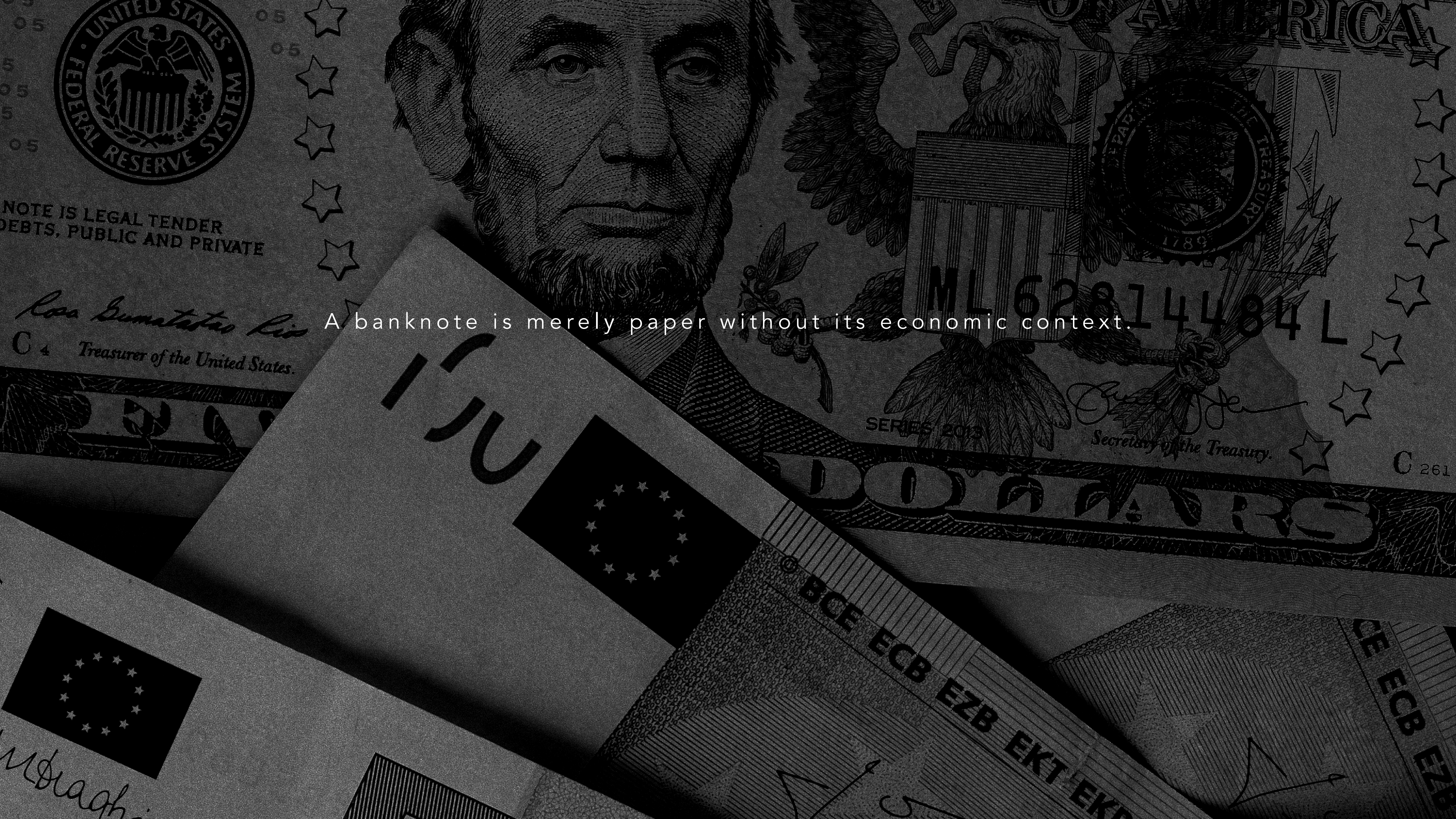


SANDRA LINERO

Our vision is to position Sandra Linero Jewelry among the world's most iconic luxury brands. Think Hermès, Van Cleef & Arpels, Chanel, Tiffany & Co. These names evoke elegance, exclusivity, and timeless allure—a realm Sandra Linero deserves to inhabit.



What unites the world's most prestigious brands? A profound narrative. Stories transform objects into treasures, creating emotional connections that last generations.



A banknote is merely paper without its economic context.

An emerald is just a stone without its story.



To redefine Sandra Linero, we must tell stories never heard before. Not just about the timeless beauty of emeralds or the craftsmanship of our jewelry but about the people who wear them.

