teacher  
Curriculum Coordinator



**Sarah Beth Brewer**

Supervisor



**Emily Watkins**



## THRIVE EARLY LEARNING ACADEMY

MONTESSORI ACADEMY (CHILD CARE)

THRIVE Early Learning Academy (TELA) provides the highest quality care while being mindful of your child's social needs, sensitive to their emotional needs, and challenging their cognitive abilities.

We believe in creating a peaceful and loving environment that fosters a love for learning from an early age. THRIVE believes in working with families to mold and shape well-rounded wholesome children.

*The Messenger - Readers Choice: Best Childcare Service 2021-2022*

**Results: 15-20 application requests per month.**

### OBJECTIVE:

Create a new website and visual brand strategy from scratch.

Importance and emphasis placed on appealing to parents searching for a fun, educational, safe space for their children.

[thriveearlylearning.org](http://thriveearlylearning.org)



# CASE STUDY

## BRAND & WEB DESIGN



## LITFIBER

WESTERN KENTUCKY FIBEROPTIC INTERNET SERVICE PROVIDER

This new Hopkins County based business is taking charge to solve a speed problem in the market.

Fiber-optic internet is much faster than even the highest-speed copper and wireless connections. The speeds are symmetrical, meaning the download and upload speeds are the same. The speed of fiber-internet also eliminates latency delays.

This means multiple users can utilize the internet at all different capacities and there will be zero delays and zero lagging! Subscribers can stream, game, and scroll at the same time as family members and neighbors and never have to worry about delayed speeds.

**Results: 10-20 new client subscriptions each month.**

### OBJECTIVE:

Create a new website and visual brand strategy from scratch.

Importance and emphasis placed on appealing to anyone searching for affordable internet service in the western Kentucky area.

Website Functionality: Guide leads to subscribe, secure payments, direct service inquiries, and sign contracts.

LitFiber.us



# CASE STUDY

BRAND & WEB DESIGN



## BODY SLEI FITNESS

CERTIFIED PERSONAL TRAINER & FITNESS INFLUENCER

Coach Leiana “Cali” Oliver-Williams—owner of Body Slei Fitness—is a Riverside, California native and retired Staff Sergeant (E-6) who has served in the United States Army for 11 years.

Now, she is shifting her focus to growing her brand and increasing her impact in the Atlanta market by pairing body positivity and acceptance with her no-nonsense Army Sergeant energy.

**Results:** Over 125,000 Instagram followers and counting, Coach Cali recently secured a brand partnership with leading fitness supplement company Cellucor Sports Nutrition.

### OBJECTIVE:

Design and develop a seamless new website consistent with her brand to handle an automated consultation scheduler. Additional capabilities include selling merchandise, fitness programs, and hosting a password-protected 21 Day fitness challenge.

Target: Women interested in fitness

BodySlei.com

**CELLUCOR** **XTEND** **C4 ENERGY**





## CONGRATULATIONS

FOR CHOOSING TO ELEVATE YOUR BRAND!

Using my experience taking these brands to the next level, I can do the same for your business. Let's work together to position *your brand* as the only option!

### YOUR BRAND TRANSFORMATION BUNDLE INCLUDES

Graphic & Website Design  
Brand Strategy & Coaching  
Brand Identity Development

### OPTIONAL ADD-ONS

Photo & Video  
Retainer Agreement  
Merchandise Art & Design  
Facebook & Instagram Ad Design  
Promotional Design Templates

When you're ready to discuss moving forward, let's talk.

Email: [SeanJHopson@gmail.com](mailto:SeanJHopson@gmail.com) — Text: (270) 799-3600

