BRANDING

PACKAGES

# OH OLIVE CREATIVE

PRICING

WEB DESIGN

# This is Oh Olive Creative.

An individually run collaborative studio,
that specializes in crafting
brands + websites
that empower creative entrepreneurs.

# CONTENTS

**HELLO THERE!**
Welcome to Oh Olive Creative, a small creative studio that specializes in crafting brands + websites for passionate creatives. This business was built on creativity and exists to inspire and empower makers & doers.

I believe that creating from a place of connection leads to clarity of expression and is the foundation to authentic storytelling and building memorable brand experiences.

In Creativity,

*Oh Olive*

# BRANDING + DESIGN SERVICES

## IDENTITY

BRAND IDENTITY
CONTENT CREATION
RE-BRANDING
STRATEGY &
GUIDELINES
BRAND CONSULTING

## DIGITAL

WEB DESIGN
RESPONSIVE & MOBILE
E-COMMERCE
DIGITAL MARKETING
EMAIL + SOCIAL MEDIA
DESIGN & CURATION

## PRINT

PRINT COLLATERAL
ART DIRECTION
PHOTOGRAPHY
+ MORE

Don't quite see what you need? Get in touch and we'll chat.
Each and every creative project is different, so let's see what we can make together!
HELLO@OHOLIVECREATIVE

# WEBSITE FEATURES

## SUPPORT

You will have direct contact with the designer during the design process + 1 month post-launch. After launch you can refer to Squarespace's around-the-clock customer service.

## AUTONOMY

Before the launch you will receive an in-depth tutorial on the platform so you can be in the driver's seat of your new site.
NO CODING REQUIRED - Squarespace offers a visual built-in style editor. Meaning NO coding skills required!

## RESPONSIVE

All designs are 100% mobile friendly, so your site will look great on any device.

## E-COMMERCE READY

Weather you're an established or emerging brand, adding an online shop is easy & secure.

# PROCESS

## LISTEN

Each project starts with a complimentary consultation so we can get to know one another and discuss the roots & goals of your project upfront. Based on our preliminary discussion we can outline the scope of work and get started! Once you sign the dotted line & make your deposit, you will receive a project questionnaire & creative brief (aka the game plan) - outlining objectives, deliverables, site map and timeline

## MAKE

Now the FUN can begin! The next item is developing a custom design contour for your project. This is your chance to get creative, gathering content and exploring the look and feel for your new brand. Using the strategic information and inspiration we've gathered, we'll head to the drawing board and begin developing the look + feel. Whether it's branding or website design, we'll collaborate to refine your initial concept.

## DO

Once everything is finalized and approved, the magic can happen :) Sit back and get ready for your new website! Delivered with a complete package of final assets so you will be in the driver's seat of your new brand. It is a pleasure to equip you with the tools to go out and share your vision with autonomy and eloquence.

Voila! Start planning your launch party !

# PACKAGES + PRICING

(scroll down for full description)

## 1.

### CREATIVE PORTFOLIO - $1,600+

**WEBSITE***
Fully Responsive 4 Page Website
**DISCOVERY**
Consultation & Support

## 2.

### THE ESSENTIALS $3,300+

**DISCOVERY**
Preliminary Consultation
Discovery Questionnaire
Project Scheduling
Site Map Outline
Assets Outline
**SIMPLE BRANDING**
Text Logo
Color Palette
Font Treatments
**WEBSITE**
Fully Responsive Website
Homepage + 5 Interior pages
URL Redirect

## 3.

### THE COMPLETE PACKAGE $5,500+

*Includes everything in Essentials +*
**DISCOVERY +**
Comprehensive Brand Strategy
Brand Style Guide
**FULL BRANDING**
2 Logo Concepts
Primary Logo
Icon Submark
Brand Mood Board
Editable Custom Graphics
**BRANDED COLLATERAL***
Choose 2 from print & digital
**WEBSITE +**
Website Consultation
2 Revisions
**LAUNCH !**
Platform Training
Connect Accounts
Custom Contact Form

# CREATIVE PORTFOLIO WEBSITE - $1,600+

**Supporting artists through clear design and aspirational strategy lies at the core of Oh Olive Creative studio. The intention of this service is to empower artists, musicians, writers and actors to focus on presenting and sharing their work with clarity!**

This package has been streamlined to accommodate the budget and professional needs of creatives and includes a portfolio website with 4 fully customized pages : Home, About, Portfolio, Contact

