

*for*  
**2022**

*the*  
**SERVICES &  
PRICING**

**GUIDE**

*by*  
**SAFFRON AVENUE**

ANGELA MONDLOCH



ROLE	Owner / Designer / Creator
EMAIL	hello@saffronavenue.com
SOCIAL	@saffronavenue

HISTORY /

I’m Angela, the designer, creator and heart behind Saffron Avenue. Back in 2009 I created a blog called ‘Witty and in Love’, it was my creative outlet for weddings inspiration and creative color pairings. Within two years, that blog transformed into Saffron Avenue, a space where I shared my love art, lettering, design and all things branding.

In 2012, Saffron Avenue was official. I fell hard for branding and website design and knew creating from the heart was my magic sauce. With a love of detail, sketching, and creating designs that pushed the envelope, I found my happy place.

For the last 10+ years I’ve built my company with integrity and intention and have a mission to never stop creating and never stop learning.

MISSION /

I believe that each design, brand and website deserves to feel unique, to have a custom touch, to feel balanced and to be created with intention. My goal for each client is to feel confident. To walk away with a brand or website that finally reflects who they are, who they are attracting and who they want to become. To build long-term relationships with trust, honesty and some laughter inbetween :)

Angela



10 + *years*  
200 + *clients*  
2 *book features*  
4 + *awards*

- How to Style Your Brand
- Brand Brilliance

- 40 Brilliant Brand Designers
- Wisconsin Best Of Awards

*I've been lucky enough to work with clients throughout different countries on various projects.*

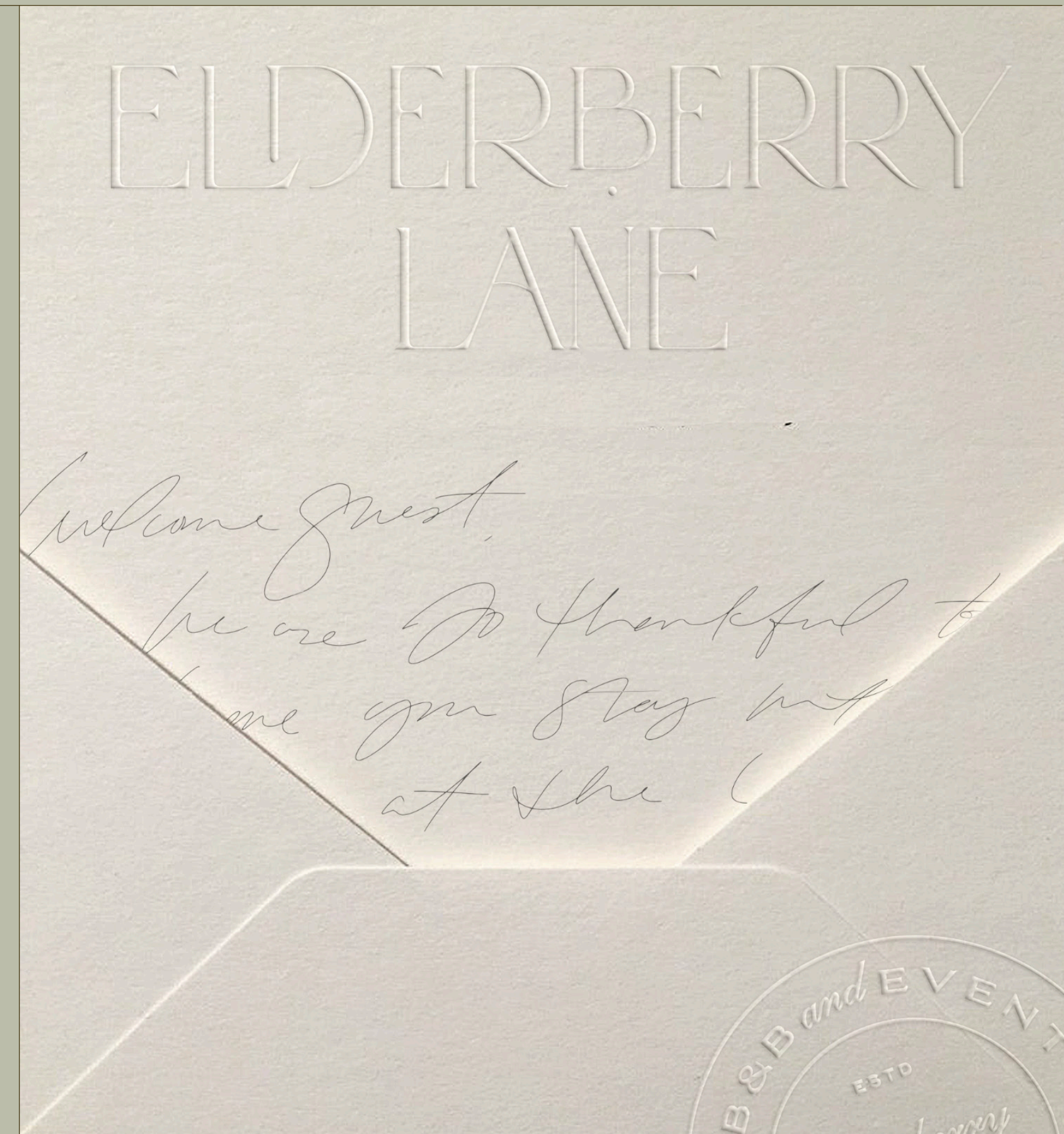
From award winning photographers, educators, NBA player, Former Miss USA to a film & television actor.



