



# Pricing Guide

Branding | Graphic Design | Website Design - 2018

*Rock. Your. Brand.*

# Branding

*Branding defines who you are and builds connections.*

Your branding will define who you are and grab a glimpse of your business. Let's make you stand out with styles, fonts and colors for recognition. **Your logo boasts your integrity and ultimately connects a trust and a reputation to your business.** It's my goal to supply you with a solid foundation to set your business apart and capture your mission and vision with effective, functional creative.

These packages all begin with a consultation at no charge. From there we can determine your goals and objectives. You are not bound by any set package. Together, we will customize a plan and create your collateral based on your needs. It's a fun process!



## Tall Package

### Investment \$995

Perfect for small business who already have detailed ideas and need a graphic designer to execute the vision.

#### What you get:

- Branding mood board to identify your styles + fonts + colors
- 3 unique logo concepts
- 3 rounds of revisions
- Business card design with 2 personalizations
- Logo style guidelines to maintain brand integrity
- Digitally ready files for print and web

## Grande Package

### Investment \$1595

For businesses who have a need for a logo + all branding collateral to complete the new fresh look.

#### What you get:

- Branding style board to identify your styles + fonts + colors
- 3 unique logo concepts *PLUS 2 logo variations or sub marks*
- 3 rounds of revisions
- Business card design with 5 personalizations
- Letterhead design
- Envelope design
- 3 custom pieces (your choice) of branded collateral *Social media covers, thank you cards, web icons, postcards, email signature, PowerPoints, displays, etc*
- Logo style guidelines to maintain brand integrity
- Digitally ready files for print and web

## Venti Package

### Investment \$3895

This package is for you if you are a start up or looking for a complete makeover with website.

#### What you get:

##### Grande Branding Package *PLUS*

- Wordpress website set up with domain
- Website style board to identify your web styles + fonts + colors
- Detailed questionnaire to organize the structure of your website
- Layout and styling of up to 5 pages
- Blog set up
- Basic Search Engine Optimization (SEO)
- Responsive technology
- 1 hour training session to complete small edits and maintain blog
- 2 months free website updates and maintenance

# Website Design

Websites get you noticed and found.

My Website packages include basic search engine optimization and a headstart on keywords and content. I supply you with a detailed questionnaire to organize your business so we can optimize pages and content. I offer website maintenance packages to keep your website secure and content fresh (starting at \$200/month)

These packages all begin with a consultation at no charge. From there we can determine your goals and objectives.

You are not bound by any set package. Together, we will customize a plan and create your website based on your needs. It's a fun process!



## Investment \$1250

Perfect for small business who want a brochure type feel and a basic landing page for clients to find more information. This package will give you a basic web presence.

### What you get:

- Basic Website Design
- 2 design themes to choose from
- Keyword research
- Layout and styling of up to 5 pages
- Basic Search Engine Optimization
- Blog
- 1 Contact Form
- Free setup of 1 social media platforms
- Responsive technology so your website looks good on any device
- Directory listings with Google My Business and Bing.

Starter Package

## Investment \$1450

For businesses who have a web presence but need to update or need a brand new look with more functionality.

### What you get:

#### Starter Package PLUS

- 3 web designs to choose from and 3 rounds of revisions.
- Wireframe organization of web navigation
- Detailed questionnaire to dig deep into the functions of your business.
- Layout and styling of up to 20 pages.
- Content optimization plus SEO
- Free setup of 3 social media
- 1 contact forms
- Gallery OR
- 3 other functions of your choice to give your website personality.

Awesome Package

## Investment \$2495

This package is for you if you are selling a product online and looking for a complete Ecommerce website.

### What you get:

#### Basic + Awesome Package PLUS

- Wordpress website set up with domain
- Ecommerce integration with WooCommerce
- Stripe setup for payment gateway
- Website style board to identify your web styles + fonts + colors
- Basic Search Engine Optimization (SEO) for products
- Up to 50 products
- 1 hour training session to complete small edits and maintain blog.
- 2 months free website updates and maintenance totaling 3 hours/month.

Commerce Package

# Graphic Design Services

Not in the mood for a "Package?" Choose from the one off menu!

I offer a wide variety of design services to boost your business and make you a professional star! If you have the necessities in place and need to build some marketing collateral, here is a quick reference guide. Services are NOT limited to the below list.

Have a custom project? Just **reach out** and I can provide you with a custom quote.



## Graphic Design

### Graphic Design\*

BASIC LOGO DESIGN	\$700
BUSINESS CARD	\$200
LETTERHEAD & ENVELOPE	\$125
CARDS	\$125
POSTER	\$245
BANNER/SIGN	\$245
SOCIAL MEDIA GRAPHICS	\$120
BROCHURE DESIGN	\$425
INFOGRAPHIC DESIGN	\$425
EMAIL NEWSLETTER DESIGN	\$240
PRINT AD DESIGN	\$245
T-SHIRT DESIGN	\$145
TEMPLATES	ESTIMATE ONLY
HOURLY RATE	\$100 PER HOUR

\*Starting rates only.

## The Fine Print

### The Fine Print

#### Deposit and Time lines

I require a 50% non-refundable deposit to schedule production time for your project. Time lines are subject to clients approval/revisions and availability and are not guaranteed unless specifically stated in writing.

#### Revisions

A revision is defined as changes to an original concept of more than 1/4 of the design. 3 revisions are included in each piece of collateral or artwork. I try my hardest to get it right! After the 3rd revision, my hourly rate applies (\$100/hour)

#### Pricing/Estimates

The prices quoted here are estimates only. Pricing may change based on project details and terms. If the scope of a project changes, an hourly fee applies (\$100/hour). Rush fee is 1/4 additional based on total amount.



*Rock. Your. Brand.*

*Let's get started, shall we?*

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