

2018 MEDIA KIT

Price List & Details





ABOUT

Strategic design for holistic and lifestyle brands ready to take their business to the *next level*.

Creative Type A is a full service creative studio specializing in graphic design, visual identity and web design. Your business is special, and you deserve a designer that offers something different from the status quo. With over 10 years of design experience, my mission is to make the design process as simple and streamlined as possible, providing you with clear, concise steps from start to finish to help you make the right design choices for your brand, so you can *look more professional, charge more money, and stand out from your competitors*.

I believe great design comes from truly understanding the personality of your business, focusing on clean, beautiful and intentional designs, and understanding your whole story, so we can reach the people that matter most to your business while crafting a story that will stand the test of time.

I am passionate about the brands I work with, so it's important that I connect with your product or service on a personal level. I focus my work on small to medium size businesses and do-good brands that promote community and healthy lifestyles. Previous clients include event service brands, wedding planners, interior designers, artisans, wellness, health & fitness brands, nutritionists, yoga & holistic service providers, and natural products.

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CREATIVE TYPE A
PREMIUM DESIGN
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OFFICE HOURS

My office hours are Monday through Friday, 9 am to 6 pm, Pacific Standard Time, and am closed on all major holidays and the entire week of Christmas and New Years. All communication after booking your project will take place in a project manager. Phone or Skype calls must be scheduled in advance.

SCHEDULING + COMMUNICATION

After we've had a chance to chat about your project in more detail and you are ready to move forward, I will create a schedule for your project in my calendar with an expected start date and determined timeline. I ask that during your scheduled time you make yourself available and check your email or client portal often to stay on top of things and complete tasks that are assigned to you on schedule. Once your scheduled timeline has come to an end, I will no longer be able to give your project the attention it deserves. Work outside of the scheduled timeline may incur late fees, so it's important that we stay on track during our time together.

CONTENT

Some projects will require you to provide me with content, such as text copy or images. I ask that you have all your content delivered by our scheduled start date to ensure there are no delays in our timeline. It is important that you have the necessary rights or ownership for me to use the images you provide, and that all text copy has been checked for spelling and grammatical errors before use in your designs. To ensure your project stays on schedule, I am unable to proof or edit the content you provide. If you need help with finding stock photography or writing compelling content, I am happy to create a custom quote for you.

SERVICES & SKILLS

Brand Development

Logo Design & Re-brands

Squarespace & WordPress

E-commerce Web Design

Custom Illustration or Icons

Handlettering & Typography

Business Stationery

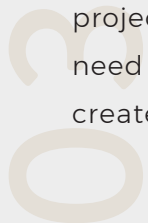
Worksheets / Lookbook PDFs

Print or Package Design

Email or Marketing Graphics

Copyediting

Anything else, just ask!



BRANDING

Brand Development

Great design is about keeping things clean and simple. My goal is to understand the personality of your brand - the history, function and ethos behind it all. Through brand development, we will work together to extract your style and build your visual story that instantaneously communicates your brand and it's values.

INCLUDES:

Brand Discovery
Logo Development
Brand Elements

REFINEMENTS:

Two Rounds for Main Logo, One for All Other Design Elements

TIMELINE:

4-6 Weeks

COST: starting at \$1750

BOOK NOW



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BRAND DISCOVERY

Detailed Branding Questionnaire
Curated Pinterest Board
Creative Brief & Mood Board

LOGO DEVELOPMENT

One Main Logo Concept
Optional Client Feedback Session
Two Rounds of Refinements

BRAND ELEMENTS

Alternate Logo & Submark Options
Pattern Or Texture Pairing
Brand Style Guide





[BOOK NOW](#)

**not a la carte item, must be added onto Brand Development package*

MARKETING

Brand Collateral

Translate your new designs into tangible collateral elements and assets that will help your business look professional and organized, ensuring your branding remains consistent as you market yourself both online and in person. We will determine together what collateral will work best for your business, choosing marketing pieces that you'll select from the list below to be designed after the Brand Discovery and Development phases.

- CHOOSE:**
- Business Cards
 - Thank You / Note Cards
 - Letterhead & Envelope
 - Stamp or Sticker Design
 - Hangtag / Price Stickers
 - Blog Post Template
 - Social Media Graphics
 - Brand Launch Graphics
 - Social Media Suite & Web Favicon

REFINEMENTS: One
TIMELINE: 1-2 Weeks
COST: One for \$250 or
Three for \$700

- ADD-ON
OPTIONS**
- Packaging Design
 - Custom Icons & Illustration
 - Lookbook
 - Rack Card / Brochures
 - Worksheets / PDFs
 - Anything Else, Just Ask!*



ONLINE

Custom Web Design

Beautiful branding is best complimented with a thoughtfully designed online experience. We will dive into the style, features and user goals to ensure that your website creates an experience that compliments your branding, and not only looks beautiful, but functions beautifully as well. Choose between design only or a full implementation of your new website on a Squarespace or WordPress platform.

REFINEMENTS: Two for Layout, One for Final Design

TIMELINE: 3-5 Weeks for Design / 2-4 for Development

DESIGN ONLY COST: \$1250

DESIGN & DEVELOPMENT COST: starting at \$1950 for Squarespace Platform, \$2450 for WordPress, contact for e-commerce

GET A QUOTE




DESIGN

- Website Questionnaire
- Consult & Feedback Session
- Layout Mockup & Sitemap
- Home & Four Interior Page Designs

DEVELOPMENT

- Consult & Feedback Session
- Custom Coming Soon Page*
- CSS Customization*
- Content Upload*

SUPPORT

- Video or 1 hr Online Tutorial*
- Two Week Trial Period*
-  Squarespace Circle Member

*items not included in design only option

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AVAILABILITY

To ensure each brand I work with gets the attention it deserves, I only take on a limited number of projects each year. I typically book projects 2+ months in advance. Please contact me directly about my current start date for new work.

THE BOOKING PROCESS

If you are interested in working with Creative Type A on your brand or web design project, please fill out my **pre-call questionnaire** so I may learn a little bit more about you and your business. I will then contact you to schedule a digital coffee date where we can discuss your design needs and brand goals. After we've had a chance to chat about your project in more detail and you are ready to move forward, I will prepare a formal contract for you to sign along with an invoice for the first 50% retainer payment which will reserve your spot in my calendar. Once these items are settled, I will send you a link to your client portal and homework with an expected start date, next steps and determined timeline.

PAYMENT DETAILS

Creative Type A accepts payments via PayPal invoice. Projects may be broken up into milestone payments determined by the scope of project, with 50% is due at the time of booking to reserve a place in the schedule. Remaining payments are due upon completion of each project phase, but before any final files are sent or website launch. The 50% retainer is non-refundable. After delivery of concepts, final files or website launch, refunds are unavailable.

Let's do this!

NEXT STEPS

Schedule a *Digital* Coffee Date!

PRE-CALL QUESTIONNAIRE

**All pricing and project details listed in this price sheet are subject to change. This informational sheet is for quote purposes only and not a guarantee of services.*

