



## PRICING & PACKAGES GUIDE

Fall 2017

## HELLO!

You want to work with someone who truly cares about you + your business, and I want to work with someone who is passionate and excited to build a beautiful brand -- so let's work together to make it happen! I'm focused on partnering with creatives and small businesses who are ready to elevate their brand and truly make their business stand out in the crowd.

A brand is so much more than just a logo. It includes everything from colors, to fonts, to patterns, marketing materials, your website, and more. We'll develop a solid foundation to set you + your business up for success and create brand recognition from your very first impression. My goal is to provide you with a set of brand tools that you will be able to use and continue to build upon for years to come.

My packages are broken into 3 building blocks so you can choose what you need based on where you're at in your business. They are meant to build upon each other to give you the best experience possible and create a well-rounded visual identity. Book all 3 packages to get a 10% discount PLUS get a *Visual Identity Toolkit* along with your package.

## CUSTOM LOGO DESIGN

**INVESTMENT: \$790 // 2 Payments of \$395**

**TIMELINE: 3-4 WEEKS**

Your logo is the actual face of your company and the first impression you will make with potential customers. It's the piece you will use the most and that's why it's essential to get it right. This package will guide you through the process of exploring your branding goals in order to create a logo design that is truly *YOU* and connects with your audience.

### WHAT YOU GET:

- Complimentary consult call to get to know each other and see if we'll make a good team
- Branding Discovery Workbook to help you dig deeper into your business + branding goals
- Kickoff call prior to your start date to make sure we're both on the same page before we start
- 3 unique logo concepts to initially choose from
- 2 alternative layouts of your selected logo so you have lots of versatility
- Color palette development to bring your new logos to life
- Branding Booklet including all logos, font names, and color palettes so you can easily maintain brand integrity in the future
- An assortment of files for your new logos set up for both print and web

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*"I'm so glad I found Lindsey. I've wasted time and money on other designers who didn't seem to listen or just created generic designs for me. Lindsey really listened to what I wanted, what I was trying to communicate with my logo, and took into account colors and images I thought I wanted. She combined that with ideas of her own and came up with something I absolutely love, and better than I could have imagined."*

KATHERINE ALTNEU, ACUPROSPER

## WEBSITE DESIGN

**INVESTMENT: \$1,850 // 2 Payments of \$925**

**TIMELINE: 6-8 WEEKS**

Your logo design is in place, now you need a strategic website that shows it off and reaches your audience. This package is for you if you want a top-notch site that is branded to you + keeps your business goals in mind with every click.

Websites are built using the trusted and user-friendly Squarespace platform. Each site is completely branded for your business with an emphasis on your goals and user-experience. All sites are mobile-friendly and responsive. In the end you'll be left with a beautifully branded + professional website that you can easily manage and maintain yourself.

### WHAT YOU GET:

- Website Planning Workbook to help us plan + streamline the structure, content, and style of your website
- 60 Minute Planning + Strategy Session to talk through every detail and address any issues
- 1 Year of Squarespace hosting + web address
- Coming Soon page on your domain during website production
- 2 Homepage mockups so you can choose a design direction for the entire site
- Functional wireframe so you can see how the site will work and how your content will lay in
- Corresponding content outline to make writing your copy easy
- Layout and styling of up to 8 pages + a blog with 3 styled posts
- Basic Search Engine Optimization
- Site testing for mobile-friendly and responsiveness
- 60 Minute Website Training Session
- 2 Weeks of free technical support while you learn the ropes

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*"Through the whole process Lindsey listened to my ideas while still giving her professional opinion. She communicated clearly and was so organized! In the end I have a spectacular (if I do say so myself) website that I am LOVING. I'm so proud to give people my card now and tell them to visit me online. The functionality of scheduling and blog posting are EXACTLY what I was looking for!"*

RACHEL CARTER, INTEGRATED THERAPEUTICS

## PRINT + DIGITAL DESIGN

**INVESTMENT: \$490 (added on to another package)**

**TIMELINE: AN ADDITIONAL 2-3 WEEKS**

Every business has different needs and goals, but no matter what -- you need your marketing materials to be consistent. I'll translate your new design style into some tangible items that will work best for you and your business. Be sure that you're getting exactly what you will need and use by choosing from 3 of the following:

### CHOOSE FROM:

- Business card (single or double sided)
- Letterhead + envelope
- Thank You or custom notecard + envelope
- Stamp or sticker
- Email template design + setup (done in MailChimp)
- Social media profile design
- Worksheet (1 page)
- Price list (1 page)
- Slide Deck Background (Powerpoint or Keynote)

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*\*This option must be added on to Package 01 or 02 and cannot be purchased as a stand-alone item. For a la carte pricing, please refer to the A La Carte Services page.*

## THE WHOLE SHE-BANG!

**INVESTMENT: ~~\$3,130~~ \$2,817 // Split into 3 payments**

**TIMELINE: 11-12 WEEKS**

When you book all 3 packages you're getting the best value and best experience possible. We'll be creating a well-rounded visual identity from the top down including everything in the first 3 packages.

