

EMILY WAGNER STUDIO

PRICE LIST

BRAND PACKAGE - \$3,500

WHAT YOU GET

LOGO DESIGN || Includes Mood Board/Color Inspiration board based on your questionnaire (2 revisions), 4 Logo variations to choose from, (2 revisions) and a final Branding Board which includes the logo, color palette, secondary logo, sub mark, 2 font recommendations and 2 pattern recommendations (1 revision). Please note that for FINAL FILES you will receive the logo, secondary logo, and submark/elements in .jpg, .png, .png transparent background, .eps, and a watermark. You will receive the color names in RGB, CMYK, and HEX. You will also receive the patterns in 12"x12" at 300dpi JPEG. Fonts are not included and any design files are an additional charge of \$250

BUSINESS CARD || Custom designed business card based around your brand. Additional card setup = \$50 a piece.

STATIONERY || Either letterhead/envelope or a notecard/envelope design of your choice. Designed around the business card and brand.

STAMP/STICKER || Design of either a stamp or a sticker design of your choice. Can include logo, submark, address, etc.

FACEBOOK PAGE || Design of a Facebook page cover, profile picture, and 3 buttons of your choice. Option to purchase a .psd template for \$125.

TWITTER PAGE || Design of your Twitter page background, header photo, and profile picture.

NOTES || Each item receives 1 (one) round of revisions. You will receive PDF files for each print piece (business card, stationery, sticker/stamp), and .jpg files for the Facebook and Twitter designs. Print quote available and all illustrator files are an additional cost.

LOGO PACKAGE - \$3,000

WHAT YOU GET

MOOD BOARD || Based on your questionnaire and your pinterest board I will create a color palette and inspiration board to make sure we are on the right track and have the style and palette in place before moving forward. (2 revisions)

LOGO VARIATIONS || Once palette/style is finalized I move onto the 4 (four) logo variations. Each logo will be completely different and include various font/type/layout and styles. You will receive them on one page side by side so you can see the differences. (2 revisions)

BRAND STYLE BOARD || Once the logo has been finalized I will build a brand board which will include the logo, color palette, a secondary logo option, a submark or brand element, 2 font recommendations, and 2 pattern recommendations. (1 revision)

FINAL FILES || You will receive the logo, secondary logo, and submark/elements in .jpg, .png, .png transparent background, .eps, and a watermark. You will receive the color names in RGB, CMYK, and HEX. You will also receive the patterns in 12"x12" at 300dpi JPEG. Fonts are not included and any design files are an additional charge of \$250.

LOGO REFRESH - \$1,500

WHAT YOU GET

If you have a logo that needs an update, I offer a logo refresher. This is not as extensive as the above as there are no mood board rounds or variations. It includes a single logo based off of your existing logo and two font variations to choose from. You receive 2 revisions total. If needing additional revisions it is billed at my hourly rate (\$100/hour).