



'19

PRICING + PROCESS /

est. | 2008

LESLIE VEGA

DESIGN

PROCESS + PRICING GUIDE | 2019

PRICING + PROCESS /

20'

LESLIEVEGADESIGN.COM
INFO@LESLIEVEGADESIGN.COM

est. | 2008

LESLIE VEGA

DESIGN



LESLIEVEGADESIGN.COM
INFO@LESLIEVEGADESIGN.COM

BEFORE WE TALK NUMBERS...

Let's have a real conversation about **BRANDING** vs. a **LOGO** vs. your entrepreneurial **STRATEGY** vs. **MARKETING**. Because believe me, they are **NOT** the same thing. But **ALL** are needed to position you for success. Let me explain:

A **LOGO** is one of many pomegranate seeds...it's an integral piece of your brand identity, but at the end of the day, it's just a mark (or visual cue) of recognition to a particular company. It's a singular identifier. A small part of a whole.

BRANDING is **ALL** the seeds...it is your total visual identity. It's composed of many things... like logos, submarks, fonts, colors, textures, patterns, imagery, icons, graphics, layouts and more. It is all the pieces that showcase your company visually under a distinct visual communication system.

But before **ANY** of this begins, you need a **STRATEGY**. That is the core white structure of our pomegranate. It holds together all the deliciousness inside. It is the content portion of who you are, why and how you are different compared to potential competitors, your tone, mission, values, marketplace positioning, key benefits, consumer insights, etc... without it, the fruits of your labor won't ripen to perfection.

Last but not least, is the element of **MARKETING** (or advertising). This is where and how your consumers see you. Instagram, Billboards, YouTube Ads, websites...Not every channel is for you, and some may be more important than others depending on your business goals and brand strategy. So let's bring it home...

With any luck, your **MARKETING** efforts will showcase your **BRAND IDENTITY**, using a **LOGO** with messaging that reflects your **STRATEGIC TONE**. It all works together, and without one piece of the puzzle - your lack of organized consistency will show and your customer won't grab the fruit because they aren't emotionally attached to it in any form. And at the end of the day, it's emotion that drives us to purchase, follow, and become loyal to your offering to **BUY THAT POMEGRANATE!**

Now I'm hungry.

.01

BRANDING

PACKAGE

\$2,200

Paid In Installments

BRAND DESIGN | MORE THAN A LOGO.

Your visual brand is your total visual identity. We will explore the elements that create that consistent visual presence. With this package, you will receive your main logo, submarks, fonts, colors, and imagery that bring this all together. These items will present your company visually under a distinct message and aesthetic.

STEP ONE / CONSULT

First we can hop on a call to discuss your needs and a brief introduction to the vision for your brand. Use the easy-to-book START link on my web site to book your call.

STEP TWO / EXPLORATION

We begin with your Client Questionnaire where I have you explore the message, ideal client and the vibe of your brand. I will also request some inspiration via Pinterest with an initial board of pins to explore your aesthetic. Help is also available for the pinning step.

STEP THREE / LOGO DESIGN

Next up is your logo design! Based on our findings in the first step, I put together several logo design options to compliment the brand goals. A sub logo or "submark" is also designed for use in smaller spaces.

STEP FOUR / BRAND GUIDE BOARD

Included in your Brand Guide Board will be a full mood board customized to your brand's aesthetics, colors, textures and font selections.

WHAT WILL I DO WITH A BRAND BOARD?

Your final brand board can be used as a consistent guide to everything you present to the world! Every time you prepare an item (letters, note cards, social media posting), you have a reference to maintain your aesthetic and recognition.



FILES PROVIDED

- Final logo and sub logo vector files, jpgs, and pngs.
- Information on where to download fonts that were used in your brand's font selections.
- Your final color codes.
- Final jpg of your Brand Guide Board for reference.

