

The ARTIST
SCIENTIST

DESIGN WITH STRATEGY + PURPOSE

Packages and Pricing



The STUDIO

IT'S TIME FOR YOU TO TAKE THAT CREATIVE LEAP - LAUNCH THAT BUSINESS IDEA OR PURSUE YOUR PASSION PROJECT!

We're here to craft the image that best captures your brand's story and effectively captivates your dream audience.

DESIGN WITH STRATEGY
PURPOSE



Hi I'm Rache, the art director and visual strategist behind The Artist Scientist. I love working with dreamers, visionaries and entrepreneurs to tell their stories through thoughtful and delightful design solutions.

I believe that brands thrive when visuals are simple yet meaningful. I've got a unique aesthetic which is distinctively clean and classic with a touch of handmade. Much like every fingerprint is unique and unmatched, each hand-penned illustration, customized typography and brush stroke make up the brand that perfectly depicts you and your story.

DESIGN WITH STRATEGY + PURPOSE

The PROCESS

How will we work together?

1 | DISCOVER

The project starts with my listening to your story. I'll ask you to tell me what makes you passionate about what you do. We'll take time to think about your ideal customer - what matters to them, what draws them to your business and how we can captivate them through great visuals.

Herein, I'll ask you to fill-out **Client Questionnaires** that include Brand Strategy Worksheet and Website Design Worksheet.

I'll also ask you to collect visual inspirations (via Pinterest) to take tabs of what and where you're drawn to and where you can identify your brand with.

Thereafter, I would set-up a **Discover Call via Skype** or an in-person meeting, if possible such that I could have a good grasp of what your tone, style and vision is.

2 | IDENTITY DESIGN

I'll turn your inputs into a streamlined **Brand Strategy Presentation** that includes your brand mood board, brand buzzwords and over-all aesthetics.

With a clear brand strategy, I'll design a **Brand Identity** for you. This is a collection of visual elements that includes:

- main logo
- logo submarkets
- typography selections
- color palette
- surface pattern
- custom illustrations

I'll show how these elements interplay in context through mockups which are subject to your approval.

DESIGN WITH STRATEGY
PURPOSE

The PROCESS

How will we work together?

3 | WEBSITE DESIGN

Being a recognized Squarespace specialist, I design website exclusively on Squarespace platform. I advocate its usability and simplicity, as well as its responsiveness in any device.

We'll iron out your Website Architecture - outline of pages and assets, thereafter. While all images, photography and content shall be from your end, I can provide art direction for your photoshoot as well as give feedback on copy based on the Brand Strategy that we've set-out.

I shall manage all social media integrations to your site and provide basic SEO support (includes Google Analytics).

I may also arrange your site's integration to Google such that you'll have a professional email (e.g. hello@yourcompany.com) to bring your online presence together.

Should you require an e-commerce site, I shall prep up the integration to PayPal. Note that e-commerce websites via Squarespace may only accept payments via PayPal.

4 | LAUNCH

Once we've agreed on all the design work, I'll make all the design files (including vector files) available via our shared folder. I'll provide the access to the **Brand Guidelines** and all your brand assets.

I'll be alongside you to make sure that your launch goes smoothly and ensure that you've got sufficient training to manage your website.

We'll keep in touch down the road to make sure your brand is consistent across all touchpoints.

DESIGN WITH STRATEGY
PURPOSE

TIER 1

Brand Identity

What you get

CUSTOM LOGO DESIGN

Main Logo
3- 5 Submarks
May include custom lettering

BRAND ELEMENTS

Mood board/Color Palette
Patterns & Custom Illustration
Typography Selection

MARKETING PIECES

Social Media Headers
PDF Catalog /Lookbook
Business Cards

Investment

US \$ 950

S C I E N T

The A R T I S T

TIER 2

Brand + Website

The

ART

What you get

CUSTOM LOGO DESIGN

Main Logo
3- 5 Submarks
May include custom lettering

BRAND ELEMENTS

Mood board/Color Palette
Patterns & Custom Illustrations
Typography Selection

SCI

MARKETING PIECES

Social Media Headers
PDF Catalog /Lookbook
Business Cards

WEBSITE DESIGN

Custom Headers
May include e-commerce page
Mobile Responsive Version

WEBSITE SUPPORT

Squarespace Maintenance Training (In-person or Skype)
Social Media Integration
Integration with GSuite for custom email address
Mailchimp Integration

Investment

US\$ 1950

- Note that annual hosting of Squarespace at \$144 annually is excluded on the rates
- Typically, 50% is due upon project kick-off while 50% is due prior to client offboarding