# A CLIENT *and* THEIR DESIGN NEEDS

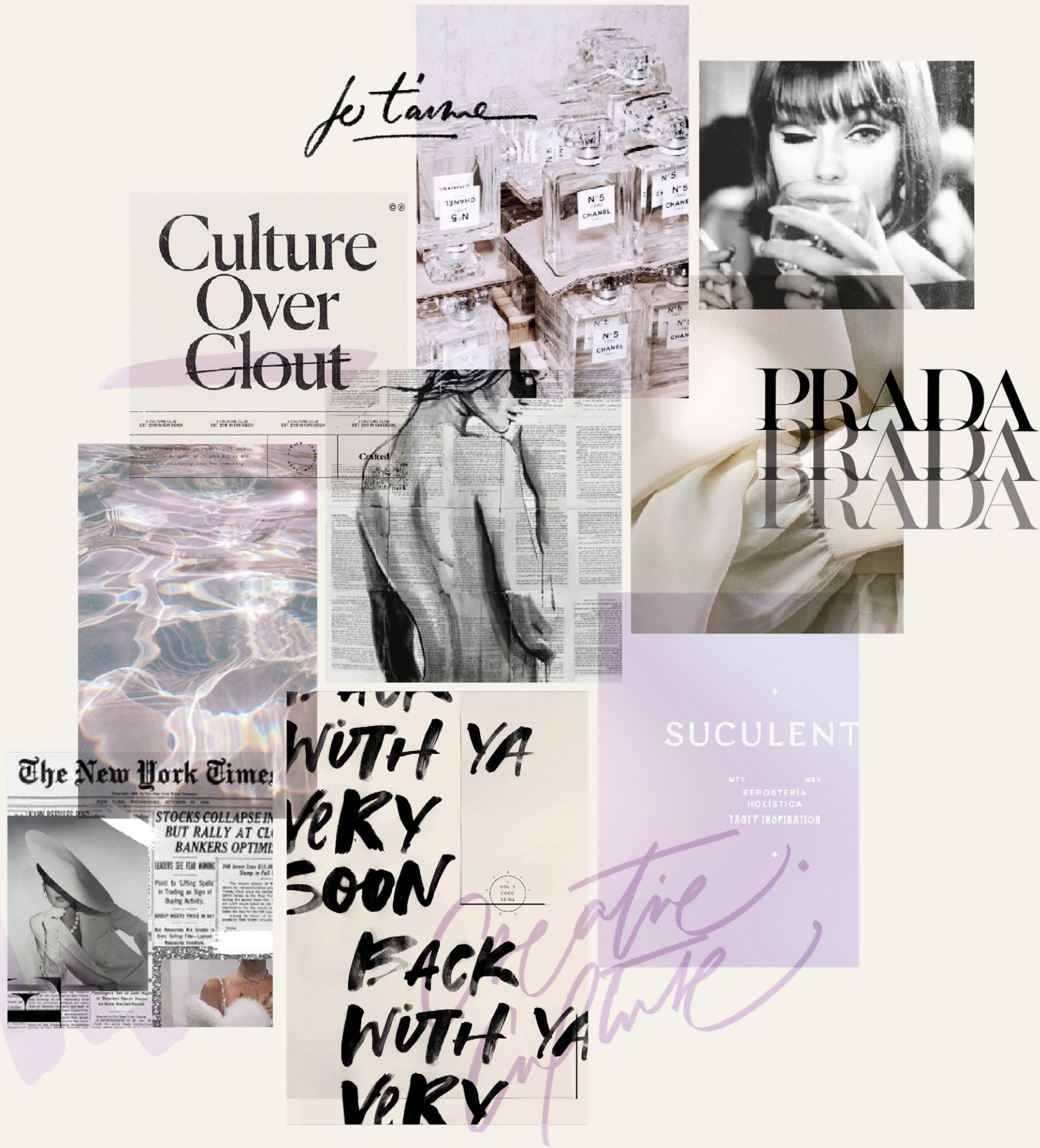
*We specialize in curating custom and heartfelt brands and websites for creative entrepreneurs. We believe in strategy, high-end simplicity and intentional detail that builds brand trust.*

