

brochure / portfolio

# Angels Perez *creative*



graphic design

web design

writing



# Content

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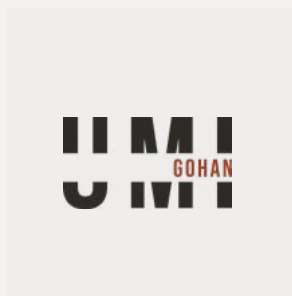
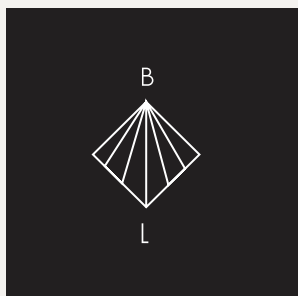
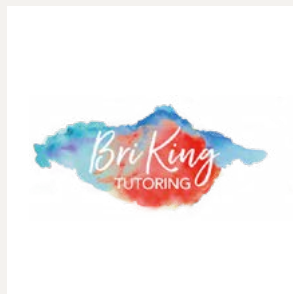
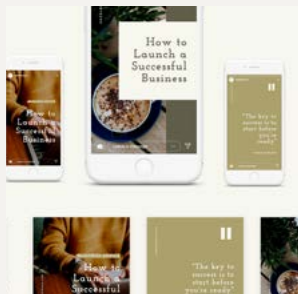
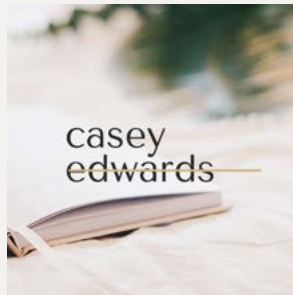
# I'm a graphic and web designer, writer and a nomad at heart.

What lights my soul is creativity — designing and writing, and helping inspiring entrepreneurs express their businesses so they can create the LIFE they want — one that is authentic, supports them in a holistic way and adds a little bit of beauty to their day-to-day.

Some fun facts?

My home base is Barcelona — but after several years on the road I'm still a part-time nomad. I've been to over 40 countries, and have called home places like Melbourne, Bali or Byron Bay.

# Brand identity + graphic design



*"After having worked with different graphic designers, I definitely choose Angels' work. She's fast, efficient and sticks to the client's instructions while adding value with extraordinary ideas. I would recommend her without a doubt."*

Alejandra Llantada — Co-founder of C&Llegal

*"Counting on Angels for any creative job is always a success. Her brilliant ideas, efficiency and commitment adds to the quality of her work, always perfect."*

Judith Cáliz — Co-founder of C&Llegal

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# brand identity design package

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*in only 2 weeks*

The brand design package is perfect for you if you're looking to launch or upscale your business with a strong and unique brand identity that stands out from the crowd.

I dive right into your business and put myself into the shoes of your target market to make sure we're creating a brand that is authentic, intentional and 100% YOU.

## includes

|                       |  |
|-----------------------|--|
| <i>brand strategy</i> | <i>font recommendations</i>              |
| <i>primary logo</i>   | <i>photography style recommendations</i> |
| <i>secondary logo</i> | <i>brand guidelines</i>                  |
| <i>icon</i>           | <i>3 social media templates</i>          |
| <i>colour palette</i> |  |

## timing

*2 weeks*

## pricing

**2.300 €**

## process

- 01 **Nice meeting you.** *You get in touch and we schedule a 30-min call to review the process, the items you'll receive and make sure we're a good fit.*
- 02 **Getting started.** *You pay the deposit, reserve a spot in my calendar and I send you an in-depth brand questionnaire to help me get fully acquainted.*
- 03 **The brief.** *I send an initial design brief to make sure we're all heading into the right direction.*
- 04 **The design process.** *Over the following two weeks I'll work on your logo, colour palette, font and photo style recommendations and social media templates.*
- 05 **The finale.** *Once you've approved the designs, I'll upload them onto a shared Google Folder, including your new brand guidelines. And, then... celebrate!*

## what makes the 2-week brand process so special?

I only work with one client at a time, so that means you'll have my full, undivided attention and, including unlimited revisions, we'll be able to complete our project within 2 weeks.

This is perfect to ensure a guaranteed launch date and quick turnaround. However, this also means that during our time together you need to be fully committed to provide feedback promptly, so if you're unable to do so, we might not be a good fit.



