

Via Maria



EMBELLISH EVERYTHING



January 2026

www.via-maria.com



FROM STORY TO STRATEGY: CONNECT, INSPIRE AND PROSPER.



WE ARE YOUR DESIGN PARTNER





BRAND STRATEGY

A strategy that connects you to your ideal clients. It's establishing your expertise and niche. It expresses the passion that fuels the work. It's the story and spirit of your business. Ultimately, it's what people think of you.

We specialize in helping yoga + ayurveda solopreneurs transform the planet into a kinder, healthier, more magical space that honors all of our authentic voices and humanity.



Via Maria

STRATEGY SESSION WITH MARIA

\$125/hr.

Just getting started? Troubled DIY'er? Out of ideas? Not seeing results?

You need an inspirational strategy session! Whether you are looking for a beginning brainstorm, a professional second opinion, or just need to bounce some ideas, I love creative strategizing! Book your 1-hour session today and let's see what answers we can pull from the Universe.

TRAINING SESSION WITH MARIA

\$125/hr.

The best investment you can make in your business is your own knowledge and expertise. Learning about marketing and design can save a lot of time and money. Especially if you are a DIY'er.

The learning curve on technology is never easy. Enjoy working with a super fun, experienced professional who will explain how to use the tools, as well as guide you on practical application.

All trainings are done on Zoom and the recordings are yours too keep for future use.

Be sure to ask about our introductory branding course!



**NOW
OPEN**



BRANDNEW

GETTING TO KNOW EACH OTHER



Ready to connect with your ideal clients, inspire change, and prosper? This is our get-to-know-each other session where we take a deep dive into the heart of your business. Through a series of discovery questions, we discuss your current project, along with your overall branding + marketing strategies.

WHAT WE DO:

- One 90-minute project strategy brainstorm session.

No preparation is needed on your end. In fact, the best preparation is to let your mind be still for a few minutes before we begin. And we promise to do the same.

WHAT YOU GET:

- A follow-up strategy brief + estimate that lists our recommendations and additional suggestions. This is the roadmap.

\$450

This is required for new client design project proposals and first step of our Brand Signature program.



***We value authentic creative expression.
If you don't sing your song, who will?***



BRANDBOOK

WHY INVEST IN A BRAND GUIDE? Apps like Canva and AI can be great tools for producing your marketing, but they lack style and strategy.

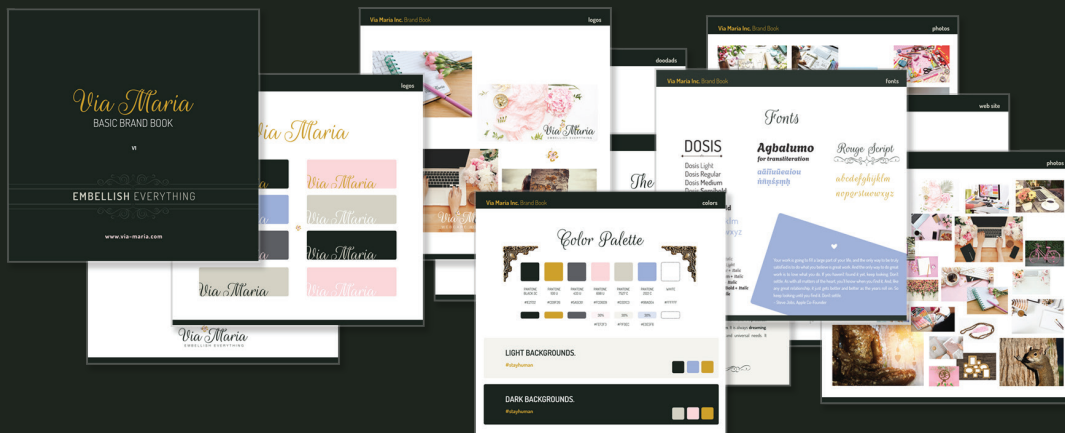
Having an established brand to feed into these tools will produce personalized, effective messaging that connects with your ideal client. Let's face it, there's way too much generic content out there that nobody pays attention to these days.

