

THE INSPIRED FOUNDRY

# pricing guide







## *design for the makers (aka. you)*

You're here because you are an idea machine, a big dreamer, a visionary, a creative entrepreneur.

I'm Karla (pretty much all of those things, too), the visual branding and graphic designer behind The Inspired Foundry. I collaborate one-on-one with artists + makers like you to help you gain clarity, confidence, and joy in your business and offerings through thoughtful reflection, collaborative support, and professional design.

The Inspired Foundry was built on a love for ideas. Big ideas, small ideas, strange ideas, magic ideas -- each one is inspired and deserves to show up as its best-dressed self for your audience. To help visually align your offering with its message, I've curated the following brand packages that produce honest, transparent, and overwhelmingly "you" brands.

You're about to take the first step in bringing your inspired idea to life, and I couldn't be more excited for you! Read on for more information about how we can work together at The Inspired Foundry through one of my brand packages or inspired idea design services. You'll learn more about what it looks like to collaborate, but please feel free to get in touch with any questions you might have.

Welcome to The Inspired Foundry!



# before we dive in

A LITTLE ABOUT THE PROCESS & OUR COLLABORATION

## 1. DISCOVERY

We'll begin with a deep dive into you, your business, and your audience with my Brand Discovery Workbook. We'll talk through the workbook and discuss your vision on a kick-off call to ensure we're both on the same page. I'll wrap all your answers up into a brand strategy, our guide for honing in on what your brand needs to look and feel like to capture the attention of your audience, including a mood board and initial color palette.

## 2. DEVELOP

With vision and inspiration in place, I'll begin developing logo concepts. I'll share one to three main logo designs for you to choose from, and then we'll continue to expand your brand with additional logo variations, marks, patterns, icons, etc. I'll share a final concept for approval before the next phase.

## 3. DESIGN

In the final phase, we put together designs for any collateral such as business cards, marketing materials, etc. and I'll package up your files for delivery, including every file you could ever need, our brand strategy and concept presentation PDFs, and a style guide for brand implementation. You'll be able to start using your new assets right away (and show them off on social media, too!).

READ ON FOR MORE, MY FRIEND!





# core values

## WHAT THE INSPIRED FOUNDRY STANDS FOR

### VISION

*Get curious about what's possible.*

Here at The Inspired Foundry, we embrace the unknown. We don't let fear stop us from doing our best work *and* we are motivated by the belief that we have yet to do our best work. Our vision reflects the highest potential of what we have to offer, individually and together.

### INTUITION

*Trust the creative process.*

Creativity is messy. It brings up fear, imposter syndrome, and doubts, but it also gives us hope, clarity, and humble pride. The creative process reminds us that the answer is not always straightforward, and that nothing worthwhile is necessarily easy. We trust in our innate ability to create and honor that spirit as we aim to do our best work.

### CRAFTSMANSHIP + ARTISTRY

*Create beauty and put purpose on display.*

Our goal is not just to create beautiful things, but to create beautiful things with purpose. We do not do beauty for beauty's sake, but rather focus on highlighting the transformative power of our work through beautiful visuals. We aim to create meaningful connections, to provide insight, and to leave the world a little bit better than we found it through our creative gifts.

### COLLABORATION

*Show up for each other and have more fun.*

A creative life falls flat when we try to go it alone. The Inspired Foundry is a place that belongs to togetherness, to the sacred space formed by the joining of multiple minds. With this intention, we can accomplish so much more together than we ever could by ourselves.

### FREEDOM

*Create space to grow in authenticity.*

Your weird is welcome here. Your crazy big ideas, strange thoughts, curiosities, and interests all have a place at our creative table. We do not discriminate or judge — you are free to be all of who you are. The Inspired Foundry exists as a place to explore and wonder, and as a result expansion and validation is available within our collaboration.







*the*  
PACKAGES



# signature brand

FOR CREATIVES WHO WANT A NEW VISUAL DIRECTION FOR THEIR  
BRAND STEEPED IN CREATIVE PARTNERSHIP.

Tightly packed with collaboration and value, this package includes a fully custom brand identity, stationery, and social media marketing collateral -- everything your business needs for a cohesive, professional, and transformative visual brand experience.