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## design subscription packages

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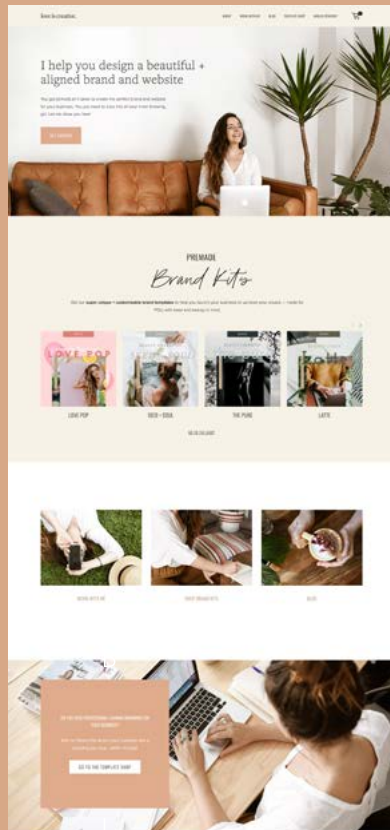
The monthly subscriptions are like having an in-house graphic designer (without actually hiring one) to make sure you're delivering a consistent brand experience.

| <b>starter</b>             | <b>basic</b>               | <b>exclusive</b>           |
|----------------------------|----------------------------|----------------------------|
| <i>2 designs/month</i>     | <i>4 designs/month</i>     | <i>6 designs/month</i>     |
| <i>Unlimited revisions</i> | <i>Unlimited revisions</i> | <i>Unlimited revisions</i> |
| <i>2-3 business days</i>   | <i>2-3 business days</i>   | <i>1-2 business days</i>   |
| <hr/>                      | <hr/>                      | <hr/>                      |
| 195€/month                 | 380€/month                 | 560€/month                 |

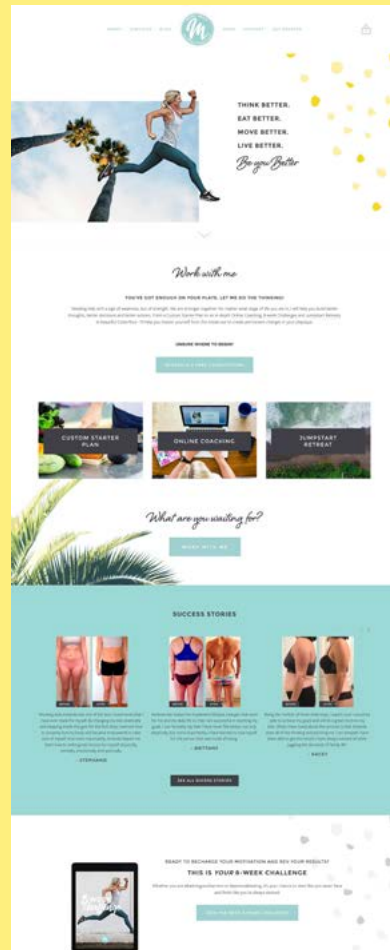
The designs available for these subscriptions may include graphics for blog posts, social media, print and online ads, youtube thumbnails, 2-page presentation templates, event flyers, business cards... They do not include logo design, web design, or multi-page documents (+2 pages).

There is a minimum commitment of 2 months and the designs allowed expire within that month.

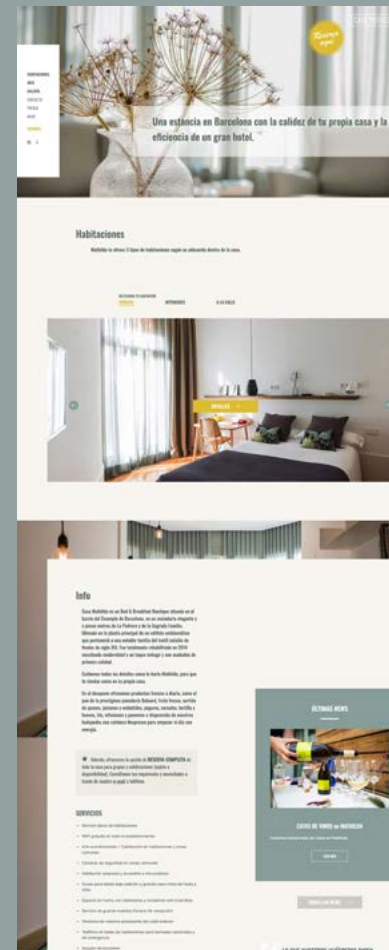
# Web design + development



Client: Own Business  
Platform: Squarespace



Client: Amanda Mason  
Platform: Squarespace



Client: Casa Mathilda  
Platform: Custom-coded (HTML+CSS+Javascript)



Client: C&L Legal  
Platform: Wordpress

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## web design package

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*in only 2 weeks*

The web design package will give you a professional, beautifully-branded Squarespace website in only 2 weeks.

This package is perfect if your online presence is currently not matching the soul and quality of your business and you're ready to get to the next level and attract and convert your ideal clients.

### includes

|                               |                              |
|-------------------------------|------------------------------|
| <i>website strategy</i>       | <i>seo friendly</i>          |
| <i>user-friendly platform</i> | <i>blog set up</i>           |
| <i>custom web graphics</i>    | <i>ecommerce set up</i>      |
| <i>responsive design</i>      | <i>personalized tutorial</i> |

### timing

*2 weeks*

### pricing

**3.800 €**

Does not include domain registration and Squarespace fees.

