

CALM creative and internal design system

Refine the campaign creative. Provide the NuBioAge team with a shared system to produce consistent assets as speakers, exhibitors and topics are announced.

Prepared for

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01 CALM template refinement \$300

Work from the existing CALM assets and further refine them using the B2B creative direction as a reference, with clearer messaging, hierarchy and imagery.

A Speaker announcement

Prominent announcement, speaker name and headshot, with clear CALM context. First priority for the October rollout.

B Exhibitor announcement

A recognizable logo and clear participation message, ready for CALM channels and partner reposting.

C Speaker topic announcement

Connect the topic to the speaker and the event. Populate as talk titles and details are confirmed.

D Company spotlight

Explain why the company is participating and why it matters to attendees.

02 NuBioAge social refresh \$300

Create an Instagram page preview and four reusable templates based on NuBioAge's existing content types, ready to generate across social platforms in the Asset Studio.

A Instagram page preview

Review the current feed and show the proposed page with a coordinated grid of example posts, typography, imagery and brand treatment.

B Four reusable templates

Design four reusable post templates and integrate them into the Asset Studio so the team can enter content, preview and generate assets. Use their existing content types as the starting point.

C Populated examples

Populate approved layouts with real content for review.

Includes the page preview, four templates, Asset Studio integration, populated examples. Posting and account management are excluded.

03 Podcast / video clipping integration — Phase 1 \$400

Integrate a podcast and video clipping workflow with the Asset Studio, supported by two reusable branded video templates.

A Horizontal video template

One reusable branded layout for horizontal podcast and video clips.

B Portrait video template

One reusable branded layout for portrait podcast and video clips.

Phase 1 will use a Claude Artifact to evaluate and test the clipping workflow with two branded templates: horizontal (16:9) and portrait (9:16). This pilot will gather feedback and validate video processing and export requirements. A refined Phase 2 version, expanded features and production hosting will be scoped and quoted separately after testing.

04 Internal Creative Portal - \$1,500 Phase 1

One Asset Studio for CALM and NuBioAge: bring the brand guides, approved assets and production tools together. Start with a practical release, then expand around the team's workflow.

Brand library

Consolidate supplied CALM and NuBioAge brand guides, logos, headshots, company assets and supporting files in one organized home.

Reusable templates

Make the four approved CALM templates available for production. Add the social and video templates through their respective line items.

Content entry and preview

Select a layout, add copy and imagery, and review the asset before export.

Resize and export

Generate approved social formats from the templates, with layout adjustments for each agreed size.

Phase 1 of the Asset Studio will be hosted as a Claude Artifact for evaluation, testing and refinement. The team will test the brand library, template editing, resizing and exports. A follow-up release incorporating two consolidated rounds of in-scope feedback is included in the Phase 1 cost; new features outside the agreed scope are discussed separately.

05 B2B acquisition funnel support \$300

Supporting the B2B acquisition funnel with one landing-page design and one paid-media ad template, building on the existing concepts and coordinating with Leonard and the paid-media team.

Landing-page design

Refine one landing-page design from the existing assets, improving messaging, hierarchy and consistency with the campaign creative.

Paid-media creative

Refine one ad template from the existing concepts. Confirm the required format with the paid-media team.

Campaign coordination

Align the creative and landing-page experience with the paid-media team's requirements and feedback.

One ad template and one landing-page design, based on the existing assets and further refined. Includes two consolidated rounds of revisions. Landing-page implementation responsibilities will be agreed before work begins. Separate from the Phase 1 portal and template costs.

06 Delivery timeline

Creative comes first, followed by the Asset Studio and video pilots. Timing begins once the approved services and start date are confirmed.

Kickoff · Completed

Initial discussion complete

Project priorities, brand assets and the approval owner are confirmed.

Next

Proposal approval

Sign the proposal to confirm the services and agree on a start date.

Within 3 business days of start

First creative versions

Prepare first versions of the approved CALM templates, B2B assets, postcard and NuBioAge social refresh for review.

After creative review

Approve creative direction

Consolidate feedback and approve the layouts that will be used in the tools. The included revision rounds can be completed before final sign-off.

Within 5 business days of creative approval

Asset Studio and video pilots

Deliver the Asset Studio Claude Artifact for testing with approved templates and brand assets. If video clipping is approved, deliver its Phase 1 Claude Artifact workflow with horizontal and portrait templates.

After initial delivery

Ongoing support

Discuss production support and additional features as needed. Quote future work separately; an hourly arrangement can be considered.

07 Cost breakdown

Review each service and its cost below.

01 CALM speaker & exhibitor template refinement	\$300
Refine speaker announcements, speaker topics, exhibitor announcements and company spotlights.	
01 CALM postcard	\$200
One two-sided 4 × 6 design, two revision rounds and print-ready PDF.	
02 NuBioAge social refresh	\$300
Instagram page preview and four templates based on existing content types, generated across social platforms in the Asset Studio.	
03 Podcast / video clipping integration — Phase 1	\$400
Claude Artifact pilot for evaluation, testing and refinement, with horizontal and portrait branded video templates.	
04 Internal Creative Portal - Phase 1	\$1,500
Claude Artifact pilot: consolidated brand guides and assets, template production, preview, resizing and export for evaluation and refinement.	
05 B2B acquisition funnel support	\$300
One ad template and one landing-page design, based on the existing assets and further refined.	

All six services: \$3,000

Choose which services to approve, decline or discuss on the website. An invoice for approved services will be sent after we receive your signed response. Payment is due within 30 days of the invoice date.

Scope boundaries

Includes two consolidated rounds of revisions per selected deliverable. New features and extra deliverables are quoted separately before work begins. If applicable, subscriptions, hosting, printing, postage and ad spend are separate costs agreed before they are incurred.