Design has the power to change consumer behavior, it has the ability to inspire how we feel and react emotionally. The purpose is to provide insight on how to align intentional design with the end goal. To connect the strategy with the visual. To execute creatively. To design from the heart.



CASE STUDY

LULU CREATIVE



LULU  
CREATIVE

AGENCY AND PRODUCTION  
HOUSE

LULU CREATIVE

CLIENT

Complete Brand Design

SCOPE

Agency & Production House

INDUSTRY

CASE STUDY

LULU CREATIVE		<div>CREATIVE</div> <div>0111</div> <div></div> <div></div>
		
		
LULU CREATIVE	CLIENT	
Complete Brand Design	SCOPE	
Agency & Production House	INDUSTRY	

CASE STUDY

MADIX & CO



MADIX & CO.	CLIENT
Brand & Template Customization	SCOPE
Event Design	INDUSTRY



CASE STUDY

MADIX & CO	
M&Co	SAN FRANCISCO · CA
GATHER with INTENTION	MADIX AND CO
MADIX & CO.	CLIENT
Brand & Template Customization	SCOPE
Event Design	INDUSTRY



CASE STUDY

MADIX & CO



MADIX & CO.

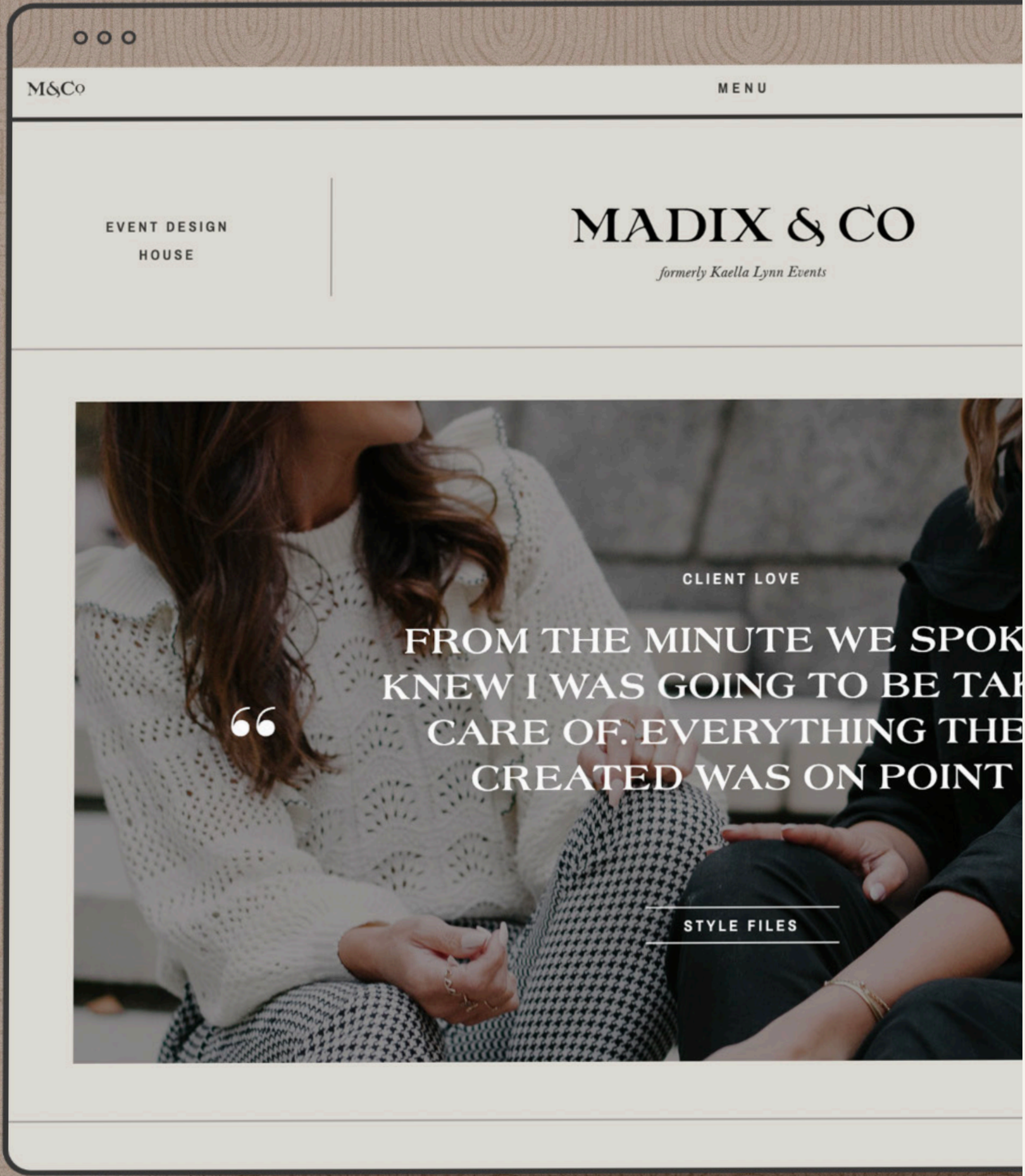