*Please Note : Website includes 4 customized pages. Additional pages & e-commerce can be included as add-ons.*
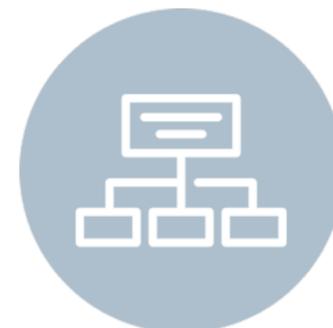
**SITEMAP**
Website guide & outline

**GRAPHICS**
Editable PSDs for all graphics

**IMAGE TIPS**
Finding & prepping images

**SUPPORT**
Project Consultation
+ Web Questionaire

**DISCOVERY**
Preliminary Consultation
Discovery Questionnaire
Project Scheduling
Site Map Outline
Assets Outline

**SIMPLE BRANDING**
Basic Text Logo
Color Palette
Font Treatments

**WEBSITE**
Fully Responsive Squarespace Website
Homepage + 5 Interior pages
URL Redirect

**LAUNCH !**
Platform Training
Connect Accounts
Custom Contact Form

## THE ESSENTIALS $3,300+

**NEWS FLASH : You don't have to do everything! It's time to stop feeling overwhelmed by trying to make your own website and brand. So, let's work together to launch your new site in to the world (wide web) so you can get back to growing your business, wooing your dream clients, and doing the thing you were made to do.**

This package includes everything you need to launch a cohesive website + brand. We will work together to identify your goals and highlight your strengths in a fully implemented website. Includes up to 6 customized web pages, "coming soon" page, preliminary consultation and a de-briefing of how to update your website... and of course some extra goodies :) Voila !

# THE COMPLETE PACKAGE - $5,500

**This package is the full monty, the big kahuna, to infinity and BEYOND! It includes everything from The Essentials Package and then some ...**
The final product includes a fully responsive website, comprehensive brand strategy & market research, brand style guide, extensive discovery & mood board, full logo & icon package, your choice of print & digital collateral, launch strategy, extra revisions & personal consultations. AND this package offers a **$200 discount** vs. purchasing the items a'la carte.
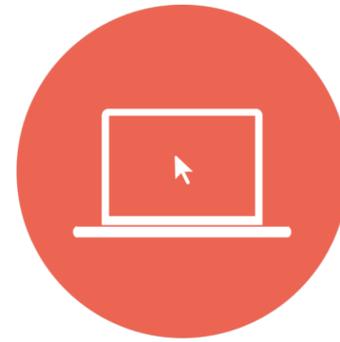
## DISCOVERY
Brand Discovery Consultation
Client Questionnaire
Project Scheduling
Comprehensive Brand Strategy
Brand Style Manual

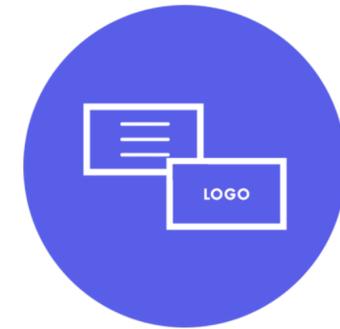## FULL BRANDING - $2,400
2 Logo Concepts
Primary Logo
Icon Submark
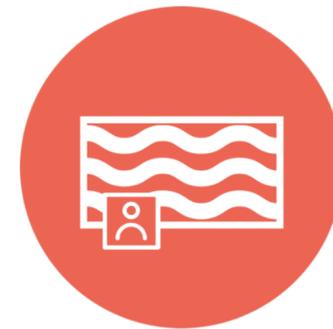Brand Mood Board
Editable Custom Graphics

## WEBSITE Design - $2,400
Fully Responsive Squarespace Website
Homepage + 5 Interior pages
Website Consultation
2 Revisions

## BRANDED COLLATERAL - $900
### PRINT COLLATERAL *(choose 2)*
Business Card
Thank You Card
Postcard
Letterhead
Invitation
Lookbook & Catalogue + $300

## DIGITAL COLLATERAL *(choose 2)*
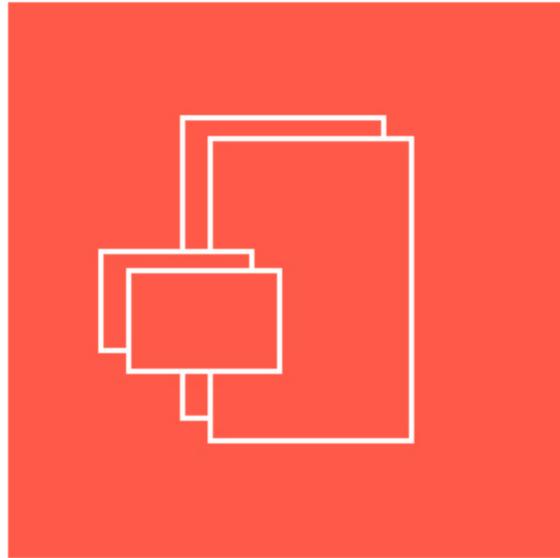Social Media Banner
Social Profile Image
Mailchimp Newsletter Styling
Email Signature
Blog Graphics
Online Ad & Sponsored Post