*“Angels is THE web designer that you need. Not only did she suggest wonderful ideas of the direction of the website, but I felt that it was such a collaborative project- whilst relieving my stress and handling everything, Angels made me feel included in the process. The website she created has exceeded my wildest dreams.”*

Bri King — Founder of Bri King Tutoring

*“Even when I didn't fully know how to express what I wanted, Angels was able to read into my descriptions and fully embody what I wanted. She has a gift for making ideas come to life. I knew from the get go with her organization, step-by-step process and thoroughness that I was in great hands. My favorite part is that she was as enthusiastic and excited for my website as I was - true heart, soul and love.”*

Amanda Mason — Nutrition + Fitness Coach



## process

- 01 **Nice meeting you.** *You get in touch and we schedule a 30-min call to review the project, your website needs and make sure we're a good fit.*
- 02 **Getting started.** *You pay the deposit, reserve a spot in my calendar and I send you an in-depth web + brand questionnaire to help me get fully acquainted.*
- 03 **The draft.** *You send me the content (text + photos) of your website, while I design a sample page.*
- 04 **The design + building process.** *Over the following two weeks I'll design and create your website, adding all the needed functionalities.*
- 05 **Tutorial + finale.** *On the last day I'll give you a tutorial to show you how to make updates to your website, we'll make the final live edits and launch!*

### what makes the 2-week web process so special?

I only work with one client at a time, so that means you'll have my full, undivided attention and that we'll be able to launch your (stunning) website in only 2 weeks.

This is perfect to ensure a guaranteed launch date and quick turnaround. However, this also means that before our 2 weeks together you'll need to have delivered your website content (texts + photos), so if you're unable to do so, we might not be a good fit.

I also build advanced, custom-coded, Shopify or Wordpress websites. If you feel Squarespace might not offer you the functionalities you need or you're not sure what platform best suits your needs, reach out and I'll advise you on the best solution and create a custom quote for you.

# The Combo

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## brand identity + web design package

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*in only 3 weeks*

The combo package is perfect if you need a rebrand or launch a business with a professional, beautiful and strategy-aligned brand, including a converting website that showcases your services and/or products and attracts your ideal clients. You'll go from 0 to owning a uniquely branded business.

No two businesses are the same, and I'll make sure both your brand and your website convey your one-of-a-kind mission. I only work with one client at a time, so you'll have my full, undivided attention. In only 3 intense and fun weeks you'll be launching your brand and business. Can you believe it?

### includes

|  |  |
|--|--|
| <i>brand + website strategy</i>              | <i>squarespace website (user-friendly)</i> |
| <i>primary + secondary logos + icon</i>      | <i>custom web graphics</i>                 |
| <i>colour palette + font recommendations</i> | <i>responsive design</i>                   |
| <i>photography style recommendations</i>     | <i>seo friendly</i>                        |
| <i>brand guidelines</i>                      | <i>blog + ecommerce set up</i>             |
| <i>3 social media graphics</i>               | <i>personalized tutorial</i>               |

### timing

*3 weeks*

### pricing

**6.000 €**

Does not include domain registration and Squarespace fees.

# Writing

Since I was a child, writing has been one of my biggest passions. I specialized in screenwriting at Uni, and since then I've written scripts for local Catalan television channels, film press releases, newsletters, and website copy, amongst others.

I also have experience in blogging in topics such as travel and design with a personable and authentic voice, conscious research and the highest quality standards.

languages

English, Spanish,  
Catalan

pricing

On request

assignments

*magazine articles*

*website copy*

*guest blog posts*

*press kits*

*etc.*



*"I recently had the pleasure of co-working with Angels. The entire experience from start to finish was nothing less than enjoyable and professional. I found it incredibly easy to work with her and was provided support and feedback when needed. Her knowledge and confidence within herself and her work clearly shows."*

Gemma Ernst — Marketing Director at Institute of Code

# All Services + Pricing List

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## branding + graphic design

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**Brand Identity Design Package (2 weeks) 2.300€**

### Design Subscriptions

|                             |            |
|-----------------------------|------------|
| Starter (2 designs/month)   | 195€/month |
| Basic (4 designs/month)     | 380€/month |
| Exclusive (6 designs/month) | 560€/month |

**Business Card Design 120€**

**3 Social Media Templates Package 250€**

**Online Ad (Banner) 110€**

**Double-sided Flyer 260€**

**Ebook On request**

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## web design + development

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**Web Design Package - Squarespace - 3.800€  
(2 weeks)**

**Custom-coded Advanced Website On request  
(HTML+CSS, Wordpress, Shopify, etc.)**

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## combo branding + web

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**Brand Identity + Web Design Package 6.000€  
(3 weeks)**

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## writing

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**Variety of assignments On request  
(website copy, magazine articles,  
guest blogging, etc.)**



# Contact

I would be honoured to work alongside you and, together, make something special. If you have any questions, need something not listed above or you're ready to get started, get in touch with me:

GET IN TOUCH



