

price list

graphic design // branding // web design



THE BRANDED SOLOPRENEUR BRANDING PACKAGE: \$2,000

The Branded Solopreneur Branding Package is a personal brand development experience tailored made for solopreneurs and small businesses looking to artistically transform their brand essence into a custom brand identity. Together we will explore and develop all of the characteristics that make your brand unique, so you walk away with a one of a kind signature style that you can use to grow your business for years to come.

You will not only get a brand stylist, but a brand conceirge who will be there to support and guide you through the entire design and development of your identity!

THIS PACKAGE INCLUDES:

BRAND INSPIRATION BOARD: This will set the mood of your new logo and final brand design.

LOGO VARIATIONS: You'll receive 3 unique logo variations to choose from.

BRAND STYLING BOARD: I will build a final brand styling board that will incorporate all of the elements of your new identity.

FINAL DELIVERABLES: You'll receive your design elements in all popular file formats that you'll be able to download via a Dropbox link. Your final files will include your logo, all secondary/sub mark logos, color palette (includes CMYK, RGB and Pantone color suggestions), font selections, decorative brand elements, up to 6 matching social media icons and two coordinating patterns or textures in a 12"x12" 300dpi JPEG format.

*All stages include 2 sets of revisions. Any additional revisions, if needed, will be billed at my hourly rate of \$75/hr

THE BRANDED SOLOPRENEUR BRANDING + PRINT PACKAGE: \$2,500

Now that your brand identity is finalized it's time to create your printed collateral and social media designs. This includes business cards, letterhead/notecards and envelopes, stamp, stickers, social media cover designs and any other project elements outlined in the approved proposal. Your files will be delivered in print ready form.

*for clients that purchase a full branding package (branding + print + web) I will assist you with your printing needs. My fee is 20% of print project total plus all shipping fees.

THIS PACKAGE INCLUDES:

BRAND DESIGN: See above package for details

BUSINESS CARD DESIGN: Double sided business card design. Additional employee card setup is \$25 per card.

BUSINESS STATIONERY PACKAGE: Includes either a professional sized letterhead and envelope design or a notecard and coordinating envelope design.

STAMP, HANG TAG, OR STICKER DESIGN: This can include your logo or secondary logo design paired with your return address or another saying/layout of your choice.

SOCIAL MEDIA PAGE DESIGN: Includes cover photo, profile picture and other applicable design elements for 2 social networks.

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GRAPHIC DESIGN SERVICES

I provide graphic design services for all types of projects, including: flyers, postcards, business cards, menus, sales sheets, brochures, pricing sheets, booklets, event programs, invitations, coupons, newsletters, wall decals, banners, full media kits, CVs, etc...you name it and I can probably make it happen! Below is an a la carte menu with pricing for my most popular graphic design projects. If your project needs aren't listed, contact me and I'd be happy to put together a custom quote.

A LA CARTE GRAPHIC DESIGN & BRANDING EXTRAS

Here's a quick menu of graphic design services and pricing when purchased separately. If your project needs don't fit into any of the options below lob an email my way and I'll put together a custom quote for you.

- | | |
|----------------------------------|--------------------------------------------------------|
| ECOURSE BRANDING: VARIES | LOGO: STARTING AT \$400 |
| CUSTOM LEADBOX: \$75-125 | SUBMARK: STARTING AT \$150 |
| SOCIAL MEDIA BUTTONS: \$100 | EBOOK COVER: \$150 |
| PINTEREST COVER TEMPLATE: \$100 | BROCHURE MENU PRICE SHEET ETC {ONE-SIDED}: \$250 |
| FACEBOOK BRANDING: \$150 | BROCHURE MENU PRICE SHEET ETC {TWO-SIDED}: \$350 |
| TWITTER BRANDING: \$150 | STATIONERY PKG: \$425 |
| GOOGLE+ PROFILE BRANDING: \$150 | POSTCARD NOTE CARD {2 SIDED}: \$250 |
| YOUTUBE BRANDING: \$250 | MEDIA KITS: STARTING AT \$500 |
| LINKEDIN BRANDING: \$450 | BLOG IMAGE TEMPLATE: \$125 |
| BUSINESS CARDS: \$125 | WEBSITE HEADER: \$125 |
| STAMP/STICKER DESIGN: \$100 | WEBSITE/BRANDING REVIEW: \$297 |
| HOA BRANDING PKG: \$497 | BRANDING COLOR PALETTE: \$150 |
| PODCAST BRANDING: \$497 | TYPEFACE BRANDING: \$150 |
| ETSY BRANDING: STARTING AT \$375 | HOURLY DESIGN RATE: \$75 |

*All items include two rounds of revisions. Any additional revisions will be billed at my hourly rate. Print ready files are prepared for final delivery for client to print at the printer of their choice.

All pricing and project details listed in this price sheet are subject to change. This informational sheet is a quote only and services are not limited to the list above. Contact me for a custom quote on your project. Any additional revisions not included in the original package are billed seperately at my hourly rate of \$75. Please note that I ask all clients to stay on time with their responses, feedback and client responsibilities such as completed questionnaires, website content, images, etc. Any delays from the client may result in project push backs and additional charges.

I accept Paypal payments (which can be paid via the four major credit card companies). Most project payments are due in two parts, the first half payment is due upon booking your project to hold your spot in the queue. The second installment of the payment is delivered at project completion sign off, before any final files are delivered.

