

# Media Kit

AESTHETIC CREATIVE



Aesthetic Creative cultivates beautiful aesthetics and strategic design solutions for entrepreneurs and small Businesses. Through strategic planning, collaborative development and clean design your brand will be positioned for immediate and longterm success within your target market. This media kit will inform you of my service offerings, pricing + processes.

# Identity Design

A SOLID IDENTITY IS THE  
STARTING POINT FOR EVERY GREAT  
BRAND. I'VE PUT TOGETHER PACKAGES  
THAT INCLUDE ALL OF THE ESSENTIALS  
YOU NEED TO HAVE AN EFFECTIVE  
PRESENCE IN YOUR MARKET.



## Branding \$575

### BRAND STRATEGY, MOOD + COLOR

- Multi-page brand strategy
- Mood boards and color palette
- 2 revisions

### LOGO CONCEPTS

- 2 logo concepts based off your submitted questionnaire or consultation, compiled mood board and brand strategy.
- Includes 2 revisions.

### BRAND BOARD

- A compilation of your moodboard, color, palette, logo concepts and design elements on one board to include: primary logo, alternate logo, watermark, fonts, colors and design elements.
- Includes 2 revisions

### BRAND GUIDELINES

Comprehensive multi-page review and guide on how to use your brand.

### FILES

You will receive all design assets via zip file to include: EPS/AI, JPG, PNG. Additional file types are available for a fee upon request. Fonts are not included and must be purchased separately.

*Timeline: approximately 2 weeks.*

## Branding + Collateral \$820

INCLUDES EVERYTHING FROM THE *Branding* PACKAGE INCLUDING

### BUSINESS COLLATERAL

- Three collateral piece of your choice e.g. business cards, flyer, sticker etc.
- Print setup and printer suggestions for all print materials

### SOCIAL MEDIA KIT

- Social media graphics for TWO of the following: Facebook, Twitter, Pinterest (includes 3 editable post templates), Instagram (includes 3 editable post templates)
- Blog graphics: 3 editable banner templates

*Timeline: approximately 2 weeks.*

*Payments for packages are split into three parts, 30% deposit, 30% midway through the project and 40% before final files are delivered or any site launches.*

# Web Design

YOUR CUSTOM WEBSITE, BLOG AND OR E-COMMERCE STORE WILL BE BUILT TO THE LATEST STANDARDS AROUND YOUR EXISTING BRAND IDENTITY. I CURRENTLY DESIGN ALL CUSTOM WEBSITES USING WORDPRESS (GENESIS, DIVI, SHOWIT5), AND SQUARESPACE. I'LL BE HAPPY TO SUGGEST A PLATFORM THAT WILL WORK BEST FOR YOU!



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# Web Design

## ALL WEBSITES INCLUDE THE FOLLOWING:

- Completely custom, responsive design based on your existing brand
- Design consultation (60-90 min via Google Hangouts)
- Static home page, blog and contact form.
- 4 custom content pages (ex: About Me, Investment, Gallery Landing Page, Client Lounge, etc). Additional pages can be purchased as an add-ons.
- Set-up and population of up to 2 image galleries. With maximum of 20 per gallery.
- Your site will be design on a test site for you to view and approve live.
- Former blog post transfer (please note some formatting issues may arise when transferring blog post over from old sites and I am not responsible for those issues)
- Installation on your domain
- Post-launch tutorial: recorded screencast tutorial to show you all the user-friendly, behind the scenes features. The screencast will be yours to keep and view whenever you need! Website usage training may be purchased if needed.
- Initial content import (client must provide ALL copy and images PRIOR to site design)
- One week of email and phone support.

## ECOMMERCE OPTIONS

- Wordpress or Squarespace powered storefront
- Category setup
- Upload of up to 10 products
- Setup of shipping and payment options

*Timeline: approximately 3-4 weeks.*

## Wordpress

\$1120 (with development)

\$400 (without development)

## Squarespace \$820

## Showit/Wordpress \$900

*Payments for packages are split into three parts, 30% deposit, 30% midway through the project and 40% before final files are delivered or any site launches.*



PEOPLE DO NOT  
BUY GOODS AND  
SERVICES. THEY BUY  
RELATIONSHIPS, STORIES  
AND MAGIC.

*Seth Godin*

# Other Services

IN ADDITION TO GRAPHIC AND WEB DESIGN, AESTHETIC CREATIVE OFFERS OTHER DESIGN SOLUTION. IF YOU DON'T SEE WHAT YOU NEED ON THE FOLLOWING PAGES DON'T HESITATE TO CONTACT ME ABOUT YOUR PROJECT.



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## Handlettering \$150+ + Illustration

Handlettering and illustration services are highly custom in nature. Because of this, price will vary based on the particulars of a project. To secure a place on my calendar, a deposit of 50% is required to be applied to your final balance. After we've decided to work together I will draw up your contract and you'll pay your deposit. Then I will ask you to create a Pinterest mood board with various typography style for your design. Based on your Pinterest board I will present 2-3 styles to you in a sketch format for you to choose from. You can request up to two rounds of revisions. Once revisions are completed. I'll continue to perfect the hand rendered sketch until I ultimately vectorize your design with meticulous precision. Once this process is complete I will send your artwork for your final review in a online presentation. Please contact me for an official quote.

