

evolve

ELEVATED STRENGTH.

Website Redesign Creative Brief & Proposal Request

A multi- location Lagree studio

Prepared for prospective web designers and developers

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About Evolve

Evolve is a boutique Lagree studio with a flagship location in Katy, Texas. The second location recently opened in East Bernard, TX with upcoming expansion plans into Columbus, TX (Fall 2026) and Fulshear, TX (Spring 2027). At Evolve, we believe strength is for everyone. Our mission is to make clients feel comfortable from the moment they walk through our doors while delivering workouts that challenge, empower, and keep them coming back.

Our brand is elevated without feeling exclusive, polished without feeling cold. Every detail—from the studio to the website—should feel welcoming, intentional, and easy to experience. We want visitors to leave with the same feeling our clients do after class: confident, energized, and already looking forward to the next one.

Brand assets provided

A complete brand style guide will be supplied to the selected creator, and is available on request during the proposal stage. It includes:

- Primary logo, primary-with-tagline logo, and brand marks (the double-e monogram)
- Tagline: Elevated Strength.
- Typography: Work Sans (all caps, wide tracking) and Publica Sans Round Light (title case)
- Full colour palette with HEX, RGB and CMYK values

Colour palette

Colour	HEX	RGB	CMYK
Navy	#14263E	20 38 62	94 80 48 52
Khaki	#DDCCB9	221 204 185	13 17 25 0
Maroon	#4B0000	75 0 0	44 88 80 68
Coffee	#654534	101 69 52	45 65 74 42
Dusty Blue	#75869E	117 134 158	58 42 26 2

Current site

www.evovelagree.com — [Currently using old branding and would like to simplify the website, less cluttered and easier to navigate]

Project Goals

The redesign has one primary commercial goal and several supporting ones.

Primary goal

Convert first-time visitors into booked new clients. The path from landing on the site to booking an intro offer should be obvious, short, and possible from any page.

Supporting goals

- Make the class schedule effortless to find and book from, on mobile especially (schedule widget provided by Mariana Tek)
- Give existing clients a fast route to book, manage and buy without friction (buy page provided by Mariana Tek)
- Communicate the studio experience — space, first timers, what to expect, studio policies
- Present the brand at the level the new identity deserves
- Build credibility through social proof (Instagram presence and press coverage)

Audience

Audience	What they need from the site
Prospective first-timers	Reassurance that Lagree is approachable, clear pricing, an easy intro offer, and to know what to expect in their first class.
Existing members	The schedule. Fast booking. Account and membership management.
Local searchers	Studio location, hours, parking, and how to get started — often on a phone. Teaser for upcoming locations

What We're Asking You For

We are sending this brief to a small number of creators. We are **not** asking for a finished website at this stage. We are asking for:

Deliverable	Detail
1. Two to three vision options	Distinct creative directions for the site — not three versions of the same idea. For each: a homepage concept (desktop and mobile), a short rationale, and any type, colour or imagery treatment you'd apply within our existing brand guide. Mood boards, wireframes with styling, or full mockups are all acceptable — tell us which you're showing.
2. Proposed approach	How you'd structure the site, and what you'd recommend for the Instagram feed and press banner. The schedule and pricing just need place holders we'll just drop the widgets once ready.
3. Scope and pricing	Itemized quote. Please include tiered options if you have them (e.g. design-only vs. design plus build), and state clearly what is and isn't included.
4. Timeline	Estimated start date, key milestones, and launch date.
5. Relevant work	Two or three examples of comparable sites you've built — boutique fitness, wellness or hospitality especially. Live links preferred.
6. Post-launch	What training, documentation or ongoing support you offer, and at what cost.

Please work within the existing brand guide rather than proposing a rebrand. The identity is new and we're committed to it — we're looking for how you'd express it on the web.

Proposed Site Structure

A starting point, not a constraint. If you'd structure it differently, tell us why — we'd rather hear your thinking.