As the manual of your brand, the Brand Book outlines the styles and voice of the business. Whether starting from scratch or doing a refresh, this comprehensive package is the creative strategy behind impactful company communications. It is approximately 12 pages and includes your logo, styles and voice.

INCLUDED:

- 12-page style guide (brand book)
- brand strategy
- AI brand prompt
- logo with variations
- tagline
- passion statements: vision + mission
- establish your voice
- 3 headlines
- digital stationery
- biz card, printed
- stock image library
- avatars
- doodads
- web domain
- instruction on how to use it all

\$2500



Via Maria

THE ELEPHANT IN THE ROOM

A brand isn't cute stuff. It declares your mission. **It must connect to and inspire your ideal clients.** And it must break through the endless AI clutter to reach them.

Sure, there are plenty of free and cheap design tools out there. And they are great! But right now the world is crawling with newly AI-generated brands. Brand design is only as remarkable as the human thought behind it. AI is efficient, but it isn't original.

Your business was born from a spark of passion, a special need, or a desire to transform...all of which are unique to you. AI isn't a mind-reader. It pulls from material that has already been done, for somebody else's mission.

Isn't it time to share your authentic voice? The one that will inspire? The one that will connect you to clients who need what only you can offer?

We bring human ingenuity and strategy together to craft a story that connects you to your ideal clients.

And yes, we love the DIY'ers. We are here to support, train and answer questions. Book a strategy session or training today and make sure your DIY efforts get results!



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BRANDSIGNATURE

The almighty entire branding system.

This is a custom designed branding package that supports your business goals + needs. It establishes your expertise and niche. It expresses the passion that fuels the work. It is the story and spirit of your business.

We design and produce the recommended components that you choose, most of which were suggested in your BrandNew strategy brief.

Typical branding elements might include:

- custom WordPress X Pro website (*requires WebCare hosting or monthly DIY*)
- basic SEO and GEO (AI)
- pop-up window giveaway/promotion, connected to MailerLite subscribe
- online purchases through storefront
- event registrations
- client bookings and scheduling
- website chatbot, connected to AI
- MailerLite general newsletter subscribe and connection and template design
- social media branding and account set up
- stickers or labels
- email signature design
- postcards or leave-behinds
- brochure or printed folder with inserts
- digital or printable flyer template
- ad banners for paid advertising or social media
- PowerPoint deck cover and templates
- training and guidance on working with your new brand!

custom

Begin with the **BrandNew** package. That cost is credited toward this package.

BRANDBASICS

LOGO + WEB SITE PACKAGE

For new businesses and under-established businesses

It's ok to begin with the foundational branding pieces. This allows your brand to transform as you grow. We creatively design your custom logo, brand styles, and produce your website. We then assist with your DIY marketing efforts..

WHAT WE DO:

Collaborate - 1 hour call to prepare.

With our extensive strategy notes, we produce your basic branding elements: logo, brand book and website.

Review - 1 hour for final edits.
(Limited to 3 hours for all revisions)

WHAT YOU GET:

60-minute collaboration call

custom simple logo

5 page simple style guide (brand book)

simple WordPress website, *requires monthly DIY package*

AI kit and chat prompt

Final review with up to 1-hour final edits

\$2800



Via Maria

LET'S GO

Book a 15-minute discovery call to see if we have that sparkly connection.

[Book Now](#)





DIY SUPPORT PACKAGES

Whether you're a **digital daredevil** or **frugal solopreneur**, collaboration is key. Invest in our monthly DIY program for technical and design support. We take the solo out of solopreneur because nobody successfully does this stuff alone.

Regular hourly rates: *(please notify us if you have a preference or we will make the best choice)*

STANDARD PRODUCTION *(outsourced)*: **\$75/hour**

PREMIUM DESIGN PRODUCTION: **\$95/hour**

BASIC DIY

\$37/MONTH



WebCare website hosting
Technical support (email + videos)
Access to our education + support portal
Free live workshops + recordings
10% off package rates
Annual 60-min. strategy meeting
+ more!