IN-PERSON

STRATEGY CONSULTS → PG 12

.02

WEB DESIGN

PACKAGE

\$5400 - \$8250

Paid In Installments



IT'S ALL ABOUT THE STRATEGY.
We take it further than a pretty design and layout to wow the masses.

THE IDEAL CLIENT

We focus on that perfect client for you and strategize each page to connect with that person and lead them where you want them to go.

CALL TO ACTIONS

Each call to action and detail takes you where you want to be a year from now, five years from now, or even ten. It starts now - not a few years down the road. We see it and we work towards attaining that goal as we design.

SEO

That word that makes you cringe. But that's why I'm here. When you add this to your package, we take care of the details that let Google know who you are and who should see you.

PAYMENT PROCESS

Your payments are broken down into three installments:

1. 25% to book your spot.

(Please note this is a non-refundable retainer installment as a spot is held and not available for other paying clients to book).

2. 25% before development begins.

3. 50% before launch date.

THE PROCESS

STEP ONE / WEB SITE CONSULT

First we can set up a call to discuss your needs and vision for your site. Use the easy-to-book START link on my web site.

STEP TWO / CONTENT HOMEWORK

Once we have secured your contract and a start date for your web design, you will be provided with a form that gives you easy steps for providing your site content like page outlines, text content and imagery.

Please note that content must be submitted by your start date to maintain the workflow time line. Any delays may incur a rescheduling fee.

I can help! If you need help with copywriting or image selection, this service is available at an additional fee. Let's dodge those headaches!

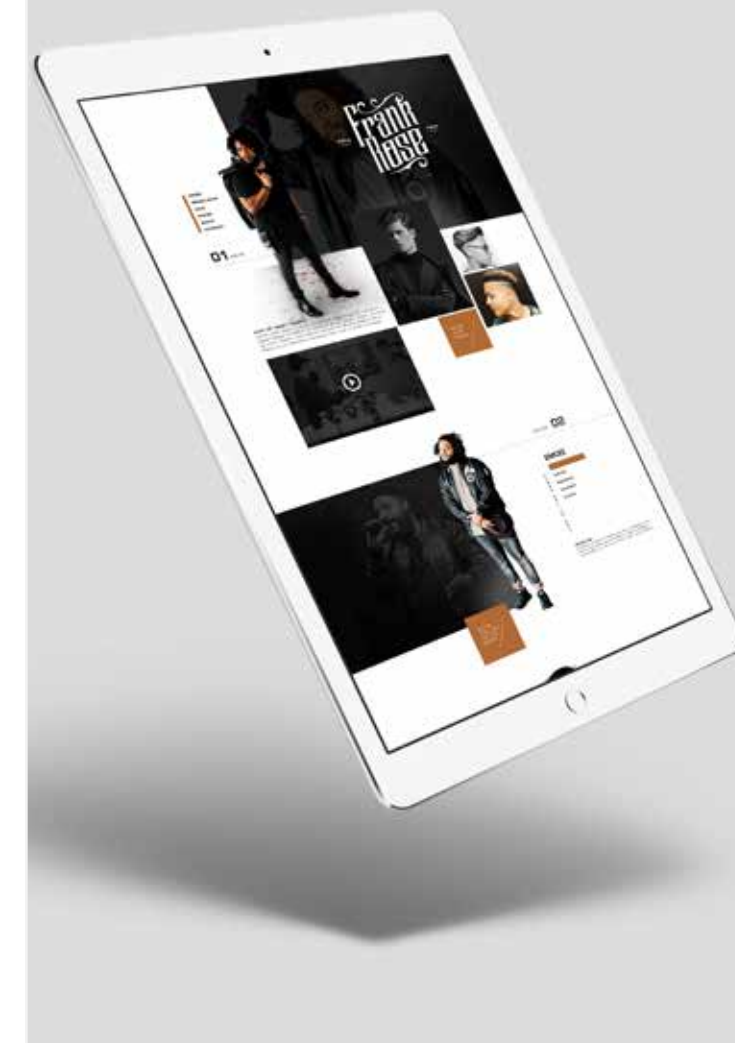
STEP THREE / LAYOUT DESIGNS

You will receive an initial concept of your homepage to confirm you are happy with the design direction. You will then receive another round of proofs for all of the pages on your site.