**PLUS you'll also be getting a Visual Identity Toolkit that includes:**

- A custom Brand Style Booklet created specifically for your new look + feel
  - This will include your finalized logo + all variations, font names, color palette, and all other elements so you can easily maintain brand integrity in the future
- A folder filled chock full of digital files containing all the design elements we developed for your website + marketing materials
- Launch images for social media to let the world know that you're stepping out with a brand new look

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*"Overall, Lindsey did a great job with our project. We were very happy with the outcome and the artwork looked amazing. Lindsey does a great job communicating, following up with the clients, and providing expectations by being very transparent from the beginning. She continuously checked in and provided progress statuses along the way. She made doing business very easy, which in turn allowed me to concentrate on other items in my business. Definitely someone you want to do business with!"*

CHRIS ZETTLE, CITY POP POPCORN

*"Lindsey with has been a pleasure to work with. She has such a creative and talented eye and is beyond organized. I was impressed with the timeline and she kept us all on track through the design process. She was able to design exactly what I was describing with very few edits and has happily made some changes along the way as the site has grown. As a side, I have referred Lindsey and used her for several other projects (invitations, etc.) and people are always incredibly impressed by her creativity."*

ABBY MILLER, DENVER DARLING

*"We could not be happier with the branding materials that Lindsey created for our company. After a lot of online research, we knew we made the right choice selecting Six Leaf Design as our brand designer. Lindsey was easy to work with, collaborative, and she delivered unique creative concepts. She was flexible with our busy schedules, and helped us create some custom branding pieces for our food business. Thank you for all your hard work and creativity!"*

JULIA HEWITT, EPIC BITES

## A LA CARTE DESIGN SERVICES

Do you already have your brand in place and just need help implementing it on a specific piece? I'm happy to offer one-off design services to help you build your business + brand. Below are starting prices for some common design pieces. Please note that these are base prices only and each item will be more accurately quoted after a consultation and all details have been discussed.

**TIMELINE: 2 WEEK MIN FROM START DATE**

Each a la carte service includes a complimentary consultation to discuss design and details. All pieces are digitally delivered in print-ready or web-ready formats.

### SERVICES:

- Business Card // STARTS AT \$210
- Letterhead + Envelope // STARTS AT \$130
- Thank You or Custom Note Card // STARTS AT \$130
- Poster or Flyer Design // STARTS AT \$260
- Large Format Banner // STARTS AT \$255
- Brochure Design // STARTS AT \$475
- Infographic Design // STARTS AT \$310
- Social Media Profile Design // STARTS AT \$130
- Email Template Design + Setup (done in MailChimp) // STARTS AT \$255
- T-Shirt Design // STARTS AT \$175
- Print Ad Design // STARTS AT \$255
- Custom Illustrated Map // STARTS AT \$305
- Hourly Rate // \$75 PER HOUR

## FREQUENTLY ASKED QUESTIONS

### DO YOU OFFER PAYMENT PLANS?

All packages are broken into 2 or 3 payments depending on the total investment. I'm happy to consider other arrangements though if you need something different.

### WHEN CAN WE GET STARTED?

I'm typically booked out 4 weeks in advance, so if you have a specific timeline in mind it's better to reach out sooner rather than later. But don't worry, there's homework to complete in the meantime and we'll touch base again before your start date.

### HOW MANY REVISIONS DO I GET?

Each step in the design process includes up to 2 rounds of revisions and I've found this to usually be plenty to get things just right. I'll have homework for you and get visual references so that I can create initial designs that are already close to perfect for you.

### CAN WE MOVE UP THE TIMELINE TO FINISH FASTER?

The timelines are approximates and actual timelines will depend on final project details and requests, add-ons, and your response times. I've finished projects quicker and also slower than expected. The timelines are based on the typical amount of time to go through the process thoroughly.

### WHAT ARE MY RESPONSIBILITIES AS A CLIENT?

My process is collaborative and that means we both have responsibilities to help ensure a beautiful and successful final product. I promise to respect your time + schedule and I ask all my clients to do the same by being timely with completing homework, providing feedback, sending content, etc.

### WILL YOU BE PRINTING MY DESIGNS?

My services are digital only, but that doesn't mean we can't create print materials! When we work on print items I will be providing you with the final print-ready files that you can send directly to the printer of your choice. I also can give you some recommendations on where to print your items if you need them and I'm happy to work with any printer if they need adjustments made to the art files.

## THE FINE PRINT

### PRICES MAY CHANGE

Prices are subject to change at any time or may change as the details of the project are defined. Services are not limited to those listed in this document. Please contact Six Leaf Design for a custom quote on your project.

### DEPOSITS & RATES

A non-refundable deposit will be required prior to project initiation. This deposit reserves your time in my production schedule. Rates do not include printing costs or any third party services.

### IMPORTANT WEBSITE INFO

Please note that additional third-party services, including your domain, hosting + email, plugins, etc. will need to be managed by you, the client. The first year of your website is included in the package price and I'll take care of the initial setup, however after that time you will be responsible for any charges to keep the account active. Fees for any other third-party services (like email, a newsletter, extra plugins, etc.) will need to be purchased by you or reimbursed at the end of our project. Six Leaf Design is not responsible for server downtime or software issues that arise after the launch of the site.



LINDSEY ANDERSON

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