MAINTENANCE PACKAGE

\$300/\$500/\$1000



Need updates? We gotcha covered!
Purchase additional blocks of time
for web updates, small design projects
and DIY support.
Updates are deducted from your
package based on your hourly rates.

WEBCARE HOSTING

\$350/YEAR



Web hosting
WordPress + X Theme setup, license
SSL secure certificate
Google Analytics + SEO basics
Legal policies, GDPR
WordPress management
Technology updates



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MAKING PAYMENTS

We are moving to project rates for larger new projects, but hourly will be available on maintenance and small projects (under 5 hours). If you have a project coming up, please request an estimate.



There will be a **minimum charge of \$200 per invoice**. If your updates are less than this, you may consider a pre-paid maintenance package.



We love getting paid via **old school hand-written check or bill pay** (still a check). If you prefer to pay via Square, PayPal, Zelle, or Venmo, that's ok too.

- Request a Square invoice to pay by credit card.
- PayPal: theway@via-maria.com, Venmo: mahamitra108, Zelle: 480-600-3765



We are specializing in branding and design, therefore **no longer offer social media, content creation or marketing services**. We only provide designed templates and can technically support you working with them.





REFUND POLICY

All unused credits and deposits may be refunded at any time, should you choose to cancel your design services. Funds will be returned after 30 days so that all billable hours + expenses may be deducted. Funds will be issued via PayPal (there may be fees) or a mailed check. **A \$50 service charge will be applied to all funds refunded.**



Via Maria

WHO WE ARE

Mission Statement

We do branding and AI for yoga and ayurveda solopreneurs so they may connect to their ideal clients.

We have a deep passion to heal and help. From humans to animals, from planets to plants, we love them all. Therefore, we are looking to partner with conscious businesses who are doing this work. Let us invest in your success so together, we can change the world.

We craft your story so you can connect with your ideal clients, inspire change, and prosper.

***Make your advocacy
your vocation.***

- Steve Jobs

VISION STATEMENT

lead with **kindness**.

keep it **human**.

work with **heart**.

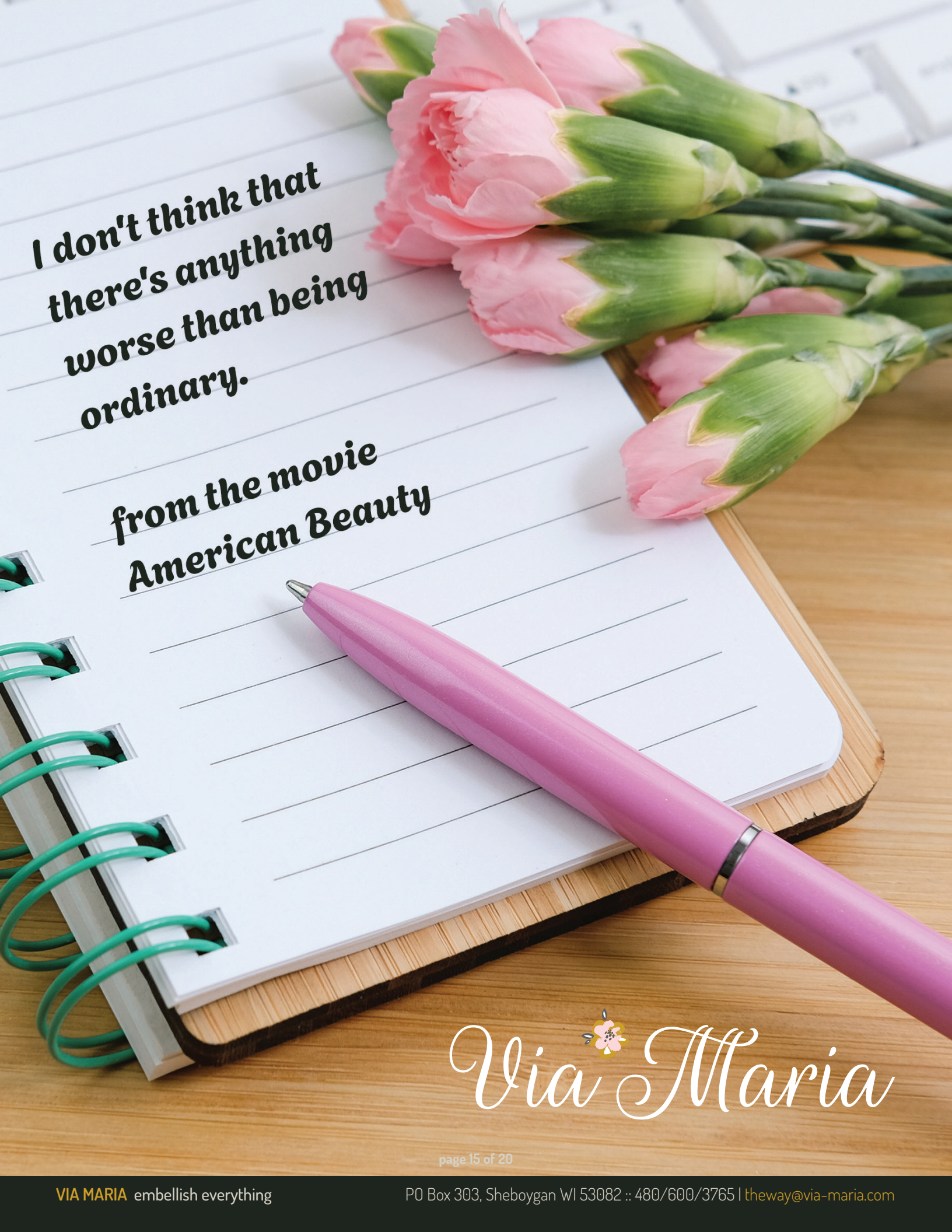
stay **unique**.