This rebranding will unveil narratives of:



We will shape Sandra Linero into an unmistakable brand of artistic distinction. This is the process we propose:



	Rebrand		Involved	Hours/Manuela	Hours/client
Logo/branding	Benchmark	Identify how competitors communicate through different channels: website, packaging, social media.	MC	45	0
	Brand Strategy Workshop	Through the "Golden Circle" exercise, we will identify the brand's purpose.	Both	1	1
		Conduct a "Value Proposition Canvas" exercise and write the value proposition using a template.	MC	2	0
		Through the Pixar framework, we will create a story for the brand based on its purpose and value proposition.	Both	3	2
		During the buyer persona identification, we will analyze key customer characteristics, such as demographics, behaviors, goals, challenges, and preferences.	Both	1	1
	Design	Logo Design: icon, text and logo design, Layout Guidelines, Color Palette, Variations, Color and Monochrome Applications, Typography, Iconography, and Photography.	MC	This depends on the review process with the client	4

Total Hours required from the client
 We recommend not doing everything on the same day, but rather dedicating at least 2 hours each week.

Investment (USD)	\$500
Deliverables	Brand Identity Guide, including Layout Guidelines, Color Palette, Variations, Color and Monochrome Applications, Typography, Iconography, and Photography. Additionally, Printed Applications: Business Cards, Letterhead, and Labels. Digital Applications: Email Signature, Cover Images, and Profile Pictures for two social media platforms.
Times	If the client allocates a total of 2 hours per week for each workshop, we can deliver the first draft by third week after the project begins.

Ecommerce				
Section	Activity	Description	Owner	Time
1. Planning				
	Domain and Hosting Access	Buy or set up the URL of the page and host it on a hosting service, recommended: Shopify.	Cliente	1
	Creation of Sitemap	Based on the information we want to display, we will create a custom sitemap.	MC	1 week
	Wireframe Design	Based on the sitemap, we will create the design of each page's structure to define the page contents and who is responsible for delivering each of them: texts, product photos, etc. These will be discussed in two meetings.	MC	1 week
	Website Graphic Design	Once the template is chosen, wireframes will be created to define the contents of the page and the person responsible for delivering each item: texts, product photos, etc. These will be discussed in two meetings.	MC	3 weeks
2. Development				
2.1 Home		2.1.1 Create the text that will guide visitors to navigate through the website. 2.1.2 Take product photos and banner images for the website. If the client do not have pictures of the product we can provide the 3D models for each jewel with an additional price. 2.1.3 Set up the design in Shopify using text, images, and the wireframe as a reference.	MC	1 week
2.2 Products		For each product, there will be a product page with: 2.2.1 Technical information about the product. 2.2.2 Product description. 2.2.3 Product photo (provided by the client) or 3D Render (we can provide it with an additional cost)	MC	1 week
2.3 Legal Pages		2.3.1 Terms and conditions of purchase. 2.3.2 Privacy policy.	MC	1 Hour with the client
2.4 Atelier Page		A dedicated page will be created to showcase the brand's craftsmanship, highlighting its miners, artisans, designers, and experts.	MC	1 week
2.5 Expertise & Heritage		We will dedicate a page to tell the brand's story, focusing on the designer and her inspiration.	MC	Same week
2.6 Follow-up Emails		We will configure the necessary email notifications: 2.6.1 Purchase confirmation. 2.6.2 Purchase cancellation. 2.6.3 Order in transit (if the shipping company allows). 2.6.4 Order delivered (if the shipping company allows).	MC	Same week
2.7 Newsletter & Additional Features		We will explore additional features, such as adding a pop-up for the newsletter, launching strategies, a WhatsApp button, and other elements related to the website.	MC	Same week
3. Optimization				
	Google Analytics or Tag Manager Integration	Based on the tracking strategy for the website, I will install the necessary tools.	MC	1 week
	Image and Load Time Optimization Plugins	We will test the website using PageSpeed Insights and install the required plugins to optimize it.	MC	
	SEO Tool Installation	Regardless of the strategy in place, an SEO plugin will be installed, and we will add alt tags to images.	MC	

Investment (USD)	\$700
Deliverables	Website with the following pages: Home Page, Our Atelier (Savoir-Faire), Expertise (About Us), Individual Product Pages (excluding product photos or renders), Legal + Connections and Optimizations.
Times	We will deliver the first draft in the fourth week after the website project begins.

During the website redesign, we will not require more time from the client than the allocated time for reviews—no more than 1 hour per week.

Please note: We will not be handling product photography. However, we can recommend a product photographer or, alternatively, we can develop 3D models for each jewelry piece, which are ideal for photoshoots, e-commerce, and campaign purposes.