### FILES

You will receive all design assets via zip file to include: EPS/AI, JPG, PNG. Additional file types are available for a fee upon request.

*Timeline: approximately 2 weeks.*

## Package Design \$500+

Aesthetic Creative can provide you with a beautiful package design that with entice and capture the attention of your target audience. I require that you have your branding in place before we can start the process. Based on your existing branding I will create a full packaging concept, then move on to creating dieline and printed materials. You will be provided with print ready files to be submitted to the printer of your choice or one can be sourced for you. Please contact me for a quote.

*Payments for packages are split into three parts, 30% deposit, 30% midway through the project and 40% before final files are delivered or any site launches.*

# A La Carte

Looking for something not listed in one of the packages? No worries. Feel free to pick and choose from the items below!

- Business Cards
- Social Media Graphics
- Catalog/Magazine
- Brochure
- Booklet
- Menu
- Signage
- Thank you cards
- Gift cards
- Newsletter Design
- Letterhead
- Envelope
- Price sheet
- Media kit
- Photography retouching
- Ebook design
- Cover design
- Apparel graphics
- Surface pattern design
- Business naming
- Wax seal design
- Stickers
- Brand stock images



DESIGN IS THE  
SILENT  
AMBASSADOR OF  
YOUR BRAND.

*Paul Rand*

**BRAND**  
EVERYTHING YOU NEED TO KNOW TO CREATE A  
DISTINCTIVE BRAND IDENTITY  
VIA HUMBERSTONE

# Information

ON THE FOLLOWING PAGES YOU'LL FIND  
SOME USEFUL INFORMATION ABOUT HOW  
THINGS WORK AT AESTHETIC CREATIVE DON'T  
HESITATE TO CONTACT ME IF YOU HAVE ANY  
QUESTIONS.



01

### CONSULT + BOOKING

Once you reach out to me I will reply back and promptly schedule a consultation via Skype or over the phone. This is the time for me to listen to your needs + expectations and answer your questions. Whether on the phone, or Skype, we will discuss your vision for your new brand and make sure we're a good fit to work together. Once this is decided I'll send you a digital agreement to sign and an invoice for downpayment. Next, I'll have you complete some "homework" which will consist of a comprehensive questionnaire.

02

### STRATEGY

Using the information gathered from the consult and questionnaire I'll create a comprehensive multipage design strategy that will align with goals and the vision of your business. This is one of the most important parts of the process because once approved it will guide the rest of the design process.

03

### DESIGN + REVISE

Next I'll start working on the heart of your new identity. The logo design. During this phase you'll receive your second deliverable which will consist of one unique logo concept based on your design strategy. Once received, you will have the opportunity to review and request revisions until you are thrilled with your new design. After the logo design is completed I'll move on to creating and gathering the accompanying elements such as, patterns, graphics and other elements into a brand board. You'll then have a chance to review and request revisions on the final board. Afterwards, I'll take your newly designed brand and continue it throughout your print material and social media design to complete your new identity.

04

### DELIVER

Once all design elements have been revised and approved I'll send an invoice for final payment and package up all of your files and send them to you via Dropbox. When completed, you will have a clear and effective identity that will help to attract your ideal clients. Now you can kickback and celebrate because we did it! Hooray!

WEB DESIGN

By this time, you must have all content ready and you should have provided the necessary website information such as access to your server and domain provider. I will use the information provided from your questionnaire and consultation to create a website mockup. Next, you'll have a chance to request revisions the mockup if necessary. Website development will take approximately 2-3 weeks in which either I or my developer will work our magic to make your mockup come to life. Once the development site is complete you'll be given a link to your website (on a test server) for you to review and approve. Any request for structural and font changes (after development) will be subject to delays and a fee of \$75 per hour will be billed. This step is to primarily check for errors. After you've given your approval, your site will be moved to its new home online!

# The Design Process

# Web Design Information

Domain and hosting is not included. I'll be happy to walk you through the process of obtaining your domain, hosting and email services but these services must be purchased by you. Quality hosting makes a huge difference in the ease of development and the long-term stability of a website. Aesthetic Creative cannot be not responsible for SEO, any hosting or server issues that may arise after install.

I'm a big fan of Bluehost, Siteground and Flywheel for Wordpress and Godaddy to purchase your domain for Squarespace. Please note that Wordpress requires the hosting and a domain name.

Squarespace only requires that you purchase a domain as they provide the hosting.

Website design does not include the cost of changes once the site is launched. After the launch of your site, all additional work will be quoted and billed at an hourly rate of \$75.

