

**ZI
WA
DESIGN**

**ZIWEI WANG
BRAND BOOK**

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Brand Overview

Brand Positioning Statement

For Younger generation and made for people who looking for bold design and eye-catching promotions. The Ziwa Design empowers the younger generation with a bold and vibrant design experience, redefining artistic expression and creating a dynamic space that resonates with contemporary aesthetics. Unlike conventional design services, Ziwa Design's approach is tailored to captivate and engage, ensuring each project not only meets but exceeds the expectation.

Brand Board

ZIWEI WANG

ZIWA DESIGN

DESIGNZIWA@SMAIL.ASATATE.EDU

8708978063

WWW.ZIWADESIGN.COM



LOGO



MARK



LOGOTYPE



BRAND POSITIONING STATEMENT

For Younger generation and made for people who looking for bold design and eye-catching promotions. The Ziwa Design empowers the younger generation with a bold and vibrant design experience, redefining artistic expression and creating a dynamic space that resonates with contemporary aesthetics. Unlike conventional design services, Ziwa Design's approach is tailored to captivate and engage, ensuring each project not only meets but exceeds the expectation.

COLOR PALETTE



PATTERNS



TEXTURES



TYPEFACES

Kingthings Clarity

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

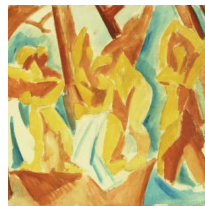
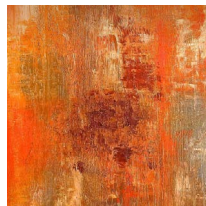
Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

INSPIRATION



VISUAL GUIDELINES

LOGO



LOGO COMPONENTS

The logo may be separated into two symbols, the mark and logotype, to be used independently.



MARK



LOGOTYPE

CLEAR SPACE REQUIREMENTS

The clear space is determined by the height of the letter "D" .

No elements should be positioned within the margins formed by "D".



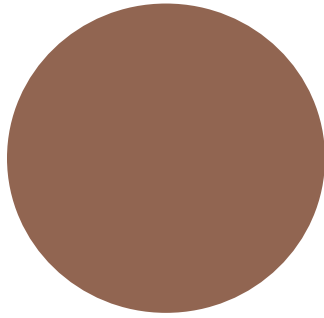
MINIMUM SIZE



1 in.

The minimum size for the logo is one inch in width. Anything smaller causes the risk of losing legibility to increase.

COLORS

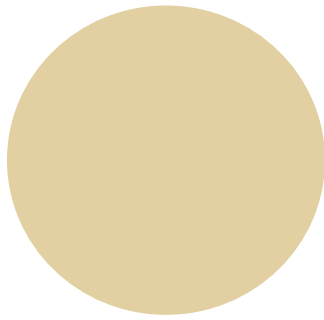


HEX: #916551

PANTONE: 18-1235

RGB: 145R, 101G, 81B

CMYK: 36C, 59M, 67Y, 19K

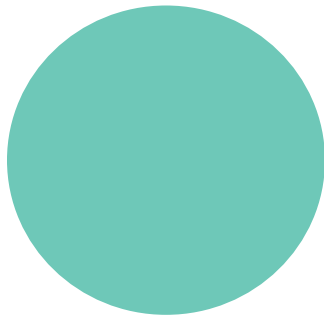


HEX: #e2cfa1

PANTONE: 13-0917

RGB: 226R, 107G, 161B

CMYK: 11C, 15M, 40Y, 0K

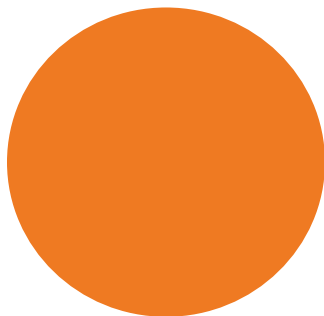


HEX: #6ec7b8

PANTONE: 14-5416

RGB: 110R, 199G, 84B

CMYK: 55C, 0M, 34Y, 0K



HEX: #ef7a22

PANTONE: 16-1356

RGB: 239R, 122G, 34B

CMYK: 2C, 64M, 100Y, 0K

COLOR VARIATIONS



This is the only acceptable color variation of the logo.



When color is not available, black and white or reverse treatment may be used.



UNACCEPTABLE
LOGO USAGE



The logo may not be stretched in any way or form.



The logo may not be cropped in any way or form.



The logo should not use colors outside of the color palette.

PRIMARY TYPOGRAPHY

Sans Serif

Sans Serif is required to use for this brand. The preferred sans serif typeface is Avenir Black and Avenir Roman. No Serif should be use for this brand.

Aa

The Avenir Black should be used for titles and small amounts of text.

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

Aa

The Avenir Roman should be used for body copy, call-outs, and large amounts of text.

Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

ALTERNATIVE TYPOGRAPHY

Sans Serif

If our preferred typeface is unavailable, please use Arial Bold and Regular.

Aa

The Arial Bold should be used for headlines, captions, and small amounts of text.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

Aa

The Arial Regular should be used for body copy, call-outs, and large amounts of text.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

VISUAL IDENTITY

BUSINESS CARD








LETTERHEAD



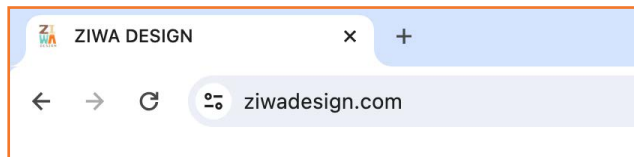
Letterhead

When using the letterhead, all text should fit within 0.5 inch margins on the left, bottom, and right sides, as well as a 1.5 inch margin from the top.

