

# welcome to mj design co

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# welcome friend

congratulations and welcome to mj design co! i'm so excited to have you here and to be part of this incredible journey with you. by signing on, you've taken a bold and powerful step toward building a brand that is not only aligned with your vision but also deeply rooted in your purpose.

this welcome guide is your companion as we embark on this creative and transformative process together. inside, you'll find everything you need to know about what to expect, how we'll collaborate, and the steps we'll take to bring your vision to life.

this is more than a branding experience—it's the beginning of your legacy. together, we're crafting something timeless, impactful, and uniquely you.

thank you for trusting me with your vision. i can't wait to create magic with you!

*mycelia jane*







let's make magic

*nj design co*





# inclusions



OVER THE COURSE OF THE NEXT THREE MONTHS, YOU WILL EMBARK ON A COLLABORATIVE JOURNEY TO BUILD A BRAND THAT AUTHENTICALLY REFLECTS YOUR MISSION, VALUES, AND VISION. THIS EXPERIENCE IS DESIGNED TO UNCOVER THE ESSENCE OF YOUR WORK, CRAFT A COHESIVE BRAND IDENTITY, AND CREATE AN IMPACTFUL, LASTING LEGACY.

THE TOOLS AND RESOURCES INCLUDED IN THIS PROCESS ARE CAREFULLY CURATED TO PROVIDE CLARITY, STRUCTURE, AND ALIGNMENT AS WE BRING YOUR VISION TO LIFE.





# inclusions



## COLLABORATION SESSIONS

every other week, we'll meet for 60-minute 1:1 strategy sessions to dive deep into your brand's core elements, discuss progress, and align on next steps. these calls are the foundation of our collaboration, ensuring clarity and alignment throughout the process.



## LEARNING HUB

your custom brand journey will be supported with guided resources, curated exercises, and practical tools available through a digital portal. you'll gain clarity in your brand's messaging, visuals, and overall direction.



## SLACK WORKSPACE

our slack channel ensures easy, ongoing communication. whether you have questions, need feedback, or want to share updates, you'll have direct access to me throughout the process.



## CREATIVE ASSETS

throughout this experience, we'll co-create the following:

- a complete logo suite
- a cohesive color palette and typography system
- branded social media templates
- your website's home page and two additional pages
- a personalized brand style guide



# our timeline



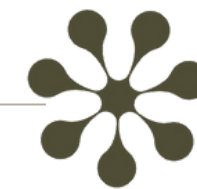
## DISCOVER MONTH 1

together, we dive deep into understanding your brand's essence :: its purpose, vision, and core values. this phase ensures we're fully aligned with your unique perspective before creating anything.



## DESIGN MONTH 2

with your vision at the center, we develop a visual and strategic identity that speaks directly to your ideal audience. from color palettes to logo and brand language, every design decision is made to resonate and elevate.



## LAUNCH MONTH 3

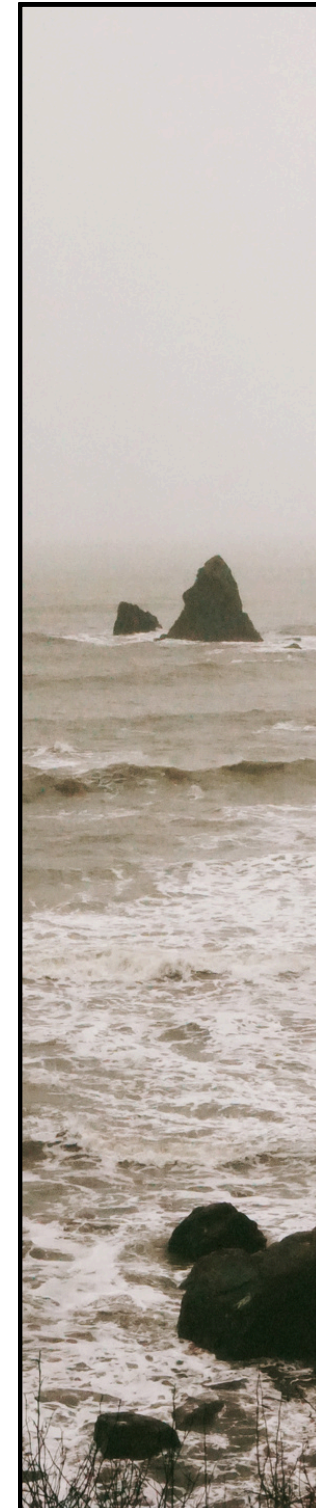
we bring your brand to life across platforms, providing all the tools and assets needed for a consistent and impactful presence. this is where your brand becomes an experience, ready to inspire and engage.



# our roles

## MJ DESIGN CO ROLES

- come to all collaborative sessions prepared and on time.
- be fully present and engaged during our calls and project discussions.
- serve as your creative and strategic accountability partner.
- challenge you to step into your highest vision for your brand.
- provide honest feedback, even when it might feel uncomfortable, to help your brand grow authentically.
- deliver expert guidance, support, and encouragement throughout the entire process.
- co-create and refine visuals, strategy, and assets that truly reflect your mission and values.



## CLIENT ROLES

- show up for each session ready to collaborate, distraction-free, and focused on growth.
- give 100% effort, honesty, and commitment to the process.
- take responsibility for implementing the strategies and designs we develop together.
- be open to feedback and willing to try new approaches that push your creative boundaries.
- embrace the transformative nature of this process and trust the journey.
- communicate openly and consistently about your ideas, needs, and vision.



LIVE YOUR LEGACY.



SPREAD THE WORD ABOUT MJ DESIGN CO! WHEN THEY SIGN UP FOR  
THE LEGACY BRANDING EXPERIENCE, **YOU'LL RECEIVE \$500** AS A  
HEARTFELT THANK-YOU FROM US FOR SUPPORTING OUR MISSION TO  
CREATE IMPACTFUL, AUTHENTIC BRANDS.





LET'S MAKE MAGIC.

