

A woman with curly hair, wearing a white lace top and white pants, is sitting on a patterned rug. She is looking at a laptop computer. A smartphone is lying on the rug in front of her. The background is a bright, minimalist room with a white wall and a white bench.

BRANDING PRICE GUIDE

let's
WORK
together.

MINI

LOGO
SUB-LOGO
COLOR PALETTE + TYPOGRAPHY
LOGO COLOR VARIATIONS

\$350
\$100 DEPOSIT
3 ROUNDS OF REVISIONS
\$50 PER ADDITIONAL REVISION
7-10 DAY TURNAROUND

STANDARD

LOGO
2-3 SUB-LOGOS
LOGOMARK (ICON) & WORDMARK
BUSINESS CARD
COLOR PALETTE + TYPOGRAPHY
LOGOS IN MULTIPLE COLOR -
COMBINATIONS
MOCKUPS

\$850
\$200 DEPOSIT
4 ROUNDS OF REVISIONS
\$50 PER ADDITIONAL REVISION
3-4 WEEK TURNAROUND

DELUXE

LOGO
2-3 SUB-LOGOS
LOGOMARK (ICON) & WORDMARK
BUSINESS CARD
BRAND PATTERN + MARKETING MATERIALS
LANDING PAGE (SINGLE-PAGE WEBSITE)
COLOR PALETTE + TYPOGRAPHY
LOGOS IN MULTIPLE COLOR COMBINATIONS
MOCKUPS

\$1,200
\$450 DEPOSIT
5 ROUNDS OF REVISIONS
\$50 PER ADDITIONAL REVISION
4-6 WEEK TURNAROUND

DELUXE +

LOGO

2-3 SUB-LOGOS

LOGOMARK (ICON) & WORDMARK

BUSINESS CARD

BRAND PATTERN + MARKETING MATERIALS

4-5 PAGE WEBSITE

\$2,500

COLOR PALETTE + TYPOGRAPHY

\$1,000 DEPOSIT

LOGOS IN MULTIPLE COLOR COMBINATIONS

UNLIMITED REVISIONS

MOCKUPS

8-10 WEEK TURNAROUND

À LA CARTE

SINGLE LOGO WITH 2 REVISIONS, COLOR PALETTE & TYPOGRAPHY

\$250

BUSINESS CARD

\$75

BROCHURE DESIGN (PRODUCT PRICING VARIES)

\$350

LANDING PAGE (SINGLE-PAGE WEBSITE)

\$250

4-5 PAGE WEB DESIGN

\$750

BRAND DESIGN PROCESS & TIMELINE

DESIGN CONSULTATION

15-30 minute phone or in-person conversation where we will go over your entire design inspiration, target market audience, budget, time restraints, and overall brand "vibe" we want to portray.

CONCEPTS

I will present you with 2-3 logo concepts before moving forward and fine-tuning it, giving it added personalization & flair. A lot of trial & error goes into this, which will ultimately end with a totally unique and distinctive logo.

BRANDING PACKAGE

A full branding package will be sent via email and in a variety of different formats. These will be formatted via JPG, PNG, and PDF (additional formats available upon request). A single-page PDF will also be sent with all of your brand files in one place for use with future designers or print companies. A final invoice will be sent at this time.

RESEARCH & MOODBOARD

Upon receiving the design deposit, I will research brand identities that align with yours, and that may inspire new & unique ideas that are unique to you and your brand, while remaining timeless. I will create a "moodboard" or point of design origin that we can come back to for more inspiration - full of images, other brands & logos, colors, fonts, etc. that scream "you" and get to work on your brand designs!

REVISIONS & VARIATIONS

Once we have completed revisions and you are content (preferably ecstatic) with your design, I will create multiple versions for your own personal and marketing uses. Different layouts & color combinations can be used for so many different needs - social media photos and posts, letterheads, stickers, business cards, apparel, etc. This is why I recommend the standard package at the very least. With ever-changing internet and social media dynamics, having these variations is key.

FUTURE INQUIRIES

I keep an open-door policy! Have a question? Need a minor color change? Need a print job or referral? I am always available to answer any questions that may pop up along your business journey. Any additional design work or web needs will be charged at my hourly rate.