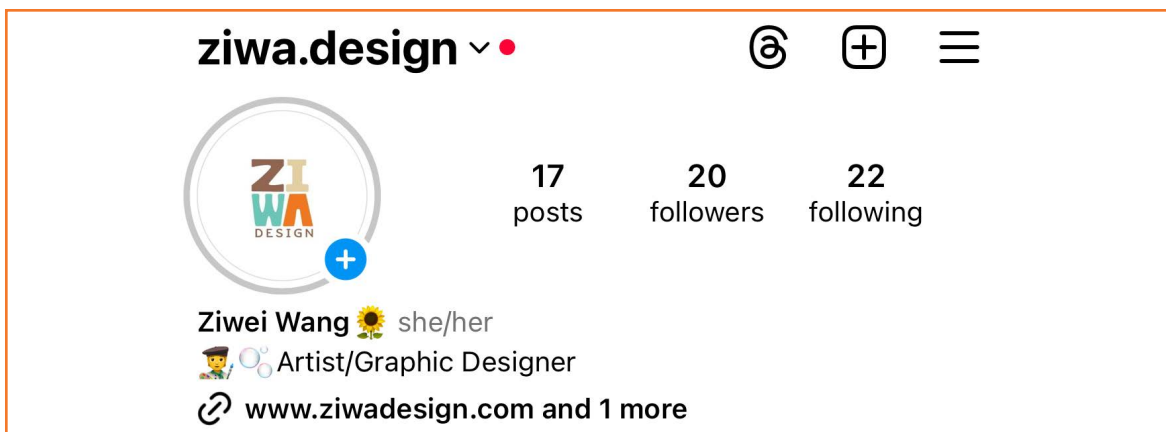
With 14. pt space between lines, body text should be 9.5 pt.

1.5in		
0.5in	<p>February 21, 2024</p> <p>Dear Ms. Hand;</p> <p>I write this letter to express my interest in the Art Director position advertised on your company's website. From day one, I believe my contributions to the team at Paradigm Marketing & Creative could be a worthwhile addition.</p> <p>After comprehensive study for my Bachelor of Fine Arts in Graphic Design degree obtained at Arkansas State University, I possess a wide range of abilities that combine innovative art and design principles. Furthermore, my expert knowledge of Adobe Creative Suite, photography, illustration, and information design will allow me to play a crucial role in implementing your leadership and creative initiatives.</p> <p>The following are highlights of my skills and accomplishments:</p> <ul style="list-style-type: none">• Multilingual Communication Expertise : Fluent in English, Mandarin, and Cantonese, enabling effective communication in a multilingual environment.• Interaction Design and Web Development Proficiency: Demonstrated experience in interaction design through the completion of several projects, highlighting expertise in web design, digital media formats, and multimedia production.• Design Education and Mentorship: Experienced in assisting college students as a Digital Tutor, focusing on digital design software, and advanced printing techniques. <p>Enclosed are my resumé and references for your review. You may also view my portfolio of work at www.ziwadesign.com or learn more about me on Instagram @ziwa.design. I welcome the opportunity to discuss how my skills and strengths can best serve your company. I will contact you this week, or please feel free to reach me at 870-897-8063 or Designziwa@gmail.com.</p> <p>I look forward to speaking with you and appreciate your valuable time and consideration.</p> <p>Sincerely,  Ziwei Wang</p>	0.5in
0.5in	<p>WWW.ZIWADESIGN.COM  @ZIWA.DESIGN  DESIGNZIWA@GMAIL.COM </p>	

WEBSITE FAVICON




SOCIAL MEDIA MARK






EMAIL SIGN-OFF



To: **Your Recipient**
Subject: Check out my new Email Signature



ZIWA
DESIGN

Ziwei Wang
Graphic Designer
Ziwa Design

 8708978063
 Designziwa@gmail.com
 <https://www.ziwadesign.com/>


[Create Your Own Free Signature](#)

RESUMÉ



ZIWEI WANG

 @ZIWA.DESIGN

 870.897.8063

 ZIWA.DESIGN

 WWW.ZIWADESIGN.COM

 DESIGNZIWA@GMAIL.COM

 ZIWA.DESIGN

EDUCATION

Bachelor of Fine Arts in Graphic Design

Arkansas State University

RELEVANT COURSES

- Advanced Digital Illustration
- Information Design
- Interaction Design
- Identity System
- Design Entrepreneurship
- Professional Practice
- Portfolio Capstone
- 2D Animation & Graphics
- Principles Of Macroeconomics

SKILLS

- Adobe Creative Suite
- Information Design
- Web Design
- Procreate
- Identity Design
- 2D Animation
- Prototyping
- HTML / CSS
- Multilingual (Mandarin / Cantonese / English)

PROFESSIONAL EXPERIENCE

Oct 2023 - Present | Arkansas State University

Jonesboro, AR | Digital Tutor

- Help college students learn digital design skills.
- Emphasized the use of Adobe Creative Suite and printing techniques.

Aug 2023 - Dec 2023 | ZIWA Self-Made Pop-Up Shop

Jonesboro, AR | Designer, Business Owner

- Created different self-made products for sale at a local pop-up shop.
- Interacted with clients and arranged table settings.

