



Pricing Guide

20 ————— 22

Hello,

Branding is a representation of your professionalism. I firmly believe that building a brand based on strategy and purpose is the foundation for growing a successful business and reaching your biggest goals.

When you work with me you get attention to detail, high-end designs, and the tools you need to show up consistently for your business. With over 13 years of design experience and working with over 100 unique businesses, I have learned how to design a business that stands out from the crowd.

No more guessing how to show up on social media or worrying about your marketing, I am here to help you discover your true value, save you countless hours on your social media posts, and design you a brand that enhances the experience someone has with your business.

It's time to escape imposture syndrome and design a brand unique to you. Here's how I can help.



Alex Cook

FOUNDER & LEAD DESIGNER OF SONRISA STUDIO



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The vision

Where creativity meets strategy

The goal of this studio is to give you the strategies and tools to promote your business with confidence. No more worrying about imposture syndrome or if your brand looks professional, we've got you covered.

All our branding and website projects start with an in-depth strategy call so we can come up with a clear plan for your business. Get the knowledge you need to build a brand that is designed to succeed.

The Exclusive Branding Package

THREE PAYMENTS OF \$997

Save time and stress trying to develop a brand that works for your business.

Escape imposture syndrome and show up consistently with The Exclusive Brand Package. This package gives you everything you need to be confident your business. Here's what is included.

- Comprehensive branding questionnaire and one-hour coaching call to discuss the strategy behind your brand
- Collection of custom logos and icons purposefully crafted for your business
- In-depth branding guide for easy and consistent brand styling
- Defined image style and mood board
- Branded Canva templates for showing up consistently on social media and converting more leads
- Custom color and fonts palettes for an elevated brand experience on all platforms
- Access to our creative catalog and business growth workbooks
- Brand kit set up on Canva — *new*

TURNAROUND TIME 5-6 WEEKS

LIMITED SPOTS AVAILABLE

Case study



I loved working with Alex. She helped create a cohesive brand presence for my personal brand.

I had lots of creative ideas and needed a professional to organize them and create custom assets for me. Sonrisa delivered big time and put together a beautiful brand design that I am proud of and love!



Vanessa

BUSINESS & LIFE COACH

Branding *and* Website Design

THREE PAYMENTS OF \$\$1,997

Let's build you a beautiful digital home to match your new brand. Impress your dream clients and convert them into paying customers with a professional, high-end website. This package includes everything in The Exclusive Brands Package plus...

- In-depth website questionnaire and content strategy call
- Custom website design and development for 6 unique page designs
- Responsive design for mobile + desktop
- Brand style implementation and social media integration
- Custom video tutorials and training documents
- Launch material for social media

TURNAROUND TIME 6-8 WEEKS

LIMITED SPOTS AVAILABLE

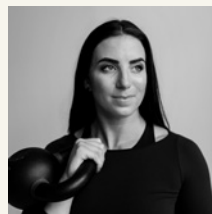
Case study



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I can't emphasize enough how amazing my experience with Alex has been. From understanding the core values of my business to delivering a project that completely exceeded my expectations.

Working with Alex & Sonrisa Studio is an investment worth every penny and I would recommend her services to any small business.



Amanda

HEALTH AND FITNESS COACH

The Creative Catalog

Save time and stress with our collection of creative assets. Let us elevate your marketing and create you custom marketing designs for your new brand. *Pricing subject to change based on quantity*

marketing

PRICING/SERVICE GUIDE ————— **\$300**

WORKBOOK TEMPLATE ————— **\$300**

PINTEREST TEMPLATES ————— **\$150**

AD DESIGN ————— **\$200**

digital

PRESENTATION DESIGN ————— **\$300**

EMAIL TEMPLATE ————— **\$250**

MEDIA KIT ————— **\$300**

DIGITAL COURSE GRAPHICS ————— **\$200**

print

BUSINESS CARD TEMPLATE ————— **\$150**

POSTCARD ————— **\$200**

BROCHURE ————— **\$300**

FOLDER DESIGN ————— **\$200**

packaging

LABEL DESIGN ————— **\$250**

TAG DESIGN ————— **\$150**

BOX OR TISSUE DESIGN ————— **\$300**

PROMOTIONAL MATERIALS ————— **\$200**

website refresh

STARTING AT \$1,850

Need help updating your website to match your new brand? We will go into your existing website design and update the designs to match your new brand. Site must be built on the Squarespace or Showit platforms.

Case study



I can't say enough good things about my experience with Alex at Sonrisa Studio.

I am so in love with my logo and branding and it's all because of Alex's attention to detail and ability to nail what the client is looking for. The response I've gotten has been truly amazing.



Latoya

FOUNDER AND CEO, SKYN ATL

The Process

one

If you are ready to begin transforming your business fill out our project inquiry form to get started. Once received, we will send you a detailed proposal laying out the scope of work and start date.

two

Once you have signed the contract and submitted the deposit you are officially added to our calendar! We will email you an in-depth questionnaire to learn more about you, your business, and goals for this project.

three

After the questionnaire has been submitted we will schedule a brand strategy call. During the call, we will go over all the details of your brand and come up with a clear plan of action for building you a unique brand identity.

four

After the call, I will take what I've learned and get to work! I will begin developing a completely custom unique brand for your business.

[READ OUR FAQs](#)



Let's get started!

I look forward to the opportunity to work with you on such an intricate part of your business. I am confident I can deliver you the creative support your business needs to succeed. Fill out the project inquiry form below to get started,

PROPOSAL REQUEST FORM

OR BOOK A FREE 30-MINUTE CONSULTATION