Page	Purpose and key contents
Home	Brand moment, clear new-client offer CTA, snapshot of the schedule, what Lagree is, studio imagery, Instagram feed, 'as seen in' banner, location and hours.
Schedule / Book	Live class schedule with filtering. Direct booking. The most important page on the site.
New Here / Start	For first-timers: what Lagree is, what to expect, what to bring, FAQs, and the intro offer with a prominent CTA.
Pricing	Memberships, class packs, intro offer. Transparent and easy to compare.
The Studio	The space, amenities, address, parking, hours. Photography-led. We use mega-pros in our Lagree studios.
Instructors / About	Team bios and the story behind Evolve. Builds the personal connection that drives boutique retention.
Contact	Form, map, phone, email, social links.
Account / My Bookings	Existing-client login and management (via Mariana Tek).

Required Features

Priorities are marked **Must** (non-negotiable), **Should** (strongly wanted) and **Nice** (if budget allows).

Feature	Requirement	Priority
Booking integration	Mariana Tek Web Integrations embedded so clients can browse the schedule, book, buy credits and memberships, and manage their account without leaving the site. Booking must not feel like a jarring hand-off to a third party.	Must
Live schedule	Current class schedule visible and bookable. Filterable by day and instructor. Must be genuinely usable on a phone — this is where most bookings happen.	Must
New client offer CTA	A single, obvious, repeated call to action for the intro offer. Persistent in the navigation and present on every page. [SPECIFY YOUR OFFER — e.g. two weeks unlimited for \$89]	Must
Studio details	Address, map, hours, parking guidance and contact info easy to find from anywhere on the site.	Must
Mobile-first design	Assume the majority of traffic and bookings are on mobile. Design mobile first, not as an afterthought.	Must
Simple navigation	Shallow and uncluttered. A visitor should reach the schedule or the intro offer within one click from anywhere.	Must
Instagram feed	Live, auto-updating feed from our Instagram displayed on the site. Should match the brand aesthetic rather than look like a bolted-on widget. Please recommend an approach and note any recurring cost — see Section 7.	Must
'As seen in' banner	A horizontally scrolling logo banner of publications that have featured the Lagree Method. See Section 6 for the list and an important labelling requirement.	Must
Photo and video	Layouts that show the studio and classes well, including short video or motion if appropriate. [Note whether you have professional photography or need a referral.]	Should
Testimonials	Client reviews or testimonials presented attractively.	Should
Email capture	Newsletter or lead capture integrated with Brand bot / Xplor growth	Should
FAQ	Structured, searchable answers for first-timers.	Should
Gift cards / retail	Ability to sell gift cards or a small amount of merchandise.	Nice
Blog	For SEO and community content.	Nice

'As Seen In' Banner

We'd like a scrolling banner of publication logos as social proof. The Lagree Method has been covered by the following outlets — this list is taken directly from Lagree Fitness's own press page, and each has a verifiable article behind it:

Publication	Coverage
USA Today	ClassPass named the Megaformer workout a top fitness trend after analysing 100M+ workouts.
Forbes	Profile of Sebastien Lagree on the future of at-home and in-studio exercise.
Men's Health	On Lagree's time-under-tension training approach.
Glamour	Lagree as the workout behind several high-profile names.
Shape	Explainer on the Megaformer and the method.
People	Feature on models training with the Lagree Method.
Well+Good	On 'time under tension' as an efficiency-driven fitness trend.
Allure	Lagree equipment featured among at-home gym essentials.
Travel Noire	On maintaining fitness while travelling with the Lagree To-Go kit.

Important — how this must be labelled

This press coverage is about **the Lagree Method and Lagree Fitness**, not about Evolve specifically. A bare 'As Seen In' header above these logos would imply our studio has been featured in Forbes and USA Today, which isn't accurate and could create a real problem for us.

The banner must therefore be clearly labelled along the lines of:

THE LAGREE METHOD, AS SEEN IN

Or similar wording that makes the distinction unmistakable. Please also confirm what's required to use these publication logos — logo usage generally needs permission, and we want this done properly. If rights are a concern, an acceptable alternative is a text-only banner of publication names, or pull-quotes linking to the original articles.