June 2023 | Private Party

Wuhan, China | Graphic Designer

- Designed poster and invitation for birthday party.

Aug 2023 | Freelance Work

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- Commissioned to create digital illustration for client's personal social media profile.

SERVICE

Sep 2019 | Spring Festival Garden Event

Guangzhou, China | Volunteer

- Plan and lead games in the event
- Created handmade charity works for fundraising

REFERENCES

REFERENCES



REFERENCE

Xinyue Lin

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Arkansas State University
500N.Caraway Rd, AR 72401
Xinyue.lin@smail.astate.edu
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Tutor

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Instructor of English
Arkansas State University
Hss-4142
amoodyqualls@ASTATE
(870)972-3043

Instructor

Alice Liu

CEO of Merch Pier
Merch Pier
Boston, US
alice@merchpier.com
314-681-8632

Supervisor

CORRESPONDENCE

COVER LETTER



February 21, 2024

Dear Ms. Hand;

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Enclosed are my resumé and references for your review. You may also view my portfolio of work at www.ziwadesign.com or learn more about me on Instagram [@ziwa.design](https://www.instagram.com/ziwa.design). I welcome the opportunity to discuss how my skills and strengths can best serve your company. I will contact you this week, or please feel free to reach me at **870-897-8063** or Designziwa@gmail.com.

I look forward to speaking with you and appreciate your valuable time and consideration.

Sincerely,

A handwritten signature in black ink that reads 'Ziwei'.

Ziwei Wang

THANK YOU EMAIL

THANK YOU, Ziwei Wang, Graphic Designer

– ↗ ✕

To  lpickens@sbrmc.org ✕

Cc Bcc

THANK YOU, Ziwei Wang, Graphic Designer

Ms. Pickens,

Thank you again for meeting with me today regarding the Graphic Designer position with St. Bernards Healthcare. Our interview solidified my desire to work with your team and I am confident I can be an asset to the company. I am available for any follow-up questions you or the team at St. Bernards Healthcare might have. I look forward to hearing from you.

Thank you,



Ziwei Wang
Graphic Designer
Ziwa Design



8708978063



<https://www.ziwadesign.com/>



WEBSITE

WEBSITE

WWW.ZIWADESIGN.COM



[ABOUT](#) [PORTFOLIO](#) [HOME](#) [RESUME](#) [CONTACT](#)

[@](#) [Be](#) [in](#)

ZIWA DESIGN

WELCOME !

Take your time and feel free to find more about all my works here. I hope you enjoy this site!

FIND
MORE



[ABOUT](#) [PORTFOLIO](#) [HOME](#) [RESUME](#) [CONTACT](#)

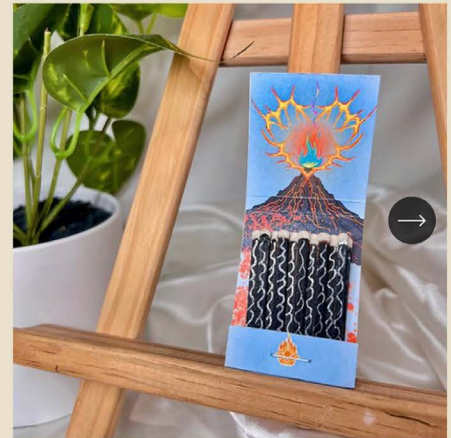
[@](#) [Be](#) [in](#)



Deck of Cards



Food Delivery



Matchbook



Inform

About Me

Ziwei Wang

Hi my name is Ziwei Wang, i'm a student at Arkansas State University major in Graphic Design. I'm passion about illustration, painting and photography.



CONTACT

[EMAIL](#)
[BEHANCE](#)
[INSTAGAM](#)

ZIWEI WANG

[@ZIWA.DESIGN](#) [WWW.ZIWADESIGN.COM](#)
[870.897.8063](#) [DESIGNZIWAGMAIL.COM](#)
[ZIWA.DESIGN](#) [ZIWA.DESIGN](#)

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 Jonesboro, AR | Illustrator

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SERVICE

Sep 2019 | Spring Festival Garden Event
 Guangzhou, China | Volunteer

- Plan and lead games in the event
- Created handmade charity works for fundraising

DOWNLOAD HERE



Deck of Cards



ZipCloud Logo



Paper Pack Food Delivery



Music Festival 16-18

Contact us.

Designziwa@gmail.com
(870) 897-8063

Name (required)

First Name

Last Name

Email (required)

Message (required)






























SEND

SOCIAL MEDIA

SOCIAL MEDIA MISSION STATEMENT

We use social media to connect with people who love design as much as we do. Our goal is to share inspiring and practical design tips, showcase our latest projects, and spark creativity among our followers. Through our posts, we aim to build a community of design enthusiasts, help them enhance their own spaces, and grow our brand. We're committed to being genuine and transparent, always reflecting our passion for design in everything we share.