CLIENT

Brand & Template Customization

SCOPE

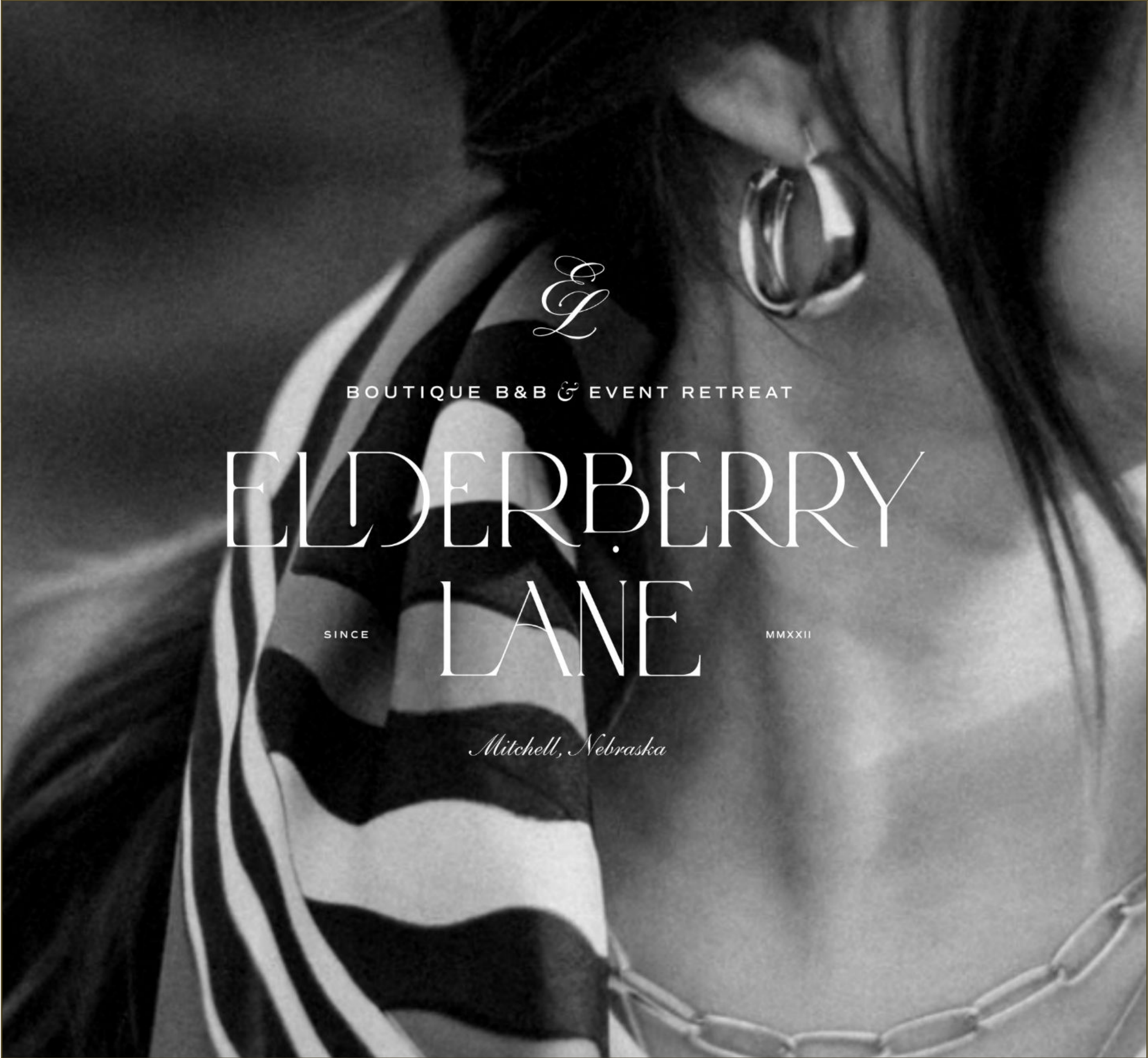
Event Design

INDUSTRY



CASE STUDY

ELDERBERRY LN.



ELDERBERRY LANE	CLIENT
Brand Styling & Strategy	SCOPE
Hospitality & Events	INDUSTRY



CASE STUDY

ELDERBERRY LN.	
	<div>ESTD</div> <div>Elderberry Lane</div> <div>2021</div>
<div>BOUTIQUE</div> <div>B&amp;B &amp; EVENT</div> <div>RETREAT</div>	
ELDERBERRY LANE	CLIENT
Brand Styling & Strategy	SCOPE
Hospitality & Events	INDUSTRY