**TIMELINE:** 5-7 weeks // **REVISIONS:** 2 rounds of refinement included

*what's inside:*

## BRAND PREP:

Brand Strategy Workshop  
Brand Strategy Guide with Curated  
Mood Board + Color Palette  
2-3 Logo Designs to choose from

## BRAND SUITE:

Main Logo + Logo Variations  
Submarks and/or Icons  
Patterns / Textures  
Branded Mockups  
Typography System  
Brand Guidelines  
2 Stationery Items of Choice  
business card, letterhead, notecard  
15-20 Social Media Templates

## BRAND WRAP-UP:

2 Weeks of Voxer Support  
10% Discount on future design needs  
Referral Bonus Program

## BRANDING ADD-ONS

### SUB-LOGO FOR OFFERING, COURSE, ETC.

Starting at \$250

### PRICING GUIDE, COURSE WORK- BOOK, ETC.

1-3 pages: starting at \$200  
4+ pages: starting at \$400

### PACKAGING, PRODUCT DESIGN, ETC.

See Project Pricing Guide on pg. 8

**INVESTMENT: \$3000**

ready to get started?

GET IN TOUCH



# tiny brand

A CUSTOM STYLE GUIDE FOR YOUR INSPIRED IDEA

A Tiny Brand is a basic no-nonsense package designed for artists and entrepreneurs who know they need to level up their branding, but aren't sure to what extent. This package includes all the essentials but with a smaller price tag and shorter timeline.

**TIMELINE:** Delivered 48 hours from Strategy Call // **REVISIONS:** 1 round of refinement included

*what's inside?*

## TINY BRAND PREP:

Tiny Brand Questionnaire

30-minute Strategy Call Tiny Brand Coach  
Brand Strategy Workshop

## TINY BRAND SUITE:

Brand Keywords

Mood Board + Color Palette

Color Psychology

Font Selections

Brand Examples

Brand Cheat Sheet

Canva Tutorials

## TINY BRAND PLUS & PRO OPTIONS

Upgrade your Tiny Brand experience to include Canva templates, stock photography, a logo suite, or a custom brand strategy. Inquire for details.

## TINY BRAND WRAP-UP:

Referral Bonus Program

Unlimited email support

**INVESTMENT: \$397-\$1497**

ready to get started?

GET IN TOUCH





*inspired idea*  
DESIGN SERVICES



# project pricing

FOR CREATIVES WHO NEED GRAPHIC DESIGN FOR THEIR INSPIRED IDEA:  
PRODUCTS, OFFERINGS, EVENTS, MERCHANDISE, ETC.

Each project is unique and deserves to be treated as such. Together we'll work to create a custom package that covers everything you need and nothing you don't.

No matter the project, we'll begin the process with Project Prep, the foundation we need to create designs focused on strategy, not just visual appeal. On our kickoff call, we'll walk through a questionnaire and I'll follow up with a Project Strategy guide that includes a mood board and color palette to define our design direction. Then we'll move into the Project Development process of creating the actual designs.

Two rounds of refinement are included in each package, but the timeline will depend on the complexity of your project. There are two categories for projects, Simple and Complex. Simple Projects run at an hourly rate, while more complex projects are set up with a flat rate to keep things, well, simple! Browse the offerings below to see what's possible for your inspired idea.

## PROJECT PREP:

*Included in every project*

Brand Questionnaire + Kickoff Call

Project Strategy Guide with Curated Mood Board + Color Palette

## SIMPLE PROJECT DEVELOPMENT:

Merchandise Design, \$70/hour  
*t-shirts, stickers, pins, labels, etc.*

1-3 Page PDF Design, \$70/hour  
*brochure, flyer, postcard, book cover, worksheet*

Digital Marketing Collateral, \$70/hour  
*social media ads, templates, banners, slide deck, etc.*

## COMPLEX PROJECT DEVELOPMENT:

Merchandise Design, starting at \$500  
*album artwork for CD or vinyl, product packaging, card deck, etc.*

4+ Page PDF Design, starting at \$600  
*workbook, custom planner, e-book, etc.*

Live Event Design, starting at \$850  
*totally customizable based on needs*

## SINGLE LOGO FOR COURSES, ETC:

At this time, I am not accepting clients for single logo designs. I believe in strategic and cohesive branding, and would be happy to recommend the Tiny Transformation package for a minimal identity solution.

