

# LS PROJECT PROPOSAL

# LSJ WHO?

Hi there! I'm Luke Storey and I am the proud owner of LSJ - A graphic design studio that is committed to helping clients and fulfilling their design needs. My background within design comes from working within education and teaching the subject of design. I have a strong belief that the key to design is emotion and how you want your audience to react to the visual. Whether this is your first time working with a designer, or if you have experience, I cannot wait to be working with you!



# Beautifully by Casey-Leigh

## CASE STUDY

### Beautifully by Casey-Leigh

Beautifully by Casey-leigh is an independent beauty salon that focuses on making the client feel relaxed and pampered. The Salon wanted a modern identity that showed an authentic, feminine and strong ethos. The client wanted a logo that would show a solid but beautiful design that would appeal to all audiences. The only requirement was that there had to be elements of rose-gold in the design.

**Project Outcomes:**  
- Logo Identity  
- Price List  
- Advertisements  
- Gift Cards

New Price List as of June 2024			
<b>Lashes</b>			
Eyelash Lift & Tint	£25	Brow Wax	£6
Classic Lashes	£30	Brow Tint	£6
1 to 1 individual lash application with your choice of style and length		Brow Wax & Tint	£10
Infills	£17	Brow Lamination	£25
Hybrid Lashes	£35	A permanent technique used to brush the brows upwards creating a more thicker look	
Infills	£22		
Russian Lashes	£40		
Estimated 2-3 thin lashes applied to 1 natural lash for a full look			
Infills	£25	Facials	
Eyelash Soak Off	£6	Standard Facial	£16
		Cleanser, toner, exfoliant and mask finished off with moisturise	
		Deluxe Facial	£22
		This includes massage treatment	
		Hopi Ear Candle	£15
<b>Nails</b>			
Acrylic Nail Extensions	£30-35	<b>Gift Vouchers Available</b>	
Liquid and powder application with extension application, includes cuticle work and a wide variety of colours to choose from			
Infills	£20		
Acrylic onto Natural Nails	£20		
Liquid and powder application onto natural nails including cuticle work and shaping			
Infills	£15		
Gel Polish Hands	£15		
Wide variety of colours to choose from			
Infills	£10		
Gel Polish Toes	£12		
Includes cuticle work and shaping with a wide variety of colours to choose from			
Infills	£15		
Builder Gel	£20		
A much more stronger gel to help nails grow			
Nail Art (Per Nail)	50p - £1		
Soak off Gel/Acrylic	£10		

Beautifully by  
Casey-Leigh

I am a fully qualified and insured lash, nail technician and beauty therapist, with an aim to make clients feel comfortable in a relaxed environment. Based within a brand new garden salon in Hoyland.

Follow me on:

-  Beautifully by casey-leigh
-  Beautiful\_by\_Caseyleigh
-  [07780123456](tel:07780123456)

*a gift for you*

To:

From:

Amount:

Date:

Beautifully by  
Casey-Leigh

*Relation (Bold) -*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz1234567890*

#F3BBBB

#5C5C5B

The identity was based on the theme of rose gold marble. This is strong and elegant and when paired with a script typeface, produced this really feminine and elegant design. The client asked that the other outcomes followed the same system which allowed for uniformity within the outcomes.

# Available Services

## BRANDING AND IDENTITY DESIGN

As part of this service there is the option to have a new logo designed for your business. Along with this, there is the added extra for any variations of the logo and any patterns that you might want as part of the company identity. There is also the option to have a set of brand guidelines to be produced. This will allow you to have complete control of how your brand is used within your business.

## DESIGN FOR PRINT

This service offers the option to have outcomes designed that are for print. This includes physical outcomes such as Posters, flyers and business cards. PLEASE NOTE LSJ does not have an in house print service. If you are wanting physical outcomes, I will work with you to find a print service that will complete the final stages of your outcome.

## DESIGN FOR SOCIAL MEDIA

This service is based around designing outcomes that are meant to promote your business on social media. If this service is something that you are interested in, I will work with you on how this service will benefit your business in order to maximise its outcome.

