

PACKAGE & SERVICES PRICE LIST

BYSTEPHANIEDESIGN.COM

BRAND DESIGN



Package & Services Price List

BRAND + STATIONERY PACKAGE

Investment Price – \$1,500

Package Includes:

- 1. Branding Questionnaire** – We provide client with an extensive questionnaire to identify brand fundamentals, personality, audience, positioning, competitive market and functionality.
- 2. Pinterest Board Collaboration** - Client is asked to collect images that visually reflect their brand's personality, typically through a secret board shared on Pinterest.
- 3. Inspiration Board** – Based on client's branding questionnaire and Pinterest board, we begin to create a color palette and inspiration board to ensure we agree on the brand's image and identity.
- 4. Main + Alternate + Submark Logo** – We provide client with 3 distinct main logo concepts (up to 3 revisions). Once client has chosen the main logo we then create an alternate and submark logo to match.
(ALL LOGOS + SUBMARK WILL BE DELIVERED IN JPEG, PNG & ORIGINAL FILE FORMATS)
- 5. Full Branding Board + Style Guide** - Once logo is completed, we create a full branding style guide which includes the main logo, alternate logo, submark, brand inspiration images, color palette, font combinations, brand elements and pattern recommendations.

PLEASE NOTE: ADDITIONAL REVISIONS WILL BE BILLED AT AN HOURLY RATE OF \$50.

Package & Services Price List

STATIONERY DESIGN (SELECT 3)

- Business Card Design
- Letterhead Design
- Thank You Card Design
- Note Card Design
- Facebook & Twitter Banner Design
- Business Stickers or Stamp Design
- Pricing Guide Design

PLEASE NOTE: EACH DESIGN RECEIVES 1 (ONE) ROUND OF REVISIONS. ALL DESIGNS WILL BE DELIVERED IN JPEG & PDF FORMAT.

Additional branding materials, including media kits, flyers, line sheets, look books, packaging design, etc., are quoted separately based on project complexity.

Package & Services Price List

BRAND + LOGO PACKAGE

Investment Price – \$950

Package Includes:

- 1. Branding Questionnaire** – We provide client with an extensive questionnaire to identify brand fundamentals, personality, audience, positioning, competitive market and functionality.
- 2. Pinterest Board Collaboration** - Client is asked to collect images that visually reflect their brand's personality, typically through a secret board shared on Pinterest.
- 3. Inspiration Board** – Based on client's branding questionnaire and Pinterest board, we begin to create a color palette and inspiration board to ensure we agree on the brand's image and identity.
- 4. Main + Alternate + Submark Logo** – We provide client with 3 distinct main logo concepts (up to 3 revisions). Once client has chosen the main logo we then create an alternate and submark logo to match.
(ALL LOGOS + SUBMARK WILL BE DELIVERED IN JPEG, PNG & ORIGINAL FILE FORMATS)
- 5. Full Branding Board + Style Guide** - Once logo is completed, we create a full branding style guide which includes the main logo, alternate logo, submark, brand inspiration images, color palette, font combinations, brand elements and pattern recommendations.

PLEASE NOTE: ADDITIONAL REVISIONS WILL BE BILLED AT AN HOURLY RATE OF \$50.

Package & Services Price List

LOGO PACKAGE

Investment Price – \$650

Package Includes:

- 1. Branding Questionnaire** – We provide client with an extensive questionnaire to identify brand fundamentals, personality, audience, positioning, competitive market and functionality.
- 2. Pinterest Board Collaboration** - Client is asked to collect images that visually reflect their brand's personality, typically through a secret board shared on Pinterest.
- 3. Inspiration Board** – Based on client's branding questionnaire and Pinterest board, we begin to create a color palette and inspiration board to ensure we agree on the brand's image and identity.
- 4. Main + Alternate + Submark Logo** – We provide client with 3 distinct main logo concepts (up to 3 revisions). Once client has chosen the main logo we then create an alternate and submark logo to match.
(ALL LOGOS + SUBMARK WILL BE DELIVERED IN JPEG, PNG & ORIGINAL FILE FORMATS)

PLEASE NOTE: ADDITIONAL REVISIONS WILL BE BILLED AT AN HOURLY RATE OF \$50.

Frequently Asked Questions

WHAT IS A BRAND STYLE GUIDE?

A brand style guide is a PDF document that will outline all of the branding we design together, style inspiration, font information, color palette details, as well as how to use your logos (& how not to use them!) & will give you the tools to keep things cohesive.

PROJECT TIMELINE

I offer clients 2 weeks to complete their design project depending on project complexity.

PLEASE NOTE: I ASK CLIENTS TO PROVIDE ALL COMPLETED MATERIALS (QUESTIONNAIRES, IMAGES, FEEDBACK, ETC.) IN A TIMELY MANNER. DELAYS FROM CLIENT MAY RESULT IN PROJECT PUSHBACKS AND ADDITIONAL CHARGES.

I'M READY TO GET STARTED, WHAT HAPPENS NEXT?

After we discuss the details of your project, a 50% deposit will typically be due to reserve a spot in my calendar dedicated just to you! Once your date is secured, I will send your brand worksheets & set up your Pinterest board so you can get started on them right away!

Payments can be made via PayPal or mailed check.

ADDITIONAL INFO

Pricing and project details listed in this price sheet are subject to change. This information sheet is a quote only and services are not limited to the list above. Please contact By Stephanie Design for a custom quote on your project. Additional revisions are not included in our original packages and will be billed separately at our hourly rate of \$50.

As a result of this agreement, By Stephanie Design has the right to display and market all work completed on our business website and social media platforms.

For additional information regarding my services and packages, or to book my services, please contact us via my Contact Form on BYSTEPHANIEDESIGN.COM or send me an email at STEPHANIE@BYSTEPHANIEDESIGN.COM

Thank You!