

A creative workspace featuring a laptop with a graphic of glasses and icons on its screen, a corkboard with a 'DO WHAT YOU Love' sign, a red butterfly with the word 'Creativity' below it, and a white mug with 'AF1' on it.

# CREATIVE CONTENT & DESIGN SERVICES

Creating visual concepts, by hand and graphically,  
to communicate ideas that inspire, inform and  
captivate clients.





# WELCOME



## Shalise M. Logan

CREATOR & ARTIST OF



Hey there!

This is Shalise Logan, Creator & Artist of Amauri Heart Creative Services. You're here because you are ready to elevate your business to the next level! We can assist with that.

Amauri Heart Creative Services is a branding and creative services agency that specializes in content strategy. Our team is designed to assist you with achieving business goals by maximizing the impact of creative content, while communicating ideas that will inspire, inform and captivate clients. We believe in the power of working heARTily & CREATING a strong brand, building your client base through your own unique personality.

Our team of creative virtual consultants are here to help you accomplish more by doing less. Our wide variety of services from social media automation to graphic design, will ensure all your content is branded consistently. We can even do promotional paraphernalia like printing your logo on t-shirts and other apparel. We have got what you need.

Check out our services and portfolio in the next few pages. We look forward to working with you!

*-Shalise M. Logan*



*Are you ready to inspire, inform and captivate?*

## ABOUT US

### OUR SERVICES INCLUDE:

#### *General VA*

VA CANVAS: The Creative Virtual Assisting Guru

- Schedule/Task Management
- Email Management
- Bookkeeping
- Personal Task Management
- Project and Admin Support
- Organization
- Newsletters
- and more...

#### *Creative Services*

X-Press Tees & heARTwork Graphics

- Digital Marketing
- Graphic Design & Vector Conversion
- Content Creation
- Infographics
- Social Media Management
- Branding (see branding packages)
- Website Management
- Promo apparel printing services
- and more...

#### *Programs/Software*

- |                          |                        |                |
|--------------------------|------------------------|----------------|
| • Trello                 | • Adobe Creative Suite | • Hootsuite    |
| • Asana                  | • CorelDraw            | • Facebook     |
| • Mailchimp              | • Canva                | • Instagram    |
| • Dropbox                | • Wix                  | • Twitter      |
| • Microsoft Office Suite | • WordPress            | • Pinterest    |
| • G Suite                | • Squarespace          | • LinkedIn     |
| • Freshbooks             | • Constant Contact     | • YouTube      |
| • Convertkit             | • Survey Monkey        | • Infusionsoft |
|                          | • Hubspot              | • Dubsado      |

If you are in need of a program or service not listed, please ask 😊





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# PORTFOLIO

## Social Media Graphics







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## PORTFOLIO

### Digital Marketing Ads



# X-PRESS TEES

SPRING/ SUMMER COLLECTION 2019



## *Halmeoni's Cuisine*

THE BEST KOREAN FOOD IN TOWN



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## PORTFOLIO

### Flyers

FIRST A.M.E. ZION CHURCH

# SUNDAY

AUGUST 10, 2019

# WORSHIP

JOHN 4:24  
PRAISE THE LORD, MY SOUL;  
ALL MY INMOST BEING, PRAISE HIS HOLY NAME

FIRST A.M.E. ZION CHURCH • 10:45AM • SERVICE  
[HTTPS://WWW.FACEBOOK.COM/FAMEZCO/](https://www.facebook.com/FAMEZCO/)

Community  
**HALLELUJAH**  
**NIGHT!**  
*party!*

DANCING FREE FOOD & DRINKS COSTUME CONTEST

10.31.19 • 6PM - 8PM  
FIRST AME ZION CHURCH  
873 BRYDEN ROAD  
COLUMBUS, OHIO 43219  
REV. D'ANDRE W. JAMES DANIELS, PASTOR



# Are you ready to inspire, inform and captivate?

## PORTFOLIO

## Infographics/Newsletters

### NATURAL PAINKILLERS IN YOUR KITCHEN

#### GINGER

##### Muscle and Joint Pain

Add ginger root to your tea or favorite dish to help with muscle and joint discomfort.