I offer payment plans for clients that want to purchase the full branding package (brand + print + website) with 4 payment installments, which are due across the span of our project together to make the investment easier on your business. All payment installments and due dates will be detailed in your proposal and must be signed off and agreed upon before I can begin work on your project.

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THE BRANDED SOLOPRENEUR CUSTOM WORDPRESS WEBSITE: \$4500

Built on the user friendly and wildly popular Wordpress Content Management System, your website is built completely custom for your brand. Your website will be built and developed to seamlessly match your new or existing brand identity. All websites are fixed width and mobile responsive. My custom Wordpress website package includes the following:

THIS PACKAGE INCLUDES:

CUSTOM WORDPRESS THEME: Clean, easy to navigate, easy to manage, stylish Wordpress theme.

WEBSITE MOCKUP: Design mockup of homepage and one interior page layout for your approval, including two rounds of revisions. Additional revisions will be billed at my hourly rate.

HOMEPAGE + 6 INTERIOR PAGES: Home page design and up to 6 interior pages formatted, including banners, buttons, etc. See the "Website Add-on" section below for additional pages.

TEST SITE: Your site will be built on a test server, once the final design is approved it will then be uploaded to your self-hosted website domain.

CUSTOM SOCIAL MEDIA BUTTONS: Up to 6 custom social media icons

GOOGLE ANALYTICS INTEGRATION: Installation of Google Analytics (client must provide active gmail address)

STYLED BLOG PAGE: Custom styled interactive standard blog/news feed section that you'll be able to easily use to post new content.

CUSTOM SIDEBAR: Custom designed sidebar for your blog

WEBSITE NAVIGATION: Clean, user friendly navigation bar

1 HOUR TUTORIAL: One hour Google Hangout session where I will show you how to use your custom Wordpress site, including how to add new content. Additional time can be purchased if needed.

WEBSITE ADD-ONS:

ADDITIONAL PAGES AND CONTENT: Need more pages? No problemo! I will create and style as many pages as you need at my hourly rate of \$75 per hour. This can include pages for additional team member profile pages, testimonials page, stylized press page, gallery pages, portfolio pieces, faqs, etc.

ADVANCED BLOG FEATURES: Add additional features to your already styled blog, including a separate look from your full site, featured post slider on post feed, customized featured image for post excerpts, custom comment section, related articles, etc. (starting at \$1,000)

FORMER BLOG POST TRANSFER: You can purchase this option to transfer your old blog content over (Blogger, Wordpress, Tumblr, etc) to the new blog feed. NOTE: Formatting issues may arise when transferring blogs over from old sites. \$300

WEBSITE BRAND REFRESH: (note: this add-on is only available to clients purchasing a website package) This add-on is great if you need help to create an overall style to carry through their website moving forward. This package includes a slight refresh of your logo {if you need some adjustments to bring it up to date with fonts, colors, etc}, a secondary logo or sub mark development for your brand, color palette, font theme, and elements for your website design. This is not a full logo design, just a refresh of your current look for clients that did not purchase the full Branding Package. \$850 **CONTINUED** →

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WEBSITE ADD-ONS, continued:

EMAIL SETUP: If you would like a domain email for your domain {i.e andrea@yourdomain.com} I'd be happy to set those up for you. \$50 per 3 email addresses {client is responsible for creating a Google Apps account}

WEBSITE BACKUPS: Setting up an automated system that will create backups of your website and save them to your Dropbox account.

E-COMMERCE {WORDPRESS & SHOPIFY}: Need a shop on your website? Sweet! I'll setup an e-commerce shop on your website that's coordinated and styled to blend seamlessly with your branding elements. If you are interested in adding a store to your website let me know and I will put together a custom quote {stores vary in complexity, so I don't have set pricing on my e-commerce services}

IMPORTANT WEBSITE INFORMATION:

DOMAINS, HOSTING SERVICES: Your domain name as well as hosting services must be purchased by you, the client. The Branded Solopreneur is not responsible for server downtime, software issues or any other compatibility issue that may arise after the launch of the site. I recommend bluehost.com for your domain purchase and hosting services. This contract does not include future Wordpress CMS or framework update and compatibility issues for your site. After the launch of the site, all additional work will be quoted and billed at my hourly rate {\$75 per hour and may be subject to change}. Client must provide The Branded Solopreneur with FTP access to their server & hosting services prior to beginning the web design project.

You will have the opportunity to purchase a Wordpress website maintenance plan for \$400/year through my development partners, which I can give you information on if you are interested. I highly recommend this for the security and optimal functioning of your new website moving forward.

SITE CONTENT: Client is responsible for providing all titles, copy and site content {including images} prior to site design. This will help me will streamline the design and development process and keep things on track. All content will be uploaded by you to our shared dropbox folder. In that folder, you will provide individual page content, images, passwords, etc. Note: Images need to be uploaded in proper format, size and quality for your website. Any delays to the submission of this information may cause your project to be delayed and, in some cases, may result in additional charges.

DEVELOPMENT PROCESS: Your site will be built on a test server, once the final design and final payment has been received I will then upload your custom website and theme to your self-hosted website domain. Any changes requested after the launch of the site, whether to the structure or overall look will be billed at my hourly rate of \$75. Don't hesitate to let me know if you have any questions about any part of The Branded Solopreneur custom Wordpress website design package.

HIGH FIVE: Launching a new site can be a lot of work but my goal is to make it fun and exciting with a pure awesome sauce end result in mind. Start getting SUPA pumped, you've been branded! BAM!