SOCIAL MEDIA CONTENT CALENDAR


SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>2 pm</p> <p> Post a to-do checklist / week at a glance calendar #GETCREATIVE</p>	<p>8am</p> <p> Check Instagram, reply to posts and comments.</p> <p> Check LinkedIn.</p>	<p>8am</p> <p> Check Instagram, reply to posts and comments.</p> <p> Check LinkedIn.</p>	<p>8am</p> <p> Check Instagram, reply to posts and comments.</p> <p> Check LinkedIn.</p>	<p>8am</p> <p> Check Instagram, reply to posts and comments.</p> <p> Check LinkedIn.</p>	<p>10am</p> <p> Check Instagram, reply to posts and comments.</p> <p> Check LinkedIn.</p>	<p>10am</p> <p> Check Instagram, reply to posts and comments.</p> <p> Check LinkedIn.</p>
<p>7pm</p> <p> Check Instagram, reply to posts and comments.</p> <p> Check LinkedIn.</p>	<p>10am</p> <p> Share a designer's work to story, @mention them. Add it to highlight. #ARTISTSUPPORT</p>	<p>10am</p> <p> Introduce a weekly theme or challenge. #WEEKLY CHALLENGE</p>	<p>10am</p> <p> Post a specific question about the design.</p>	<p>10am</p> <p> Share photos or videos from a event I attended. #EVENT</p>	<p>11am</p> <p> Post my latest completed design project. #CREATIEWORK</p>	<p>12pm</p> <p> Post a photo of something that inspired me today.</p>
	<p>2pm</p> <p> Create a post or a short video showing project steps. #How to</p>	<p>2pm</p> <p> Post a story from a client highlighting their experience working with me.</p> <p> Share my Instagram post on LinkedIn. #TESTIMONIAL TUESDAY</p>	<p>2pm</p> <p> Post a project i'm working with. #CREATIVEPROCESS</p>	<p>2pm</p> <p> Share a style on current trend and talk about my own thoughts</p>	<p>4pm</p> <p> Share an aristo story, @mention them. Add it to highlight. #ARTISTSUPPORT</p>	<p>2pm</p> <p> Post a photo of my workspace. #MYWORKSPACE</p>
				<p>4pm</p> <p> Share a previous project i've finished. #CREATIEWOrk</p>		

INSTAGRAM

@Ziwa.Design

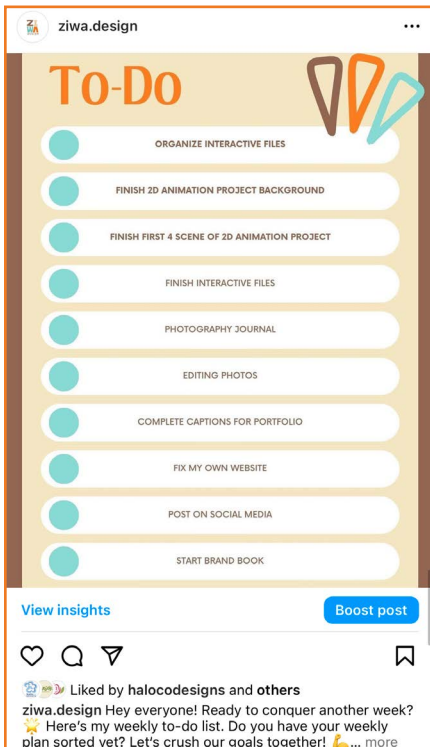
ziwa.design ▾ ●

@ + ≡

 **17** posts **23** followers **23** following

Ziwei Wang 🌻 she/her
👨‍🎨 Artist/Graphic Designer
🌐 www.ziwadesign.com and 1 more

To-Do List



To-Do

- ORGANIZE INTERACTIVE FILES
- FINISH 2D ANIMATION PROJECT BACKGROUND
- FINISH FIRST 4 SCENE OF 2D ANIMATION PROJECT
- FINISH INTERACTIVE FILES
- PHOTOGRAPHY JOURNAL
- EDITING PHOTOS
- COMPLETE CAPTIONS FOR PORTFOLIO
- FIX MY OWN WEBSITE
- POST ON SOCIAL MEDIA
- START BRAND BOOK

View insights Boost post

Liked by halocodesigns and others

ziwa.design Hey everyone! Ready to conquer another week? 🌟 Here's my weekly to-do list. Do you have your weekly plan sorted yet? Let's crush our goals together! 🙌 ... more

Weekly Challenge



Weekly Challenge

Weekly Collage Challenge!

Dive into the world of collage-making with a completely open theme, allowing you to explore endless possibilities and express yourself freely.

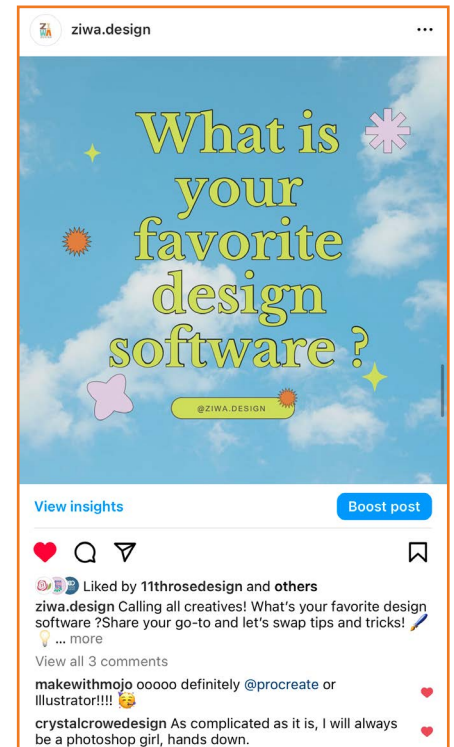
View insights Boost post

Liked by halocodesigns and others

ziwa.design Calling all creative minds! 🎨✂️ Are you ready to unleash your artistic flair and join our weekly collage challenge... more

April 9

Question about Design



What is your favorite design software?