#### PEPPERMINT

##### Painful Muscles

Relax painful muscles with peppermint leaves.

#### GARLIC

##### Ear aches

Garlic erases ear aches and pains.

#### GRAPES

##### Back Pain

Give your back some TLC with grapes.

### YOUR BODY WILL THANK YOU AFTER

SOURCE: WWW.EMASHERBS.COM

SEPTEMBER 2019 | VOL. 9

## CLASS #5 CONNECTION

Newsletter

### Welcome

By Class Leader Katie Logan

Welcome to this month's Connection Newsletter! We are in the 3rd month of our conference year. Goals, plans, and new activities are in the works for us to have a successful and blessed year. Please look out for announcements and other communications sent to the congregation.

Words of inspiration

Always remember you are  
Braver than you believe.  
Stronger than you seem.  
Smarter than you think and  
Loved more than you know.

Church schedule for September:

- September 15- FRAngelism Day
- September 21- 1st Mass Meeting
- September 22- Global Mission Day
- September 22- 100th Birthday Celebration for Mrs. Grace Greene
- September 26-27- Fall Revival
- September 29 - Class Leader/Connection Day

Community Lunch-Stewardess

First Step Shop's September Collection Item's: Hats and Gloves

If there is something you would like to share with the group through our newsletter, email me at [Logan\\_Katie@yahoo.com](mailto:Logan_Katie@yahoo.com).

SEPTEMBER 2019 | VOL. 9

### Mrs. Savannah Foster

Introducing Mrs. Savannah Foster. She is the youngest of four siblings, which two are twins. She is the wife of Christopher Foster, and mother of Cameron, Taylor, Morgan, and Aiden. This beautiful, mother of four has so many talents, which includes, creating personal gift baskets and hanging wreaths. She has had her battles with her health, such as losing her eye sight, but with lots of prayers and having faith in God, regained her vision. Through it all, she managed to raise her family, study for school, and even graduated with honors. Savannah enjoys watching law cases, and with her personality and endurance for law, allows her to work in the field she loves. She is a die hard cheer mom who supports her daughters at all of their events. She also supports her eldest son Cameron in football and other activities he participates in. Aiden, being the youngest gets a lot of her attention. Her favorite color is pink. She enjoys reading and shopping. Her favorite foods are mac and cheese and fruit. Although she small in size, she is mighty in faith. Say hello to Savannah, aka Babe, Mookie, Boostki, Georgial

### Happy Birthday to our September Babies

#### Members & Birthdays:

Julia Fleming- 6/28	Andre Tucker- 10/29	Vondra White- 2/14	Christine Hardy- 9/28
Christopher Foster- 6/12	Gary Tucker- 7/28	Edric Wright- 3/17	Damian Hardy- 10/15
Calvin Keuchler- 1/15	Mary Tucker- 11/28	Deunna Sledge- 8/19	Mae- 8/8
Charlette Keucher- 7/5	Stephen White- 4/29	Madie Jones- 11/12	

How is it with your soul?  
We are here for you!

[Logan\\_katie@yahoo.com](mailto:Logan_katie@yahoo.com)