CASE STUDY



ELDERBERRY LANE

CLIENT

Brand Styling & Strategy

SCOPE

Hospitality & Events

INDUSTRY



KIND WORDS


JANDERYN	KAYSE	ANASTASIA
		
<div>OWNER / BAKER</div> <div>@earthandsugar</div>	<div>OWNER / CEO</div> <div>@theceoteacher</div>	<div>OWNER / DESIGNER</div> <div>@theidentitecollective</div>
<p><i>THRILLED!! Angela has done my website twice now, once on Wordpress and our newest one on Showit - her eye for detail is incredible and we actually fired a designer who couldn't capture my vision - she nailed it both times and I am so grateful for what she has done with our brand.</i></p>	<p><i>Angela provides the full package. Every step of the way was intentional, organized, detailed and well-communicated. She truly cares about brands and helping her clients create an intentional website for their audience (with a great user experience), not just a pretty one.</i></p>	<p><i>Saffron Avenue is THE BEST. Everything she does is magical. - I am so grateful for Angela, and I am so, so honored to have gotten to work with her directly, truly a profound highlight. Thank you for making the blog and shop so much better than I ever could.</i></p>

OFFERINGS

01	COMPLETE BRAND	02	CUSTOM WEBSITE
01		02	
Brand Identity Package		Custom Showit Website	
Logo, Stationery, Socials		Designed for you brand & needs	
Complete Design 4 - 6 weeks		Custom Design 6 - 8 weeks	
<p>This is the full brand package which includes <b>The Style Discovery</b> // color palette, inspiration, design direction). <b>The Brand Concept Presentation</b> // Four logo concepts to include mockups and element exploration. <b>The Brand Board</b> // Includes the primary logo, secondary, brand marks, patterns, etc. <b>Brand Pieces</b> // Design of matching stationery and social media templates. <b>The Brand Guidelines</b> // An overview and breakdown on how to use your new brand.</p> <p><b>FOR YOU IF...</b></p> <p>You need help choosing the overall look, style and direction of your brand and the coordinating brand elements. This package provides you with creative options to help you decide which direction to take.</p>		<p>This is a completely custom design website on the Showit Platform, a drag-and-drop website builder that allows you to design creative websites without having to deal with backend coding and development. This package includes the custom design of the HOMEPAGE, 5 INTERIORS PAGES, and THE BLOG. Each page is designed around the copy/content you provide and will align with your brand and user-experience in mind.</p> <p><b>FOR YOU IF...</b></p> <p>You want a website that is design just for you! The website layout, look and flow will be based on the research we work together on and the brand that we created for you. It includes complete page development, testing, and launch.</p>	
PRICE \$8,000		STARTS AT \$8,650	

OFFERINGS

03	SINGLE LOGO	04	TEMPLATE CUSTOMIZATION
03		04	
Single Logo Design		Customized from Template	
Brand Board w/Elements		2 Custom Page Designs	
Quick Turnaround		Quick Turnaround	
<p>You will receive a brand board with the single logo design, a secondary logo option, color palette, sub mark or monogram, color palette, and 2 pattern recommendations. You receive one revision and additional revisions are billed at my hourly rate of \$250.</p> <p><b>FOR YOU IF...</b></p> <p>You have CLEAR DIRECTION of what you are looking for. If that is a hand-lettered logo, stacked serif font, classic monogram, etc. You will receive a full brand board and logo based on the inspiration and direction you've provided. This includes 1 revision/tweak to the logo.</p>		<p>There are 2 pricing options for this (PLEASE EMAIL ME FOR MORE INFO). This can include the customization of 2 template pages of your choice (ie: Homepage &amp; Services). The remaining pages will just be update with your colors/fonts, but not the layout or content. Additional page customizations and content implementation is an option. Please reach out for more info.</p> <p><b>FOR YOU IF...</b></p> <p>You need a creative website launched quickly. Although 2 pages are customized for you and around your brand, it will still be based off the overall flow/design of a template from the shop. It can still feel unique, but will have elements of the template.</p>	
PRICE \$2,850		STARTS AT \$2,250	