## LAUNCH +
"Coming Soon" Page
Social Media + Marketing
 Strategy to maximize launch!

# COMPLETE IDENTITY + BRANDING $2,400+

If you are just starting a brand or need a refresh on an existing identity, this package is for you. We will delve in to the origin, visual language, and aspirations of your brand. Resulting in a fully researched and resolved brand identity & strategy. Through questionnaires and discovery, we will really get to know your market and target audience. You will receive all the elements you need to be in the driver's seat of your new brand including, a comprehensive brand strategy, brand style manual, mood board, full logo & icon package, font treatments, color palette and custom graphics.
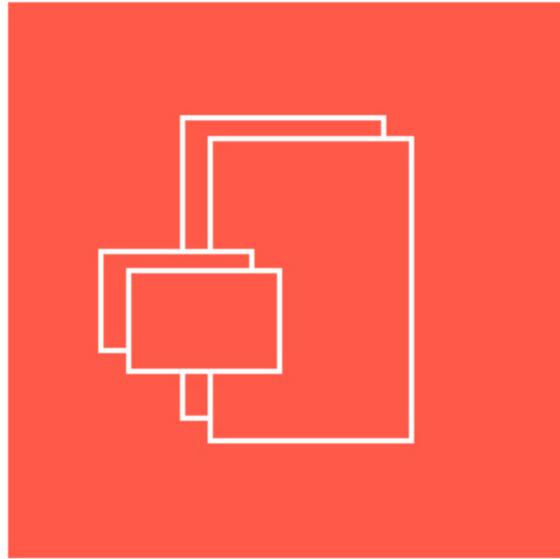
**DISCOVERY**
Brand Discovery Consultation
Client Questionnaire
Project Scheduling
Comprehensive Brand Strategy
Brand Style Manual
Brand Mood Board

**IDENTITY**
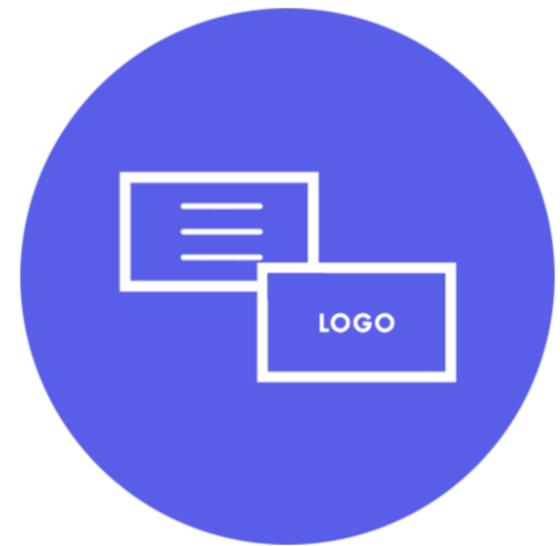2 Logo Concepts
Primary Logo
Icon Submark
Editable Custom Graphics
Color Palette
Font Treatments
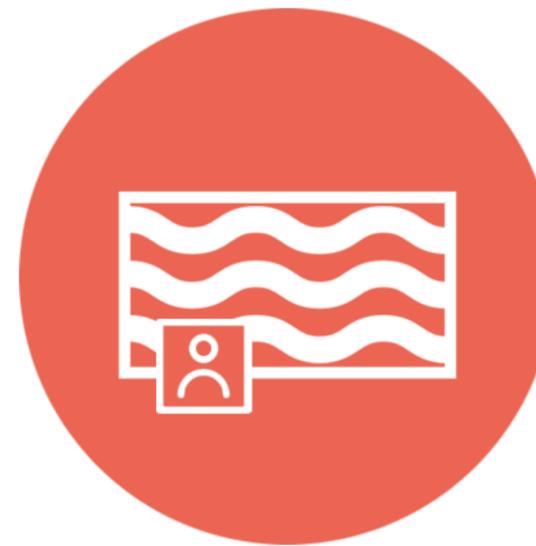
# BRANDED COLLATERAL $900+

**Just got a new look + website and want to flaunt your goods and network IRL & URL? Or perhaps you already have a look you love but need some new branded swag to complement your style. Complete the look with continuity across your brand with the branded collateral package. Choose 2 options from both Print & Digital Collateral. If you need something designed that is not listed get in touch and we will make it happen !**

Please Note: All print collateral is designed and delivered for easy self printing with moo.com. You must have an existing logo & Brand Assets. If you need help in that department, the Discovery + Identity package can be purchased separately.
Business cards are designed per person. Additional card designs are $100 each.