We are happy to be guided by you here. Flag any concerns in your proposal rather than after launch.

Technical Requirements

Platform — Squarespace

We've chosen Squarespace so that we can manage day-to-day content ourselves after launch without needing a developer for every change. If you believe another platform serves the goals in this brief materially better, you're welcome to make that case — but please also quote a Squarespace option so we can compare like for like.

Booking — Mariana Tek

We use Mariana Tek. Their Web Integrations let clients browse the schedule, book classes, buy credits and memberships, and manage their account inside our own site.

- Mariana Tek publishes official Squarespace configuration documentation.
- Setup is done through Squarespace's Code Injection, using a JavaScript snippet configured with our tenant name, plus Custom CSS to control spacing and styling.
- Code Injection and custom JavaScript require a paid Squarespace plan tier — it is not available on the entry-level plan. Please specify which plan your build requires so we can budget the subscription accurately.
- Mariana Tek's 'Mariana Tools' Developer Mode generates tenant-specific configuration code for setup.

Please address in your proposal: how closely you can style the booking flow to our brand, what the mobile booking experience will look like, and any limitations we should know about up front.

Instagram feed

We want a live feed, styled to fit the site. Please tell us:

- Which method you'd use — Squarespace's native block, or a third-party service such as EmbedSocial, Elfsight, Behold or LightWidget
- Whether it carries a recurring subscription cost, and how much
- How much control you have over its appearance
- How the connection is authenticated and maintained, and what happens if it breaks — Instagram's feed APIs have changed in recent years and we'd rather not build on something that stops working in six months

Performance, SEO and accessibility

- Fast mobile load times — please state your target and how you'll measure it
- Local SEO: page titles, meta descriptions, structured data, and Google Business Profile alignment
- A reasonable standard of accessibility (WCAG 2.1 AA as a target)
- SSL, and correct redirects from all existing URLs so we don't lose search rankings
- Analytics configured — Google Analytics 4 and Meta Pixel [confirm what you use]
- Privacy policy, terms, and cookie handling as required

Content, Assets and Deliverables

Who provides what

Item	Provided by
Brand style guide and logo files	Evolve
Written copy	Proposed by creator, approved by Evolve
Studio and class photography	Evolve
Class descriptions, pricing and schedule data	Evolve (via Mariana Tek)
Instructor bios and headshots	Evolve - TBD if we will use this
Design, build and integrations	Creator
Domain and hosting setup	Evolve currently owns

Launch deliverables

- Fully built, tested and live Squarespace site
- Working Mariana Tek booking integration across desktop and mobile
- Instagram feed and press banner in place
- Analytics and SEO configured, redirects mapped from the old site
- Tested on mobile, tablet and desktop across major browsers
- A short training session or walkthrough video so we can maintain the site ourselves
- Documentation of any custom code, and confirmation that we own all site assets and access

How we'll evaluate proposals

Criterion	What we're weighing
Creative strength	Does the work elevate the brand? Does it feel like us rather than a template?
Booking experience	How well the Mariana Tek integration is handled — this makes or breaks the site.
Mobile execution	Evidence you design for phones first.
Relevant experience	Comparable studios or wellness brands, ideally with live examples.
Value	Not simply the lowest quote — clarity of scope and what's included.
Working relationship	Communication, process, and how straightforward you are about constraints.

How to Respond

Please send your proposal to brooke@evolvelagree.com

Please include

- Two to three vision options, as described in Section 03
- Your proposed approach to booking, Instagram and the press banner
- Itemised pricing, with tiers if you offer them
- Proposed timeline with key milestones
- Two to three examples of relevant recent work
- Your post-launch support and training options
- Anything in this brief you'd push back on — we welcome it

Questions

If anything here is unclear or you need more information before quoting, please ask. We'd rather answer questions than receive a proposal built on guesswork. We're also happy to share the full brand style guide and give you a walkthrough of the studio.

Thank you for taking the time to consider this project. We're looking forward to seeing you're thinking.

Brooke Woodward

Founder, Evolve