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# PORTFOLIO

## Graphic Design

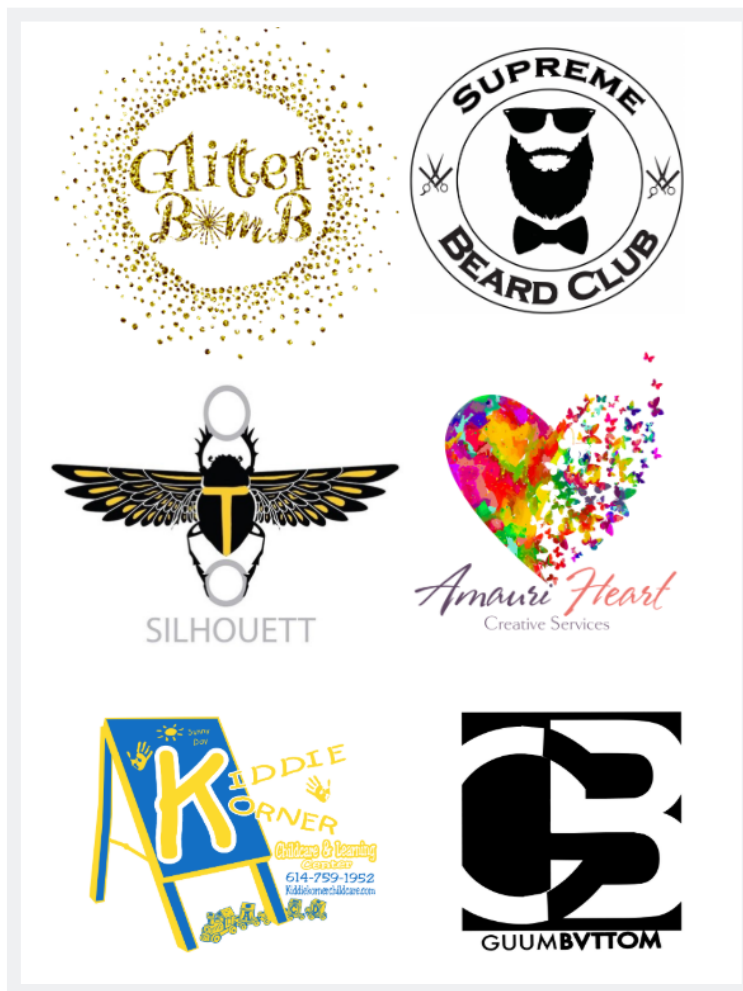




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# PORTFOLIO

## Logos & Vector Conversion



SILHOUETT

Original

Sketch

Vector image

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# PORTFOLIO

## Branding

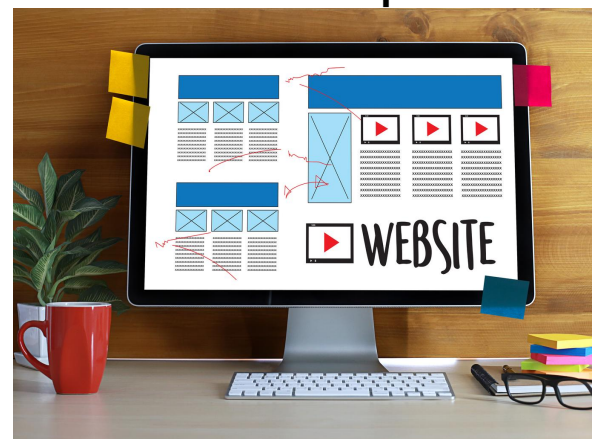
### Brand Style Guide



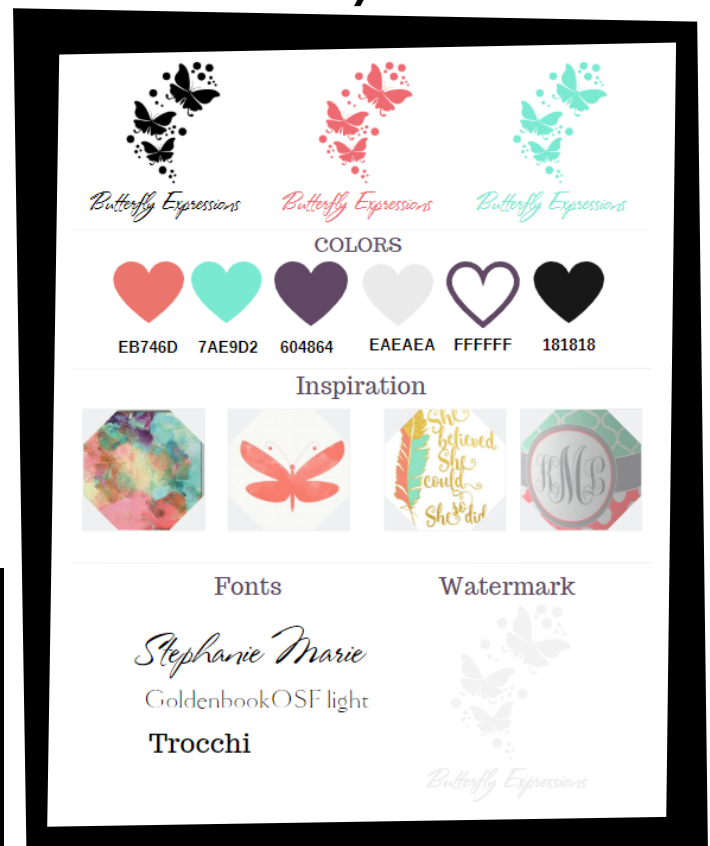
### Business Cards



### Website Development



### Brand Style Board







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# PORTFOLIO

## Promo Apparel Design & Heat Printing





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# PRICING



## SAMPLE T-SHIRT PRICING

### X-Press Tees: Heat Printing Solutions

The following shows sample pricing using a basic Gildan t-shirt. This brand offers a large variety of colors and sizes. We have many other options for you to select from that will guarantee to suit your needs!

Here are the sample Price Ranges for the Basic t-shirt - One ink color - One side of t-shirt \*shipping rates vary

T-SHIRT QUANTITY	BASIC WHITE T-SHIRT	BLACK/COLOR T-SHIRT
1-5	\$19-\$20	\$23-\$24
6-10	\$13-\$20	\$14-\$21
11-20	\$9-\$13	\$10-\$14
21-50	\$7-\$9	\$8-\$10
51-100	\$6-\$7	\$7-\$8
101+	\$4-\$6	\$5-\$7