care for **nature**.

value **relationships** above all else.

**I don't think that
there's anything
worse than being
ordinary.**

**from the movie
American Beauty**

A spiral-bound notebook with a green wire is open on a wooden surface. The notebook has white pages with horizontal lines. A pink pen lies diagonally across the bottom half of the notebook. In the top right corner, several pink carnations with green buds are placed. The text is written in a bold, black, sans-serif font on the top two pages.
Via Maria



The very *fine* details

UPDATED TERMS

The following contract is an agreement for our working relationship. We look forward to doing some dazzling projects with you!

This contract is between **(Client)** - that's you! and **Via Maria, Inc.** for the purpose of creative and support services.



CREATIVE + PRODUCTION

- **Outsourced materials** such as printing, specialty stock art, photography, copywriting, etc must be paid by the Client directly to the vendor.
- Typos happen. **We edit copywriting** without notification, unless instructed not to do so.
- **Final proofing** of all projects remains the responsibility of the Client, for both print and digital.
- We hire **subcontractors**. They may receive passwords and login credentials in order to access online accounts like Authorize.net, PayPal, MailChimp, Constant Contact, etc. We have full trust in them.
- **Google fonts** are free and are generally used for web and MS Word and PowerPoint projects. This allows Client to easily edit files in the future.
- Client may peruse and recommend images for projects using **BigStock Photo for stock art**. Any artwork to be used for a logo must be vector.
- Unfinished projects will be **canceled after 1 year of inactivity**.



COPYRIGHTS

- Client provided text, graphics, photos, trademarks, designs or any other creative work is **owned** or **used with permission**. (We only use **original, licensed or owned** creative materials on projects.)
- The **copyright of final designs** belong to the Client upon accepted final payment.
- Copyright for all **preliminary designs and versions** stay with Via Maria.
- **Web codes + licenses** are owned and maintained by Via Maria. Materials such as **open source codes** which were not originally created by Via Maria remain the property of their respective owners.

The image shows a top-down view of a desk. On the left, there are pink and orange roses. In the center, a white keyboard and a white mouse are visible. To the right, there is a white notebook with a pink cover and a pink pen. A pair of glasses is also on the desk. The text 'The very fine details' is written in a mix of black and gold fonts across the top right.

The very *fine* details

- Via Maria and all subcontractors may display designs and creative elements as examples of their work in their respective **portfolios**. If you prefer they not be shown, please let us know .