View insights Boost post

Liked by 11throsedesign and others

ziwa.design Calling all creatives! What's your favorite design software? Share your go-to and let's swap tips and tricks! 📝 ... more



View all 3 comments

makewithmojo ooooo definitely @procreate or illustrator!!!! 🙌

crystalcrowdesign As complicated as it is, I will always be a photoshop girl, hands down.

LINKEDIN

@Ziwei Wang



Ziwei Wang (She/Her) [Verify now](#)


I'm a student in Graphic Design major at Arkansas State University.

Arkansas State University
Jonesboro, Arkansas, United States

17 connections


[Open to](#) [Add section](#) [...](#)

Education

 **Arkansas State University**
Bachelor of Graphic Design
Dec 2024


Graphic Designer

◆ Adobe Photoshop, Web Design and +5 skills


 Ziwei Wang
Graphic Designer

Skills

Adobe Photoshop

 Arkansas State University




Web Design

 Arkansas State University

[Show all 7 skills →](#)

Analytics



👁 Private to you

-  **13 profile views**
Discover who's viewed your profile.
-  **61 post impressions**
Check out who's engaging with your posts.
Past 7 days
-  **5 search appearances**
See how often you appear in search results.

[Show all analytics →](#)

Resources



👁 Private to you

-  **Creator mode** Off
Get discovered, showcase content on your profile, and get access to creator tools
-  **My network**
See and manage your connections and interests.




[Show all 5 resources →](#)

Interests

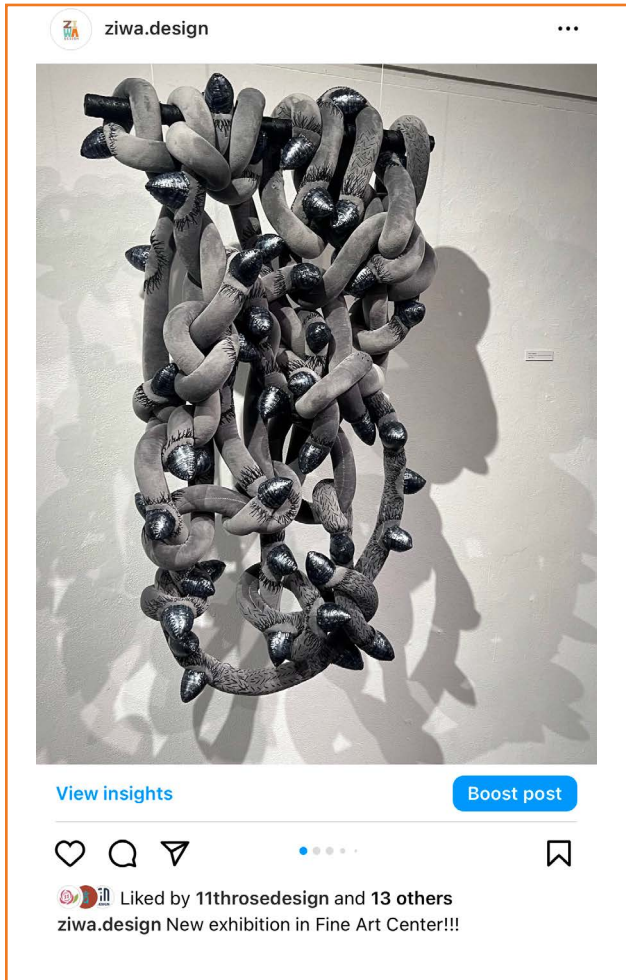
[Companies](#) [Schools](#)