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## PRICING

### SELECT THE PACKAGE THAT SUITS YOUR NEEDS



### *VA Canvas: Virtual Assisting Packages*

#### LEVEL ONE PACKAGE

**\$300  
PER MONTH**

**10 HOURS  
OF VIRTUAL  
ASSISTANCE  
WORK PER  
MONTH**

**ALL ADMIN  
SERVICES  
INCLUDED**

#### LEVEL TWO PACKAGE

**\$600  
PER MONTH**

**20 HOURS  
OF VIRTUAL  
ASSISTANCE  
WORK PER  
MONTH**

**ALL ADMIN  
SERVICES  
INCLUDED**

#### LEVEL THREE PACKAGE

**\$900  
PER MONTH**

**30 HOURS  
OF VIRTUAL  
ASSISTANCE  
WORK PER  
MONTH**

**ALL ADMIN  
SERVICES  
INCLUDED**

#### **Add Ons**

**Additional hours of virtual assistance will be charged at \$30, or you may be upgraded to the next package level**

**\*Social media management, Pinterest management and graphic design are not included in virtual assistant packages.**

**Pricing for that can be found under social media and creative services**

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## PRICING

### SELECT THE PACKAGE THAT SUITS YOUR NEEDS

*Social Media Management  
(Monthly rates)*



#### FACEBOOK

**FACEBOOK SETUP \$80**  
Setup account and create banner cover image

**LEVEL ONE - \$260**  
5 image posts +  
5 texts posts per week  
(10 posts per week)

**LEVEL TWO - \$360**  
5 image posts +  
10 texts post per week  
(15 posts per week)

**LEVEL THREE - \$560**  
10 image posts +  
10 texts post per week  
(20 posts per week)

**ADD ONS:**  
\*An additional image post per week - Add \$32



#### INSTAGRAM

**INSTAGRAM SETUP \$60**  
Setup account and share first post

**LEVEL ONE - \$280**  
1 post per day  
(7 post per week)

**LEVEL TWO - \$520**  
2 posts per day  
(14 posts per week)

**ADD ONS:**  
\*An additional image post per week - Add \$40



#### PINTEREST

**PINTEREST SETUP - \$80**  
This includes business account setup, bio description, and 5 boards

**PINS LEVEL ONE - \$20**  
1 image per blog post  
(includes description)

**PINS LEVEL TWO - \$40**  
3 images per blog post  
(includes description)

**PINS LEVEL THREE - \$60**  
3 images per blog post  
(includes description)

**PINS MANAGEMENT -**  
available upon request

**An additional text post per week - Add \$20**  
**Twitter and LinkedIn management available upon request**

**Combined Social Media Packages also available... just ask!**  
**Platforms Supported**







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# PRICING

## GRAPHIC DESIGN & CREATIVE SERVICES

### PROCESS

**ALL DESIGNS COME WITH 3 ROUNDS OF REVISIONS.** ANY ADDITIONAL ROUNDS WILL BE ESTIMATED ON A CASE-BY-CASE BASIS. PLEASE NOTE THAT SERVICES DO NOT INCLUDE PRINTING OR STOCK PHOTOGRAPHY COSTS. FINAL FILE WILL BE FORMATTED TO SUIT YOUR PRINTING OR DESIRED NEEDS.

### SERVICES

- **LOGO DESIGN** **STARTING AT \$150.00**
  - First round includes 3 different art options
- **LETTER HEAD DESIGN** **STARTING AT \$75.00**
  - Price based on existing, logo, Logo design sold separately
  - First round includes 2 different art options
- **BUSINESS CARD DESIGN** **STARTING AT \$75.00**
  - Price based on existing, logo, Logo design sold separately
  - First round includes 3 different art options
- **FLYER DESIGN** **STARTING AT \$60.00**
  - First round includes 2 different art options
- **MENU DESIGN** **STARTING AT \$65.00**
  - Priced per page
  - First round includes 2 different art options
- **VECTOR CONVERSION** **STARTING AT \$30.00**
  - Price based on complexity of image
  - Final files will be sent in JPEG, PNG & PDF formats
- **WEB DESIGN** **CONTACT FOR PRICING**
- **LABEL DESIGN** **STARTING AT \$100.00**
  - Price based on existing, logo, Logo design sold separately
  - First round includes 3 different art options
- **PRODUCT PACKAGING** **STARTING AT \$100.00**
  - First round includes 2 different art options
- **BROCHURE DESIGN** **STARTING AT \$125.00**
  - First round includes 2 different art options
- **MAGAZINE DESIGN** **STARTING AT \$500.00**
  - Prices dependent on the amount of pages
  - First round includes 2 different art options
- **eBOOK DESIGN** **STARTING AT \$500.00**
  - Prices dependent on the amount of pages
  - First round includes 2 different art options

\*\*\*\*\*

- **BUNDLE PACKAGES ARE AVAILABLE**
- **ALL SERVICES ARE BASED ON THE COMPLEXITY OF YOUR VISION**
- **CONTRACT MUST BE SIGNED AND INVOICE PAID BEFORE ANY SERVICES WILL BE RENDERED**

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## PRICING

### SELECT THE PACKAGE THAT SUITS YOUR NEEDS



#### *Branding Package Details*

**All Branding Research:** Provide questionnaire to help client articulate the unique attributes of their business (mission, capabilities, ideal clients, current reputation and where you see your brands future. This is the platform that sets direction for the design work.

**Logos:** After completing research and establishing a direction with you, I'll sketch and refine ideas until I have the best 2-3 logo concepts to present to you. Each concept will be applied to mock products to test how it would work in the "real world." Your favorite solution will be selected and refined. Includes a final bundle of files suitable for every application, from print to web to promotional items and more, and unrestricted usage rights.

**Color Specs:** A document listing the specifications for the colors in your logo, used by print vendors and web developers to ensure your brand colors will match across different applications. Pantone, CMYK, RGB, and hexadecimal codes provided.

**File Usage Guide:** A cheat sheet that explains the differences between the logo file formats you'll receive: vector vs. raster files, differences between file types (EPS, JPG, PNG, PDF), and the meaning of different color systems (CMYK, RGB, and Pantone). The guide will help you pick the right logo file whenever you need to use one.