**PRINT COLLATERAL ***

Business Card
Thank You Card
Postcard
Letterhead
Invitation
Lookbook & Catalogue + $300

**DIGITAL COLLATERAL ***

Social Media Banner
Social Profile Image
Newsletter Styling
Email Signature
Blog Graphics
Online Ad & Sponsored Post

# A'LA CARTE

**1 EXTRA WEB PAGES - $400**
Web packages include 4-6 custom pages. If you aren't sure if your site will require additional pages let's talk before getting started.

*Please Note : Each additional page is $400.

**CONTENT MIGRATION - $800**
If you need to migrate content from an existing website or blog, then the migration add-on is for you.

All migrations must be completed 2 weeks prior to your production and must be scheduled ahead of time.

**E-COMMERCE - $800**
Ready to open your storefront online? This package offers customized e-commerce. Includes up to 5 implemented products, e-com account and lessons to manage the back-end of your new shop.

**PRINT MANAGEMENT - $100 +**
Print management is $100 per order and does not include shipping and handling. We will facilitate communication with printer and manage the order from design to delivery.

# FAQ

**I am not in your area, can we still work together?**
Of course! Depending on your project we will find the best platform to communicate & collaborate on.

**How will we connect and share content?**
The preliminary consultation is one-on-one. If you are nearby we can meet in person or schedule a skype chat or phone call. Once the online project questionnaire is completed we will transfer content via shared folders on Google Drive or Dropbox.

**Didn't see a service you need?**
Get in touch and we'll chat. Every creative project is different, so let's talk and see what we can make together!

**Can I hire you on a retainer for on-going projects?**
Yes. If you require on-going content creation or maintenance we will work together to determine the scope of work and the best arrangement for everyone. The retainer fee is non-refundable to ensure adequate time is set aside just for you.

**How do you accept payments?**
Once our project agreement is established. You will receive an invoice via PayPal for easy payment online (although a good ol' fashion check is always welcomed to avoid transaction fees). For all packages, a 50% non-refundable deposit is required to reserve to secure time to dedicate to your project. The remaining balance is due after final delivery.

**How long does the branding & design process take?**
Once you make your deposit you will receive a creative brief - outlining objectives, deliverables and timeline. We will work together to create a clear scope of deliverables and required content. It is important to commit and stick to the schedule so that adequate time can be reserved to dedicate to your project. The designer takes on a limited number of clients a year and is generally booked in advance. If you deliver content late you will need to reschedule your design time to the next available time. Once content is delivered your website will be complete in 2-3 weeks.

# FAQ

**What do I need to prepare?**
You will be responsible for delivering all required content one week before your scheduled production time (headshot, about statement, portfolio etc).

**What platform do you design on?**
I highly recommend Squarespace as the best suited web platform for my clients. I find it to be the most intuitive, fully loaded platform that will provide you with a beautiful front end and user-friendly back end so that you can be in the drivers seat of your new website !

If you would like a completely custom website or require special features please get in touch.

**Do I need to purchase anything additional?**
Yup. Your site will require a domain (custom URL). If you are creating a site on Squarespace, then you will also need an account (plans starting at $8 per month).

**Do you offer printing services for my brand collateral?**
Yes. Print management is $100 per order and is billed separately from your brand design project. If you choose to print collateral on your own, please note that design sizes are standard for compatibility with moo.com.

**Can I add a shop?**
Yep! A online shop can be added to your Squarespace using their e-commerce platform our a number of other services (ex. Shopify, TicTail, etsy…)

**Can I use my own logo?**
Absolutely. However, if after discovery and design your new brand or website is developing in a different direction, the designer will may advise you to update the logo too.

**Do I need to know code?**
Nope! Nada! NO coding required. A major reason we recommend Squarespace, is because of its visual backend and intuitive design. You will be able to manage and update your site. Zero coding skills.

Ready to bring your vision from concept to design? Glorious, let's talk!

www.OhOliveCreative.com/contact