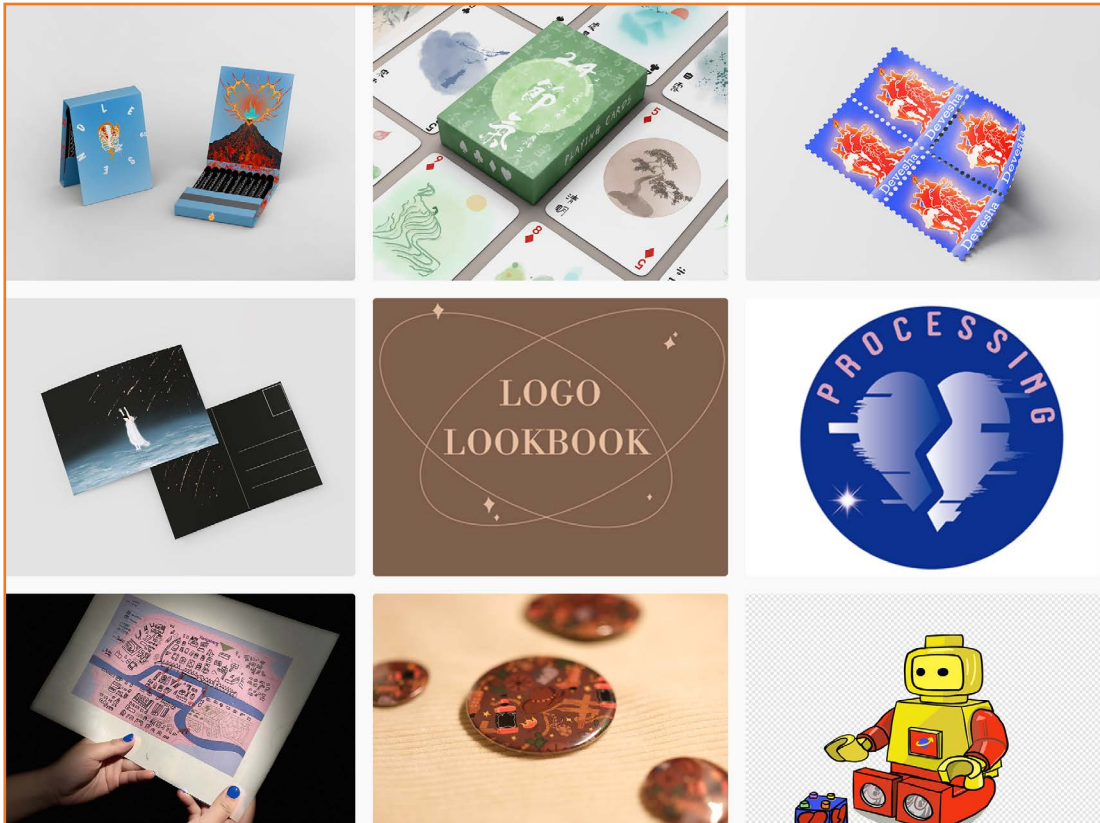
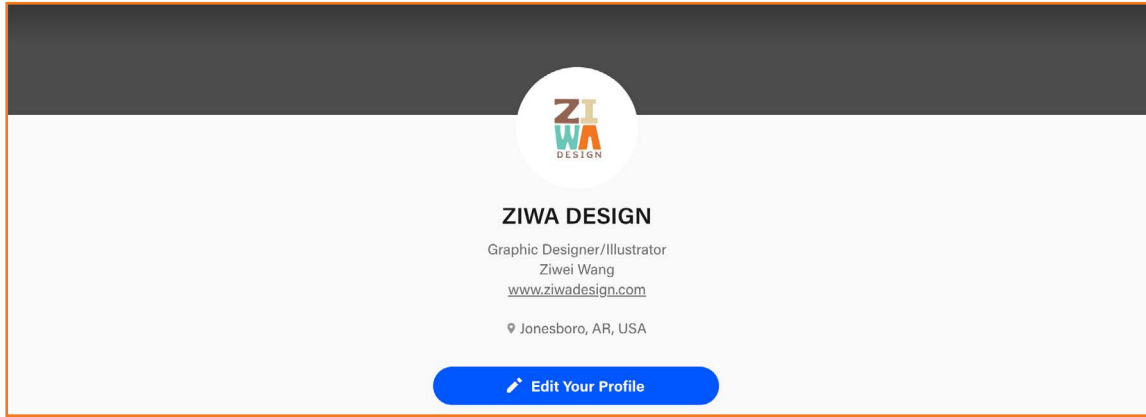
-  **Arkansas State University**
72,934 followers
[✓ Following](#)
-  **Super Bright LEDs**
1,928 followers
[✓ Following](#)

Other similar profiles

-  **Ayaka Okuda** · 3rd
Student at Arkansas State University
[Connect](#)
-  **Soichiro Takahashi** · 2nd
B.S. in Computer and Information Technology at Arkansas State University
[Connect](#)
-  **Tianqi Pan** · 3rd+
Software Engineer at DoorDash | Ex-intern at AWS
[Connect](#)

Share my instagram post to LinkedIn.





BUSINESS PLAN

IDENTITY:

What's your full name?

Ziwei Wang

Would you like to create a brand that refers to you as a person or you as a thing? In other words, do you want to have a business that is known by your name or by another name?

I would like to have a brand relate to my name. The reason why I want that is because i want to have a personal brand.

What is the location of your business? If you do not know yet, state your ideal location. Or you could explain something like "A large city in the U.S." or "A medium-sized city in the northeast region of the U.S."

I want to locate my business in Los Angles , United States. LA is a big city and it has lots of artist there , and the salary in

LA is highest as I know.

Where would you rather work (when the pandemic clears and you have a choice)? Virtual from home or at a physical office?

I would rather to work at home because I feel more comfortable at home.

S.W.O.T.

A **S.W.O.T** can help you assess the strengths and opportunities you currently have so you can map the shortest path to your goals. It will also help you understand any obstacles in your path, whether they are outside of you, or internal. Creating a S.W.O.T analysis of your creative business can be extremely useful as a way of identifying potential difficulties and opportunities for your business and for yourself.

- **Strengths** and **Weaknesses** are internal aspects of you and your business.
- **Opportunities** and **Threats** are external aspects of you and your business.

Use each section to identify problems and solutions in other sections. You can use your strengths to spot related weaknesses (EX "I am well-organized" is a strength, "I am too rigid" is a related weakness), then use that weakness to identify an opportunity, and so on. Think laterally when you are doing your SWOT analysis. Don't get caught up in analysis the whys of these, just jot them down as you think of them. Brainstorm!

For an example, [CLICK HERE](#).

- **S - Strengths (internal/personal aspects that give you an advantage):**

1. Creative
2. Good at executing
3. Paient

- **W - Weaknesses (internal/personal aspects that might hinder you or cause problems):**

1. Too much thinking
2. Time Management
3. Slow
4. Lack of communcation

• **T - Threats (external/public – EX competition, government regulations, money, tech?):**

1. Salary
 2. Stress
 3. AI
-

YOUR MISSION:

What drives you? What keeps you motivated? What are you passionate about?