STEP FOUR / DEVELOPMENT

Once your design layouts are approved and your balance is in for the design phase, your site will be developed onto the ShowIt Platform via a temporary link. Once the development is finalized and your final project balance is in, the site will be shifted to your ShowIt account for launch.

You will also receive video tutorials on how to update your site as well as graphics to help announce your site launch like: a mock-up of your homepage on a desktop/laptop and several page screen shots.



WHAT IS SHOWIT?

ShowIt is a drag and drop web platform that allows designers like me to create extremely creative and responsive web experiences. Once I am done with the hard work, you are left with a site that you can easily update. ShowIt also integrates WordPress for your blogging to maintain great SEO.

*Clients are responsible for ShowIt Registration.

OTHER PLATFORMS OFFERED:

SQUARESPACE + PROPHOTO

I have worked with these platforms for the past ten years and also love their powerful results and user-friendly experience for you.

.03

GO-TO DESIGNER

PACKAGE

Choose 6 or 12 month Retainer

2 split payments of \$795 per month.

Or \$1525 one-time payment per month.

FOR THE BUSINESS THAT MEANS BUSINESS

INSTEAD OF CRAMMING IT ALL IN - Let's work together on a monthly basis to navigate all of your branding, marketing and design needs for the year to keep you on track and booking the right clients consistently.

THE 6-MONTH RETAINER INCLUDES:

- Phone consult or in-person meeting to go over your brand strategy and our plan for your needs during your Go-To Designer retainer. (Travel costs are billed additionally for one-on-one meetings. I love to travel to you and connecting in person takes us deeper into the essence of your brand - so we both win!)

- Unlimited Email Contact
- Brand Design
- Web Design
- (2) Marketing Items (i.e. Pricing Guide, Brochure, Email Newsletter Designs)
- Social Media Strategy and Graphics

IF YOU OPT FOR 12 MONTHS:

- A second [mid-year] in-person meeting or phone consult to re-evaluate and strategize your marketing and design plan for continued growth and targeting ideal clients.

- Unlimited Email Contact
- Any web updates needed
- Additional Social Media Strategy and design for rest of year.
- (2) Marketing Pieces or updates on existing.

ONLY TWO SPOTS AVAILABLE PER YEAR.

Must book for January or August start dates.

First installment for first month required to reserve your spot.



.04

POWERFUL ADD-ONS

A L A C A R T E



A LA CARTE / ADD ANY OF THESE TO YOUR PROJECT AND ENHANCE YOUR CLIENT'S EXPERIENCE.

BUSINESS CARD DESIGN \$299

Includes your layout design.
Printing fees quoted separately.

DIGITAL/PRINT PRICING GUIDE OR WELCOME MAGAZINE \$750

Includes up to 20 pages
Additional pages \$25 each.
Printing fees quoted separately.

SOCIAL MEDIA BUNDLE \$450

Includes your Facebook Cover,
Instagram Highlight Covers,
and 4 posting templates.

COPYWRITING \$399

Need help putting it into words?
Whether it's copy for your web site
or print material, I can help.

.face to face

LET'S START THIS TOGETHER

The greatest brands start with connection.

Technology has opened the doors to so many possibilities for businesses today. But the truth is, nothing is more powerful than an in-person connection.

I work with clients all over the world. We have emailed, FaceTimed and Skyped. But some of the greatest connections happened face-to-face. Those connections brought an extra dose of life and emotional investment into the project.

If you like face-to-face and want to skip the digital versions of our first steps to get more out of our first connection, let's do it in person.

90-MINUTE IN-PERSON CONSULT

\$325 + Travel Costs (vary by location)

FILES PROVIDED