## INCLUDED CREATIVE SUPPORT:

One-hour Brainstorm Session  
*If you need it, an additional call to kick around ideas*

Voxer Communication Support  
*Skip the emails and let's chat walkie-talkie style for instant feedback and answers to your questions for the duration of our project.*

Print File Prep + Vendor Research  
*Happy to help find a printer/product vendor and make sure your files are up to their expectations for color, size, etc.*

## READY TO GET STARTED?

GET IN TOUCH





*a few*

# FREQUENTLY ASKED QUESTIONS





# frequently asked questions

## HOW DO I APPLY TO COLLABORATE WITH YOU?

Ready to get started on your inspired idea? Hooray!! I am so looking forward to working with you. All you need to do is send me a little info about you and your idea through [this form here](#), and then I'll be in touch to set up an initial call so we can chat more about what you're looking for!

In order to finalize everything, I'll send over a proposal, contract, and invoice for the initial deposit. Once those items are taken care of, I'll send an invitation to our collaborative project space, ActiveCollab, and we'll be off and running!

## DO YOU OFFER PAYMENT PLANS?

Yes! Each brand package price is listed below the package details, and inspired idea project packages will be determined based on your individual project needs. The final package price with any add-ons will be reflected in the proposal sent with a contract and invoice.

I ask for a 50% deposit up front to save those project hours on my calendar, but am happy to come up with a monthly payment plan between 1 and 4 months.

## HOW LONG DOES THE DESIGN PROCESS TAKE?

Most brand projects take anywhere from 4 to 8 weeks, depending on which package you've selected. Timelines are listed with each branding package's details.

Inspired Idea project timelines will differ from project to project, but we will communicate directly about your desired timeline prior to starting our project together so we're both on the same page.

## DO I NEED TO OWN THE FONTS YOU USE IN MY BRAND PACKAGE?

This is a good question. You do not need to own the fonts to use your logo or any additional brand assets. Additionally, I do my best to choose from Google Fonts for your brand typography so you can freely access those fonts to use for your website, social graphics, etc.

## WHAT KIND OF FILES WILL I RECEIVE?

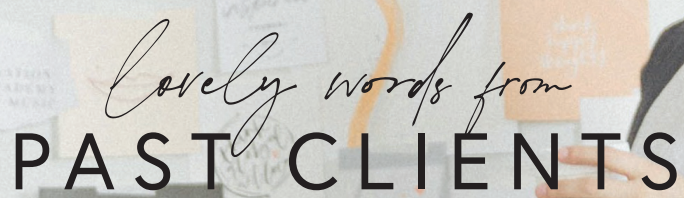
Your project wrap-up files will include both high-resolution (ideal for printing) and screen resolution (ideal for digital use) PNGs, JPGs, and PDF files (PDFs for print-specific files only) in addition to vector files for each asset so you can edit on your own in Adobe Illustrator.

## WHAT IF I NEED ADDITIONAL DESIGN WORK?

I'd love to continue working with you! We can either add on an additional package to your current project, or discuss a retainer fee for your ongoing design needs. Whatever you need, we can make it happen.









Karla is a wonderful designer who is easy to work with. She took the time to listen to the overall vision and the core ethos of Delphia, and she found a way to translate words into a visual brand. I am so happy with the final product and really appreciated her responsiveness and flexibility throughout the process.

JULIA FLOBERG // DELPHIA CELLO QUARTET

Karla took my vision and brought it to life in a way that I didn't think was possible. She helped me gain clarity on the audience I actually want to serve and designed branding that represents my passion while attracting the clients meant for me. From start to finish, the whole process made me feel seen and valued in my work as a copy-writer and content marketer.

LEAH JARVIS // OLIVE & WIT

I was tired of cobbling something together from a mishmash of design templates. I needed someone to "read my label" as it were and create something that represents me and my brand. Plus, of course, I had zero time to do it all myself. Karla was 100% successful at designing a brand that matched my vision. My new brand is perfection.

MEGAN ERICSON // MEGAN ERICSON, LLC

Karla has the unique ability to hear me say a lot of words that don't make full sense and then take those words and translate them into colors, shape, and design. She delivered professional, on time, and beautiful branding. Highly recommend!

EMILY P. FREEMAN







I am oh so ready to make some magic with you for your inspired idea. Now, I know this is a PDF you're looking at, but pretend the colored box below this text is a button - click it, and you'll be sent to a form where you can send me more info about you and your ideas. Fancy, I know.

I can't wait to hear from you.

Here's to you, my friend, our collaboration, and making the world just a little bit brighter,

*Karla Colahan*

**READY TO GET STARTED?**

GET IN TOUCH