




Branded by Bennel
2021 PRICING GUIDE

our mission

TO HELP YOU
WIDEN YOUR REACH AND
WORK TO ESTABLISH
A FOUNDATION OF TRUST
CONNECTING YOUR BUSINESS
TO YOUR CURRENT
AND FUTURE CLIENTS.





<i>one of a kind branding</i>	
WEST MARKET	
\$2,250	2 - 3 WEEK PROCESS

01. | BRAND STRATEGY

VIRTUAL COFFEE DATE: Define your target client and brand focus

BRANDING DISCOVERY QUESTIONNAIRE: Deeper assessment of current branding, styles and core values that resonate with you personally

COLOR THEORY AND TYPOGRAPHY EXPLORATION: Learn more about how to visually appeal to your target clients

MOODBOARD: Help you to feel and visualize the direction of the project

02. | BUILDING THE BRAND

LOGO DESIGN: You will receive three logo concepts and 2 rounds of revisions on your chosen concept. Additional concepts will be billed at my standard rate of \$75/hour.

ADDITIONAL BRANDING ELEMENTS DESIGNS: Your primary logo will not be ideal for every shape and size. Your supporting elements include a secondary logo, submark, custom icons, and a pattern (if applicable)

STATIONERY DESIGN: Design of business cards, notecards and one additional collateral piece of your choice (ex. 1 page pricing guide, menu, flyer, etc.)

BRAND STYLE GUIDE: A Branding Guideline that specifies your colors, fonts and the standard of how to use your elements.

03. | MARKETING THE BRAND

SOCIAL MEDIA GRAPHICS: Design you Facebook Header, 3 Instagram Story Graphics and 3 Instagram Feed graphics.

LAUNCH KIT: Yay! It's time to share your new brand with the world. This includes mockups of your logo in use and a set of 3 launch day graphics.



<i>custom website design</i>	
THE AVALON	
\$4,375	4 WEEK PROCESS

01. BRAND & MARKETING STRATEGY

VIRTUAL COFFEE DATE: Define your target client and website focus

WEB CONTENT QUESTIONNAIRE: Your homework of providing all of your photos is due PRIOR to your start date. We will work together to develop your brand voice.

02. BUILDING THE SITE

CUSTOM DESIGN: Homepage and blog design, in addition to 5 interior pages. Once design mockup is approved, it will be implemented on the Showit platform. Additional concepts will be billed at my standard rate of \$75/hour.

RESPONSIVE & MOBILE FRIENDLY DESIGN: After desktop design is implemented a completely responsive phone experience will be created.

EMAIL NEWSLETTER CONFIGURATION: Flodesk, Convertkit or an email marketing platform of your choice will be designed and embedded on your website.

BASIC SEO: Tags, Meta Data and Descriptions will be added to the backend of site. If you would like more extensive SEO setup I have a recommended vendor list.

TRAINING: 30 day post launch support and access to Showit and Wordpress Training Video Library. For additional support, Showit offers a Facebook Group and HelpDocs.

03. MARKETING THE BRAND

SOCIAL MEDIA GRAPHICS: Design you Facebook Header, 3 Instagram Story Graphics and 3 Instagram Feed graphics.

LAUNCH KIT: Yay! It's time to share your new brand with the world. This includes mockups of your logo in use and a set of 3 launch day graphics.



<i>the whole shebang</i>	
NORTH ELM	
\$6,200	6-8 WEEK PROCESS

01. | BRANDING ESSENTIALS

VIRTUAL COFFEE DATE: Define your target client and brand focus

BRANDING DISCOVERY QUESTIONNAIRE: Deeper assessment of current branding, styles and core values that resonate with you personally

BRANDING ESSENTIALS: Brand Style Guide, 3 logo concepts with 2 additional revisions on chosen concept, submark & secondary logo design, stationery design, business card design, custom patterns and icons.

02. | WEB DESIGN

CUSTOM DESIGN: Homepage and blog design, in addition to 5 interior pages. Once design mockup is approved, it will be implemented on the Showit platform. Additional concepts will be billed at my standard rate of \$75/hour.

RESPONSIVE & MOBILE FRIENDLY DESIGN: After desktop design is implemented a completely responsive phone experience will be created.

EMAIL NEWSLETTER CONFIGURATION: Flodesk, Convertkit or an email marketing platform of your choice will be designed and embedded on your website.

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financing your investment

PAYMENT PLANS

We fully understand the branding is an investment of time and money. I take a limited amount of projects at a time, so as to design more intentionally for each client. Therefore a 25% retainer is required upon booking. This reserves your spot in my calendar. Once your project start date rolls around your remaining balance is broken into 6 or 9 month payment plans, with no interest or extra fees.

WEST MARKET PACKAGE | DEPOSIT: \$562.50

After the design retainer has been paid, you may choose to divide your payments:

PAY IN FULL UPON COMPLETION

OR

\$337.50/ A MONTH FOR 5 MONTHS

THE AVALON PACKAGE | DEPOSIT: \$1,093.75

After the design retainer has been paid, you may choose to divide your payments:

PAY IN FULL UPON COMPLETION

OR

\$410.15/ A MONTH FOR 8 MONTHS

NORTH ELM PACKAGE | DEPOSIT: \$1,550

After the design retainer has been paid, you may choose to divide your payments:

PAY IN FULL UPON COMPLETION

OR

\$581.25/ A MONTH FOR 8 MONTHS

additional services

DIDN'T SEE WHAT YOU'RE LOOKING FOR?

Product Packaging: \$75/hour

2 Hour Brand Audit/ Strategy Consultation: \$200

Custom Showit Template: \$750

Custom Wordpress Development: Starting at \$5000

E-Commerce Website Development: Starting at \$5000

Media Kit: \$275

LOOKING FOR A SERVICE THAT IS NOT LISTED ABOUT ?

Email info@brandedbybernel.com
Please allow 48 hours for response