

BRANDING SERVICES

PACKAGES & PRICING

Branding is one of the most important parts of your business. Your logo is the first thing that a customer sees and will help determine their impression of your business. You want that impression to be a great one! I have comprised a list of packages designed to fit anyone's branding needs - whether you want to start off small or go all the way. I would love to hear from

you, so don't hesitate to email me to discuss options or to get a customized quote before you get started. This will be one of the most significant decisions you make regarding your business and it is important to make sure you are comfortable with your choice. I guarantee you will love the end product!

PACKAGE I | \$400

- Mood Board Collaboration to Guide Design Direction
- 4 Unique Logo Design Concepts to Choose From
- 1 Final Logo Design, 1 Alternative Logo Design and 1 Submark/Icon Design
- Color Palette with CMYK, Web and Pantone Suggestions
- Logo Integrity Guidelines - *this includes: finalized files, fonts and color palette*
- Logo Files for Print and Web
- All Pieces Delivered Digitally in Print-Ready or Web-Ready Formats

PLUS +
1 FACEBOOK
PROFILE PICTURE
& BANNER

4-5 WEEKS
TIMELINE FROM
START DATE

PACKAGE II | \$800

- Mood Board Collaboration to Guide Design Direction
- 5 Unique Logo Design Concepts to Choose From
- 1 Final Logo Design, 1 Alternative Logo Design and 1 Submark/Icon Design
- Color Palette with CMYK, Web and Pantone Suggestions
- Brand Integrity Guidelines
this includes: finalized files, elements, fonts and color palette
- All Files Delivered Digitally and Set Up for Print and Web
- 3 Custom Collateral Pieces - i.e. business cards, letterhead, notecard, thank you card, web icons, social media images, email headers, price list, etc.
- Printer Support and List of Recommended Printers

PLUS +
6 SOCIAL MEDIA
ELEMENTS

6-8 WEEKS
TIMELINE FROM
START DATE

PACKAGE III | \$2,000

- Mood Board Collaboration to Guide Design Direction
- 5 Unique Logo Design Concepts to Choose From
- 1 Final Logo Design, 1 Alternative Logo Design and 1 Submark/Icon Design
- Color Palette with CMYK, Web and Pantone Suggestions
- Brand Integrity Guidelines
- this includes: finalized files, elements, fonts and color palette*
- All Files Delivered Digitally and Set Up for Print and Web
- 5 Custom Collateral Pieces - i.e. business cards, letterhead, notecard, thank you card, web icons, social media images, email headers, price list, etc.
- Printer Support and List of Recommended Printers

- Customized Content Planning Workbook to Help Streamline the Structure and Information of Your Website
- Squarespace Site Installation and Set Up
- Layout Design and Design Elements for Up to 5 Pages and a Blog
- Basic Search Engine Optimization
- Site Testing for Mobile-Friendly and Responsiveness
- 2 Weeks of Free Technical Support

PLUS +
8 SOCIAL MEDIA
ELEMENTS

12 WEEKS
TIMELINE FROM
START DATE

WEB BUNDLE | \$1,000

- Customized Content Planning Workbook to Help Streamline the Structure and Information of Your Website
- Squarespace Site Installation and Set Up
- Layout Design and Design Elements for Up to 5 Pages and a Blog
- Basic Search Engine Optimization
- Site Testing for Mobile-Friendly and Responsiveness

2 WEEKS
OF FREE TECH
SUPPORT

6 WEEKS
TIMELINE FROM
START DATE

PACKAGE ADD-ONS

- Additional Web Pages | \$90 Each
- Social Media and Cover Image | \$75 Per Set
- Email Newsletter Set-Up & Integration | \$190
- RSS Email Set-Up and Integration | \$225

OFFERED AT A REDUCED RATE WHEN ADDED TO A PACKAGE

A LA CARTE SERVICES

- Letterhead and Envelope | *starts at \$125*
- Thank You Card | *starts at \$125*
- Large Format Banner | *starts at \$250*
- Brochure Design | *starts at \$425*
- Email Newsletter Design | *starts at \$240*
- Print Ad Design | *starts at \$245*
- Business Card | *starts at \$200*
- Branded Note Card | *starts at \$125*
- Poster or Flyer Design | *starts at \$245*
- Social Media Graphics | *starts at \$120*
- Infographic Design | *starts at \$350*
- Custom Illustrated Map | *starts at \$200*
- T-Shirt Design | *starts at \$145*

EACH SERVICE INCLUDES:

An Initial Design Consultation
2-3 Design Options Per Design Piece
Color Palette with CMYK, Web & Pantone Options
All Files Delivered Digitally
in Print and Web Ready Format

A 2 WEEK MINIMUM TIMELINE OR MORE FROM
THE PROJECT START DATE
IS TYPICAL FOR THESE TYPES OF PROJECTS

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 Amanda Franks Design for a custom quote.

PROJECT TIMELINES:

The time lines noted in this document are approximates. Actual time lines will depend on final project details and requests, addons, and client response times.

REVISIONS:

Each step in the design process includes 3 rounds of revisions. Any additional services and revisions that are not included in the original package are billed separately at an hourly rate of \$70 per hour.

A revision is defined as a change and/or variation to an initially presented or inprogress design concept, and is defined as typically a change of less than 1/4 of the design.

IMPORTANT WEBSITE INFO:

Please note that all third-party services, including your domain, hosting and email, plugins, etc. will need to be purchased by you the client. These fees are not included in the package price.

If you do not already have your own third-party services set in place and/or would like information/pricing on available services, please let me know and I can provide a list to help you along in your planning process.

Two weeks of technical support are provided. Amanda Franks Design is not responsible for software issues, server downtime or any other compatibility issues that may arise after your site launch.

DEPOSITS & RATES:

A 50% non-refundable deposit will be required prior to the project initiation. This deposit reserves your time in the production schedule. The remaining balance is due upon completion of the project. Rates do not include printing, hosting costs or third party services. Payment plans are available upon request at no additional charge.

LET'S KEEP IN TOUCH

Email | amanda@alefranks.com

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Instagram | [@alefranks](https://www.instagram.com/alefranks)

Facebook | [facebook.com/alefranks](https://www.facebook.com/alefranks)