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# **STANDARD** *Branding Package*

## **THIS PACKAGE INCLUDES...**

- Custom Logo Design (3 options)
- Secondary Logo
- Brand Style Guide PDF
- 500 Business Cards
- 500 Flyers
- 1 Branding Styling Board

### **FINAL FILES DELIVERED**

All logos + marks in color and black. File formats:

- Web + Social Media (JPG, PNG)
- Print-ready (PDF, JPG)
- Vector / Source File (PDF, EPS)

Brand Styling Board / PDF

**INVESTMENT: \$600**

**Split into two payments of \$300**

**APPROX. TIMELINE: 1-2 weeks**

## **OPTIONAL BRANDING ADD-ONS**

**CUSTOM BRANDED PATTERN / \$225**

**STATIONERY DESIGN / \$225**

**Choose 2:** business card, letterhead or notecard

**BRAND LAUNCH SOCIAL IMAGERY / \$200**

A set of branded social media imagery (one image for each of your platforms, up to 5 images total) to help you get the word out about your new brand

**SOCIAL MEDIA IMAGERY PACK / \$200**

Two social media profile page designs (your choice of platforms), plus two branded Instagram images

**ONE-PAGE PDF DESIGN / \$225**

Flyer, Menu, Price Sheet, Electronic PDF



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## **CATERPILLAR** *Branding Package*

Perfect for small business owners and startups on a budget, who have a vision for their brand

### **THIS PACKAGE INCLUDES...**

- Brand Discovery Process
- A curated mood-board and color palette
- 2 original logo design concepts to choose from
- 1 final logo design, plus one logo variation
- 1 watermark design
- Typography/font selection
- Brand Styling Board
- Ownership of logo and all visual branding files

### **FINAL FILES DELIVERED**

All logos + marks in color and black. File formats:

- Web + Social Media (JPG, PNG)
- Print-ready (PDF, JPG)
- Vector / Source File (PDF, EPS)

Brand Styling Board / PDF

**INVESTMENT: \$2,000**

**Split into two payments of \$1,000**

**APPROX. TIMELINE: 2-3 weeks**

### **OPTIONAL BRANDING ADD-ONS**

**CUSTOM BRANDED PATTERN / \$225**

**STATIONERY DESIGN / \$225**

Choose 2: business card, letterhead or notecard

**BRAND LAUNCH SOCIAL IMAGERY / \$200**

A set of branded social media imagery (one image for each of your platforms, up to 5 images total) to help you get the word out about your new brand

**SOCIAL MEDIA IMAGERY PACK / \$200**

Two social media profile page designs (your choice of platforms), plus two branded Instagram images

**ONE-PAGE PDF DESIGN / \$225**

Flyer, Menu, Price Sheet, Electronic PDF





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## **WINGS** *Branding Package*

Perfect for established small business owners looking for a full custom new visual identity, plus stationary design and brand launch imagery

### THIS PACKAGE INCLUDES...

- Brand Discovery Process
- A curated mood-board and color palette
- 2 original logo design concepts to choose from
- 1 final logo design, plus one logo variation
- 1 watermark design
- Typography/font selection
- 1 Brand Styling Board
- Ownership of logo and all visual branding files

### OPTIONAL BRANDING ADD-ONS

**CUSTOM BRANDED PATTERN / \$225**

**STATIONERY DESIGN / \$225**

Choose 2: business card, letterhead or notecard

**BRAND LAUNCH SOCIAL IMAGERY / \$200**

A set of branded social media imagery (one image for each of your platforms, up to 5 images total) to help you get the word out about your new brand

**SOCIAL MEDIA IMAGERY PACK / \$200**

Two social media profile page designs (your choice of platforms), plus two branded Instagram images

**ONE-PAGE PDF DESIGN / \$225**

Flyer, Menu, Price Sheet, Electronic PDF

**BRAND STYLE GUIDE:** A short document that ensures consistency in future communications. Elements include logo usage, primary color palette, secondary color palette, typography selection, photo or illustration style, graphic lines or shapes, a custom pattern, or other elements unique to your brand.

### FINAL FILES DELIVERED

All logos + marks in color and black. File formats:

- Web + Social Media (JPG, PNG)
- Print-ready (PDF, JPG)
- Vector / Source File (PDF, EPS)

Brand Styling Board / PDF

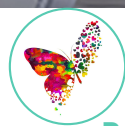
**INVESTMENT: \$3,200**

**Split into two payments of \$1,600**

**APPROX. TIMELINE:** 4-5 weeks



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## **BUTTERFLY** Branding Package

Perfect for established small business owners who are ready to invest in a complete new visual identity and a beautiful, clean, modern website design that you can maintain on your own.