My passion about art drives me the most, and my interests in design keep me motivated. I'm really passionate about to see my design in the market or people love my designs.

What is important to you in business?

For example, what are your ethics, values and reasons for being in this profession? Do you have creative work you specifically want to do? Answer this as if money or job availability didn't matter.

I think the most important thing in business is make people remember me.

YOUR FUTURE:

Where do you see yourself in 5 years? Not just location or "successful", but how will you be living?

I will work for some big companies to see how did they do design. The first five years are still a learning process for e and i need to see how can these brands/companies can be so successful.

Where do you see yourself in 10 years?

I will open my own business.

How are you going to make this 10-year goal happen?

I will save some money in first 5 years when i work for somebody else. Then i will open my own business.

YOUR PRODUCTS AND SERVICES:

Examine yourself and your skills before you start trying to find employment, whether that be through freelance and/or working for a company. You want to look for avenues and opportunities which play to your strengths.

Pick from this list and/or add additional items. After each one listed, describe what you offer in relation to this item. Specifically answer what your qualifications are in these areas and what factors will give you competitive advantages or disadvantages. You should have at least 3 items.

Advertising, Advocacy, Animation, Logo Design, Design Systems, Collateral, Marketing Strategy, Print Design, Book Covers, Social Media, Political Causes, Coding, Apps, Web, Drawing/Illustration, Fashion, Film/Video, Gaming, Motion Graphics, Interiors/Buildings, Performance, Photography, Painting, Illustration, Sculpture, Murals, Music Composition, Writing, Public Speaking, Teaching, Event Planning, Sales, Writing, UI/UX, Social Media Content Creation (Platform?), Analytics, Creative Strategy, Problem-Solving, Mediation, Non-Profit (501c3) Experience, Grant-Writing, Entrepreneurship

Strength 1:

Drawing/ Illustration

Qualifications & Competitive Advantages:

I've taken two illustration courses.

Strength 2:

Social Media

Qualifications & Competitive Advantages:

I'm good at manage social media account so that i know how to promote the prodcuts and designs i made.

Strength 3:

Logo

Qualifications & Competitive Advantages:

I've designed many logos for different brands for school projects and personal projects.

Your competition:

Explain what you think your direct competition might be in relation to the following. Describe the qualities of an imagined person/group who would be competition. In other words, who would be hired instead of you?

Creativity/Ideation:

People who have more unique ideas than me or people who are really sensitive in art/ design.

Training:

People who get master degree.

Experience:

People who worked for many big companies in their design deparment and graduated from a better university than me,

Specialty:

People who are really good at communication.

Your clients (VIA FREELANCE AND/OR FOR COMPANY AT WHICH YOU WORK):**Who is your ideal client(s)?**

For example, is it a small local business owner with a new shop or do you want to do contract work for huge corporations with a ton of existing brand equity? Would you rather work an in-house shop instead of having multiple clients? OR do you want to do work for a non-profit or do some other form of advocacy all the time? My ideal clients are either big companies or famous/rich people. They will sign contracts with me and set everything clearly. I would rather work an in-house shop because i need to be focus and i can't do high-quality design for multiple clients at one time.

Will the ideal client give you little or full control over the project scope?

Do you like a lot of direction or a little? If it's in the middle, be specific in your answer.

I think my ideal clients gives me a little control. They can at least give me some directions or show me some examples so that I can undstand their standards better. I also hope I can have some feedback after communicate with my clients.

-
- <http://brentgalloway.me/want-to-freelance-successfully-write-a-business-plan-sample>
 - <https://millo.co/17-tips-for-effective-freelance-business-planning>
 - [https://creativeplusbusiness.com/wp-content/uploads/2014/02/TEMPLATE Business Plan for Creatives.pdf](https://creativeplusbusiness.com/wp-content/uploads/2014/02/TEMPLATE_Business_Plan_for_Creatives.pdf)
 - <https://www.policygenius.com/blog/freelancers-taxes-quarterly-annually/>
 - <https://carriedils.com/wp-content/uploads/2016/05/Roadmap-to-Your-Freelance-Business-Plan.pdf>
 - <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

BUSINESS PLAN B | GRFX-4503 PROFESSIONAL PRACTICE

What's your full name?

Ziwei Wang

YOUR FINANCIAL PLAN:

A traditional financial plan for business consists of the following at a minimum: 12-month profit and loss projection; cash-flow projection; projected balance sheet; and break-even calculation. This project will not be so demanding, nor specific.

First, do a cost-of-living analysis. Also research what is being charged in relation to where you will live and your experience level. **See Research Guide in project sheet.**

COST-OF-LIVING ANALYSIS:

What are your minimum expenses in relation to your business per month?
If the costs you acquire are per quarter or year, do the math for the monthly cost.

Cost of basic Health Insurance:

\$594- St.Louis, Missouri

Where did you find this information? If it's a link, [hyperlink its home page.](#)

<https://money.cnn.com/calculator/pf/cost-of-living/index.html>

Cost of Equipment (Software and Hardware):

\$59.99/mo for Creative Clouds

\$1,799.99 for Macbook Pro M3

Where did you find this information? If it's a link, [hyperlink its home page.](#)

<https://www.adobe.com/creativecloud/plans.html>

<https://www.apple.com/shop/buy-mac/macbook-pro/14-inch-m3>

Cost of Website:

\$0-See Adobe, YouTube

Cost of Continued Education

\$0-See YouTube

Cost of Estimated Quarterly Taxes Set Aside Per Month (1/3 rule set aside 4 times a year):

\$4,167

Briefly explain your math.