FILES

- A **Dropbox folder** will be provided for transferring final files.
- **Original and editable client files** are archived for future use, although not guaranteed, and may be requested in the future for a \$75 fee.
- WordPress websites designed and developed by Via Maria are **fully transferrable**. The website can be moved to another hosting company for a \$200 fee.



WEBSITES

Website Hosting is on a dedicated server with Liquid Web in Phoenix, AZ. They have stellar customer service and they keep a watchful eye on our server. We do everything in our power to keep all of our websites working beautifully. Details of WebCare packages are listed on www.webcarehosting.com

Extremely **high web traffic** or posting large files for download, such as **videos**, could incur additional billings. Please refer to the WebCare document for overage fees.

A **domain name** is required to set up website hosting. Once this domain is setup, it cannot be changed.

Client is responsible for **maintaining the domain** account and paying the annual fees. Via Maria is not responsible for any domain expirations or support.

Domain **name servers** must point to: **ns.liquidweb.com** and **ns1.liquidweb.com** or the IP (67.225.240.119) address may be used to set an A record.

Email accounts are available, please refer to the WebCare Hosting document for details. Accounts are billed annually and may be suspended and/or deleted for late payment.

Web stats are offered through Google Analytics and are included with WebCare hosting packages. A posted privacy policy on your website is required to use these services.

If you anticipate visitors from European countries trying to access your site, it is recommended that you have a **GDPR** notification window on your homepage. We will assume you want this unless otherwise told.

Web communications (emails, notifications, etc) from the website are not guaranteed to arrive in your inbox.



The very *fine* details

It is recommended that the Client log in to WordPress regularly to view all **Forms > Entries**. Client agrees to alert Via Maria when spam is coming through on web forms. It is possible for web forms to discontinue working due to high spam count.

Web sites are built using **ThemeCo's X Pro theme**.

WordPress is installed with our **handpicked plugins**. If Client adds new plugins, the functionality of the website is no longer guaranteed and development fees may be incurred if the website goes down.

Via Maria **maintains codes and server upgrades**, but we cannot guarantee things will not break as these are completed. Updating is mandatory, but if something goes down, we first try to find a simple fix. If one is not available, or a piece of code goes defunct, you will be notified and given options.

Client **promises to never use the server for malicious activities** that could jeopardize the integrity of the server. This includes turning off the WordPress security plugin (iThemes), sending bulk emails or spam messages, using software with known vulnerabilities, performing illegal activities, or providing logins to outside entities.

Client agrees to abide by all website **hosting regulations** posted at **www.webcarehosting.com**. These may be updated at anytime as technology continues to evolve.



PAYMENT

- Via Maria is an **S-Corporation** and does not require a 1099. (We are happy to provide one upon request.)
- **Payment for services is pre-paid**. Partial payment notices are due upon receipt. Annual web hosting invoices are sent 30 days in advance.
- **Web hosting payment is due** before any WebCare package is set up.
- Website hosting and email hosting is **billed annually**. Hosting packages are renewed 30-days in advance. If payment is not received by the due date, the website goes into suspension mode. There is a 30-day grace period, before which the website files are removed and deleted from the website server. There is a \$50 service fee to turn off suspension mode. There is a \$250 to repost web files at any time in the future as all websites are archived.
- **Design services may be canceled**. A refund will be given after 30-days, after all billable hours and expenses have been paid. Pre-paid maintenance packages may also be canceled. A \$50 service fee will be applied to all refunds.
- **No refunds** will be given for early termination of web hosting services or other pre-paid annual invoices.



The very *fine* details

- Materials, files nor websites **will be released** until the final payment has been received.
- After a project is completed, **future maintenance and updates** may be needed. These may be requested via email and a maintenance package will be recommended and a pre-pay link sent.



AGREEMENT

This agreement will **be in effect** until either party terminates it or until a year has passed since the Client has been active.

I warrant that I have the authority to execute this contract on behalf of myself or my company, and acknowledge that I have read and understand this contract and have received a copy.

By submitting your purchase order, you are agreeing to these terms.

This brochure was designed and written by a human. #stayhuman

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