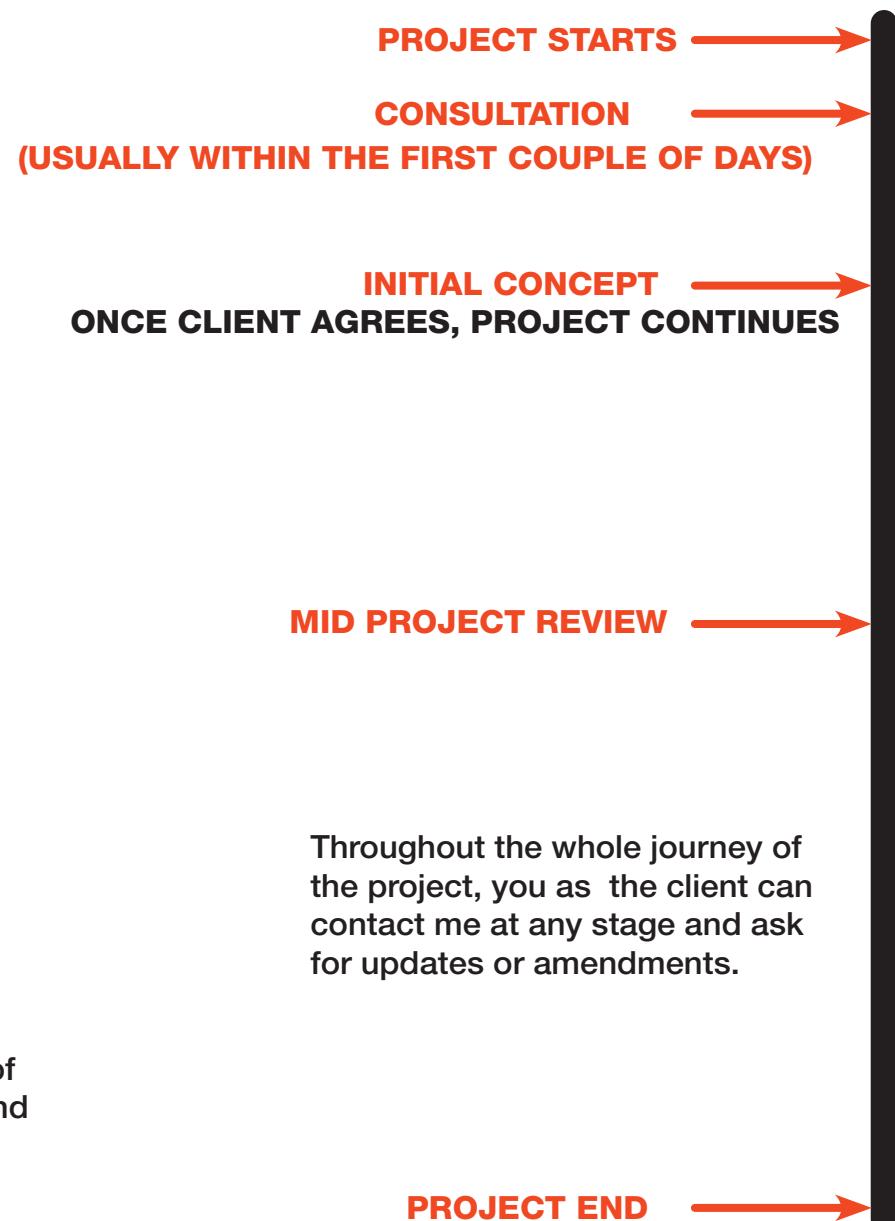
## CONSULTATIONS

As part of all design work - I ask that all clients go through a consultation. This is a sit down or online call with yourself so that I can get to know you as the client and understand what your design needs are. If you are unsure of what you need as a business, this is the perfect time to get those questions out of the way and help you gain some clarity.

## LSJ BONUS PACKAGE

As part of the services that I offer, I have the new LSJ Bonus Package available to all clients. This includes three services and a consultation for the set price of £600

# PROJECT TIMELINE



# PROJECT CONSULTATION

## WHAT IS A PROJECT CONSULTATION?

A project consultation is a sit down or online call discussion with me so that we can talk about the project. As part of this, I will ask you questions and take notes so that I can work to produce you a design that is engaging and fulfils the purpose that you require it to do.

## WHAT IF I DON'T KNOW WHAT I NEED?

This discussion is the perfect place to work out what you need. We can start from the basics and work our way up to a project. There are no right or wrong ways of approaching a project with us. Come and have a chat with us and we will see what we can do

## CAN I ASK QUESTIONS IN THE CONSULTATION?

The consultation should be a two way discussion. Not only is it perfect for me to get to know you as the client, but it allows you to get to know me more and how I work.

# PROJECT PRICING

The costing of a project can take one of two forms and is all dependent on the project that I will be completing.

## HOURLY RATE

My hourly rate for working on a project comes at the cost of **£48.45** an hour. This is for all single outcome based projects. This starts from the first initial consultation.

## LSJ BONUS PACKAGE

This package comes at a flat rate of **£600** and includes three single outcome projects and a consultation.

## CONTACT DETAILS



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