	<div><div>01</div><div>ONE</div></div> <div>PRICE \$8,000</div>	
	<div><div>COMPLETE</div><div>BRAND</div></div>	
	<p><i>Your brand should tell the story about your business. It should allow your ideal customer to feel connected and aligned with you. This package is created to provide you with a complete, cohesive and professional brand.</i></p>	
		

	THE DETAILS
	<div><div>01</div><div><b>BRAND WORKBOOK</b> / A comprehensive, fillable PDF brand workbook to help you understand your brand strategy, unique story, brand personality and overall style &amp; direction.</div></div>
	<div><div>02</div><div><b>MOOD BOARD</b> / A Style Discovery presentation that includes your values, keywords, curated color palette and an inspiration board to provide you with a visual direction and vibe. (1 revision)</div></div>
	<div><div>03</div><div><b>CONCEPT PRESENTATION</b> / You'll receive 4 completely custom logo and brand concepts. They will each have a different feel, look, layout and include visual mockups to see them in use. (2 revisions)</div></div>
	<div><div>04</div><div><b>BRAND BUILD OUT</b> / Once your final logo is chosen, the brand board will be created. This will include the primary and secondary logo, the color palette, pattern/texture recommendations, and brand marks/monogram. (1 revision)</div></div>
	<div><div>05</div><div><b>BRAND GUIDELINES</b> / You'll receive a brand guidelines PDF that will include details on how to use your brand, fonts, colors, etc. This will help you maintain consistency in your brand moving forward.</div></div>
	<div><div>06</div><div><b>STATIONERY &amp; SOCIAL</b> / Includes the design of a business card, a notecard/envelope, a stamp/sticker design as well as 3 instagram story and matching post templates and 3 optional pinterest pin designs. (1 revision)</div></div>
	<div><div>07</div><div><b>THE LAUNCH</b> / You'll receive my Launch Kit Planner as well as 3-6 countdown graphics to include in your launch. (1 revision)</div></div>

# THE PROCESS



*The process starts with understanding who you're marketing to and how to position your brand within the market.*

DEFINITION

## 01 WORKBOOK

We need to get to the bottom of who you are, what you stand for and who you stand beside. You'll fill out the comprehensive workbook

## 02 RESEARCH

We try to think outside the box and come up with something that isn't obvious. We will use your inspiration & workbook to guide us.

## 03 COLOR

From the above, we'll curate a color palette and a visual inspiration board to provide direction and an overall style & aesthetic

## 04 CONCEPTS

We'll use the inspiration and your direction to create and design 4 different logo options to present to you.

## 05 BRAND

After finalzing the logo option, we'll build out your brand board. This will include the secondary logo, monogram, elements, etc.

## 06 GUIDELINES

We'll create your brand guidelines presentation for you to understand how to use your logo & brand elements.

## 07 EXTRAS

From there we will design the remaining brand pieces. From stationery, social templates, packaging, etc. Based on your needs.

SERVICES

Website transferring, domain/hosting/ email setup, and support are all charged separately and not included in the package. Saffron Avenue is not resonsible for website downtime or hosting. Additional design items require a custom quote (ie: additional pages, e-commerce, e-course, etc).

02	TWO	PRICE \$8,650
CUSTOM	WEBSITE	
<p><i>Your online home should be creative, cohesive and strategic. It's important for us to help your story resonate with your brand online. The goal is to have your visitors feel welcomed and intrigued when browsing through each page.</i></p>		