Annual income:\$50,000/yr, Monthly income:\$50,000 / 12 = 4,167,

Monthly taxes set aside (1/3 of your income):\$4,167/3 = \$1,389

What I pay the government every 3 months, which is 4 times a year >>

\$1,389 x 3 = \$4,167

TOTAL ESTIMATED COST PER MONTH:

\$2,132

What are your minimum projected PROFITS in relation to your business and its expenses per month?

Replace **month** with **year** or **quarter** to match expenses if necessary.

How much will you charge?

I will charge an hourly rate of \$40.

How many days of the week will you work?

I will work 5 days of the week.

How many hours per week do you expect to be billable?

40 hours per week.

TOTAL ESTIMATED PROFIT PER MONTH:

\$4,138

FINANCIAL FORMS



ESTIMATE

The following is an estimate from Ziwa Design for work. This is neither an invoice, nor a quote. See plans from meeting notes to provide the expected total of hours.

Thank you for this opportunity!

Date: Date

Job Number: Job or Invoice #

Client Name: Company (or Person's) Name Here

Address: Street Address Here; City State Zip

Phone: XXX.XXX.XXXX

PROJECT DESCRIPTIONS

Name of Project

Notes: List any notes from meetings or other information provided by client.

Materials: If client has requested specific materials, list here. Otherwise remove.

Timeline: No rush charges. Timeline discussed when estimate approved. If job will be rushed, explain here and increase rate.

Rate: \$XX/hr

Hours:

Revisions:

- Explain here what you will receive and what is expected.
- More here. Included everything, including the time to pre-press files.
- Revisions beyond those listed will incur hourly charges.

Total: \$XX

PROJECT DESCRIPTIONS

Name of Project

Notes: List any notes from meetings or other information provided by client.

Materials: If client has requested specific materials, list here. Otherwise remove.

Timeline: No rush charges. Timeline discussed when estimate approved. If job will be rushed, explain here and increase rate.

Rate: \$XX/hr

Hours:

Revisions:

- Explain here what you will receive and what is expected.
- More here. Included everything, including the time to pre-press files.
- Revisions beyond those listed will incur hourly charges.

Total: \$XX

@ZIWA.DESIGN 870.897.8063

500N.CARAWAY RD#415, JONESBORO, AR 72401

WWW.ZIWADESIGN.COM

DISIGNZIWA@GMAIL.COM

THANK YOU!

QUOTE



QUOTE

The following is a quote from Ziwa Design for work.
This is not a legally binding contract, nor an invoice.
See meeting notes to provide the expected total of hours.

Thank you for this opportunity!

Date: Date

Job Number: Job or Invoice #

Client Name: Company (or Person's) Name Here

Address: Street Address Here; City State Zip

Phone: XXX.XXX.XXXX

PROJECT DESCRIPTIONS

Name of Project

Notes: List any notes from meetings or other information provided by client.

Materials: If client has requested specific materials, list here. Otherwise remove.

Timeline: : Be clear on the time this project is due (or any due dates within the project.) Also state that if job is expected before this time, it will incur a rush charge. Be clear on what this increased rate or singular charge would be.

Total: \$XX

Revisions: 2

- Explain here what you will receive and what is expected.
- More here. Included everything, including the time to pre-press files.
- Revisions beyond those listed will incur hourly charges of \$XX/hr.

@ZIWA_DESIGN 870.897.8063

500N.CARAWAY RD#415, JONESBORO, AR 72401

WWW.ZIWADESIGN.COM

DISIGNZIWA@GMAIL.COM

THANK YOU!

HOURLY INVOICE



INVOICE

Thank you for the opportunity to work with you!

All payments can be made to Ziwa Design and mailed to the address below. Please contact me with questions about this or any future work!

Date: Date

Job Number: Job or Invoice #

Payment Due: Date

Client Name: Company (or Person's) Name Here

Address: Street Address Here; City State Zip

Phone: XXX.XXX.XXXX

PROJECT DESCRIPTIONS

Name of Project


Rate: \$XX/hr

Hours:

Total: \$XX

- Explain briefly what was done. Be sure it matches to the estimate and quote at a minimum.
- *If the project is not yet finished, state this.*

 @ZIWA.DESIGN  870.897.8063

 500N.CARAWAY RD#415, JONESBORO, AR 72401

 WWW.ZIWADESIGN.COM

 DISIGNZIWA@GMAIL.COM

THANK YOU!

PROJECT INVOICE



QUOTE

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Thank you for this opportunity!

Date: Date

Job Number: Job or Invoice #

Client Name: Company (or Person's) Name Here

Address: Street Address Here; City State Zip

Phone: XXX.XXX.XXXX

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Name of Project

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Materials: If client has requested specific materials, list here. Otherwise remove.


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Total: \$XX

Revisions: 2

- Explain here what you will receive and what is expected.
- More here. Included everything, including the time to pre-press files.
- Revisions beyond those listed will incur hourly charges of \$XX/hr.

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THANK YOU!

PROMOTIONAL MERCHANDISE





**THANKS
FOR
READING MY BOOK!**