### THIS PACKAGE INCLUDES...

- Brand Discovery Process
- A curated mood-board and color palette
- 2 original logo design concepts to choose from
- 1 final logo design, plus one logo variation
- 1 watermark design
- Typography/font selection
- Brand Styling Board
- Ownership of logo and all visual branding files

BRAND STYLE GUIDE:

FILE USAGE GUIDE

BUSINESS CARD: Template and cards created for up to five staff.

BASIC WEBSITE: A Wix, Squarespace, or Shopify template customized to match your unique brand, with up to 6 pages of content entered for you — a cost-effective way to a beautiful website, and one that allows you to make your own simple edits later without any coding knowledge. Cost of hosting and domain name registration not included. Client (or client's copywriter) will supply the copy.

SOCIAL MEDIA PROFILE: Profile image and cover banner for up to three social media platforms, ready for you to upload.

### FINAL FILES DELIVERED

All logos + marks in color and black. File formats:

- Web + Social Media (JPG, PNG)
- Print-ready (PDF, JPG)
- Vector / Source File (PDF, EPS)

Brand Styling Board / PDF

**INVESTMENT: \$4,800**

Split into three payments of  
**\$2,400, \$1,200, and \$1,200**

APPROX. TIMELINE: 6-7 weeks

### OPTIONAL BRANDING ADD-ONS

**CUSTOM BRANDED PATTERN / \$225**

**STATIONERY DESIGN / \$225**

Choose 2: business card, letterhead or notecard

**BRAND LAUNCH SOCIAL IMAGERY / \$200**

A set of branded social media imagery (one image for each of your platforms, up to 5 images total) to help you get the word out about your new brand

**SOCIAL MEDIA IMAGERY PACK / \$200**

Two social media profile page designs (your choice of platforms), plus two branded Instagram images

**ONE-PAGE PDF DESIGN / \$225**

Flyer, Menu, Price Sheet, Electronic PDF





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## CREATE A PACKAGE \$\$\$

You can't put a price on creative thinking and beautiful execution. The work that some clients would want often is costly. But we are here to help.

Our creative consultants able to bring agency-level design and expertise to any project. Let's discuss pricing, and we'll craft a solution that fits you. We can help you understand your options so you can make the best decision for your business.

See example below:

### *Social Media Management & Creative Services*

#### **BRAND STYLING BOARD**

Board will have the following:

Logo in 3 colors

Selected business colors specs and codes

Selected fonts (up to 3 different)

#### **500 BUSINESS CARDS**

#### **500 FLYERS/HOTCARDS**

#### **SOCIAL MEDIA SETUP**

(Up to 3 social media pages- set up or update account, link personal and business pages. etc)

#### **SOCIAL MEDIA LEVEL ONE**

5 image posts +

5 texts posts per week

(10 posts per week)

\*for a month

#### **APPAREL PRINTING**

6 Tees

INVESTMENT: \$500

**GET STARTED**



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# PRAISE

## Praise

What They Are Saying About Us

Shout out to Amauri Heart Creative  
Services & Ms. Shalise Logan 🌟🌟🌟... for  
my new Glitter BomB logo 🥰🥰🥰  
If you're looking for a fresh new logo for  
your business that's popping' check her  
out...she is the BomB

Nicole Kerr

"Wow, What an amazing artist!  
Professional and just a pleasure to  
work with. "

Toni Hill

"Absolutely loved my logo and the  
re-branding project done by Amauri  
Heart! My business has a refreshed  
look which has helped me increase  
my clientele list! I would recommend  
to anyone"

Jessica Chasteen





*Are you ready to inspire, inform and captivate?*

**LET'S GET STARTED**

**READY TO INSPIRE, INFORM  
AND CAPTIVATE CLIENTS?**

**GET STARTED**



**If you have additional questions, you may contact  
[info@amauriheart.com](mailto:info@amauriheart.com)**