	THE DETAILS
01	<p><b>CONTENT PLANNER</b> / You'll fill out the website content planner to help you create the copy and flow of each page. We highly recommend copywriters for this step! Let us know if you need recommendations</p>
02	<p><b>THE WIREFRAME</b> / Once you provide us with working copy and direction. We will create a wireframe and hop on a call to discuss design direction &amp; inspiration. We want to make sure we create something that is perfect for you.</p>
03	<p><b>THE DESIGN</b> / Once your copy and content is finalized, we will start designing the Homepage first. Once approved, the remaining pages are created. If you don't have photographer ready, we will use filler images that we fill best aligns. (2 revisions)</p>
04	<p><b>DEVELOPMENT</b> / Once all design is finalized, it will go into development on the Showit platform. Any copy or layout changes will be priced separately. Note: We will add 1 full portfolio, 1 shop product, 1 press. If you need us to add it all, please let us know.</p>
05	<p><b>MOBILE &amp; SEO</b> / After the step above is completed, the mobile side will be developed to flow easily and naturally. We will also setup the headings to be as SEO friendly as possible. We ask you to provide us with in-page SEO.</p>
06	<p><b>TUTORIAL &amp; TEST</b> / You'll receive a one hour skype tutorial to walk you through your site and how to use it. We will also dedicate time to test the site completely and activat a coming soon page for launch.</p>
07	<p><b>THE LAUNCH</b> / Once design has been finalized and final payment made your site will be implemented into your showit account and you can start your launch countdown!</p>

# FAQS

QUESTIONS AND ANSWERS			
WHAT IF I'M NOT SURE ABOUT THE DAESIGN OR THE STRATEGY?	If you aren't sure about the design or the strategy, then let me know! I'll provide you with tips on feedback and talk through why I designed something a particular way or why your strategy is the way it is. Il want you to feel confident and excited about your project. If something doesn't feel right about it, then let's work together to find a solution that works.	WHAT HAPPENS AFTER DEVELOPING MY BRAND?	Creating the brand is really just the start of it all. Your branding will need a lot of collateral like a website, business cards, packaging, social templates, etc. We will provid you everything listed under the brand package, but can offer you so much more. If you need help with packaging or even sales page design, let us know!
WHAT EXACTLY IS BRANDING?	Branding is more than a logo and a clever tagline. Your brand tells the story of your company. It's your message and your values. Branding is when all of the different elements like your logo, social media posts, and marketing materials all tell the same story consistently. And when that happens, remarkable things occur.	HOW LONG WILL IT TAKE TO MAKE MY WEBSITE?	It really just depends on your brand and on the site. No two websites are exactly the same. We always work with your timeline. After we meet and talk about all of the details of your project, we can give you a realistic timeline for your project. Most custom sites take from 4-6+ weeks.
WHAT'S THE DIFFERENCE BETWEEN A LOGO AND A BRAND?	Your logo is a graphic or typographic symbol that identifies your company. A logo is part of your company's brand identity. It represents part of your brand's story, but it certainly isn't the only part of the story.	WILL I BE ABLE TO EDIT MY WEBSITE?	We use the showit content management platform to build your website, which means when we're done, you'll be able to make edits to the content. It's a drag-and-drop website builder that allows you to design without having to deal with backend coding and development. It gives you total freedom to create and to maintain your web presence. It's great for a variety of informational type websites.
HOW MUCH SHOULD I EXPECT TO PAY FOR MY NEW WEBSITE PLATFORM?	Showit has 3 pricing options, I recommend the 2nd or 3rd which is around \$24/month. This is for the website HOSTING. You'll need to make sure your DOMAIN and EMAIL are setup elsewhere. We personally recommend either Google or Hover for domain and email.	WHAT IF I NEED MORE THAN THE 6-8 WEBSITE PAGES?	That's just fine! Before we send you the full estimate we will discuss your website needs. If that includes a sales page, a small 3rd party shop, a plugin customized, etc. Those will be priced separately and can be added to your proposal.
CONTACT	hello@saffronavenue.com	ANYTHING ELSE?	Any further questions, please don't hesitate to get in touch

THANKS

MOVING FORWARD

*If you would like to move forward, the next step is for us to setup a design consult and receive a design estimate for approval.*

*Please contact us at:*

HELLO@SAFFRONAVENUE.COM



SAFFRON AVENUE