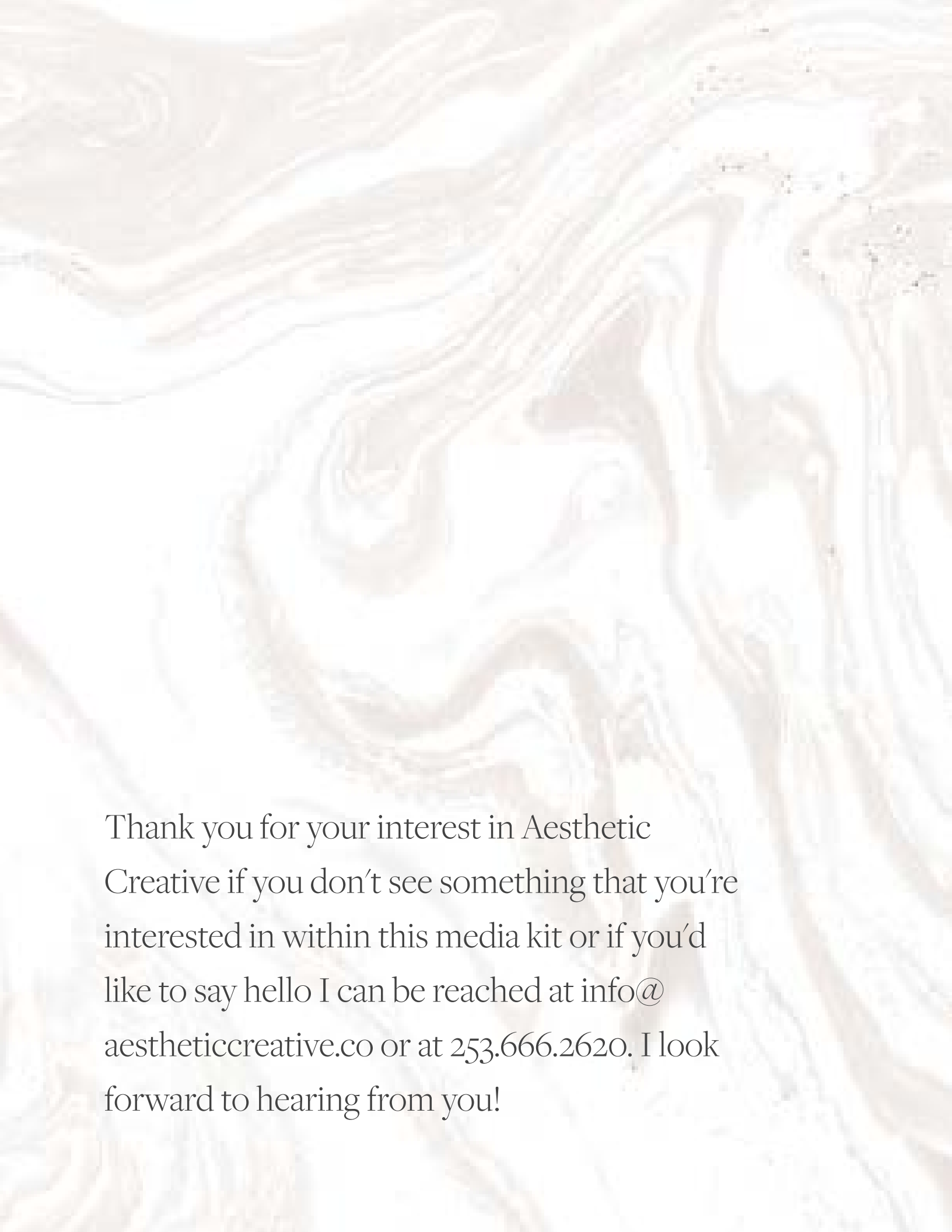
All content must be ready and provided by you at the start of the web design process as to not delay the timeline. You must provide access to your server & hosting services (Wordpress sites only.)

For Squarespace websites you'll will be required to sign up for one of the available plans and provide admin access to your Squarespace site as well as your domain provider. Squarespace provides hosting for all sites. Websites do not include copywriting and images!

You will have the opportunity to purchase a Wordpress website maintenance plan after you site is launched. This is highly recommended for the security and function of your new website moving forward. This is great for those who feel apprehensive about managing their site.

# Payments

All pricing and project details are subject to change. Please contact Aesthetic Creative for a quote on your project. Any additional revisions not included in your original package will be billed separately at an hourly rate of \$75. Payments are collected by Stripe via digital invoice. Any client delays (7 business days or more) will be subject to your project being placed on a “delayed” status at which time you will be required to re-negotiate your project completion date. Payments for packages are split into three parts, 30% deposit, 30% midway through the project and 40% before final files are delivered or any site launches. Any designs quoted under \$400 do not qualify for split payments. Other payment plans are available.



Thank you for your interest in Aesthetic Creative if you don't see something that you're interested in within this media kit or if you'd like to say hello I can be reached at [info@aestheticcreative.co](mailto:info@aestheticcreative.co) or at 253.666.2620. I look forward to hearing from you!



**AC**