



M94

creative

2020
PRICING + PACKAGING GUIDE

WWW.M94CREATIVE.COM

hello and welcome

M94 Creative Studio is a boutique design studio born from love & passion for creating beautiful designs, with meaning and purpose. We work with like-minded, big-hearted people with goals and dreams that sets us apart from the rest.

Design is what catches your eye, triggers your emotions, and can define your style. High quality brand styling and web design elevates your brand and provides a level of consistency and professionalism. Great design sets you apart from your competition and creates a connection between you and your target audience and clients.

Our goal is to create a visual representation of your brand that reflects your style and delivers purpose-driven design. It is important that your business is not solely a good logo, but carries into the overall brand and client experience.

MEET THE TEAM BEHIND

the studio



OFFICE HOURS + CONTACT INFO

We work Monday-Friday from 9am - 5pm EST, and are based in Richmond, Virginia. We are open to phone calls but please make sure to send us an email to set up a time.

During your project, we will primarily use email and **Dubsado** to communicate. This helps us keep everything organized.

PHONE + SKYPE

If you'd like to chat via Skype or phone, feel free to shoot us an email to schedule an appointment here. Scheduling calls keeps us from being interrupted and allows us to focus on your project.

IN-PERSON CHAT

Live in the Richmond area? We would love to catch up somewhere central to both of us for a coffee/tea and in-person chat, so feel free to email and we can work out a time/date that suits us both!

PROCESS + TIMELINE

Each project type has a different set of processes and timelines (specifically for websites), so if you decide to go ahead and book a project with us, we will email a detailed process for your specific project.

COLLABORATION

After your initial inquiry, we will set up a time to chat. We can chat via email or phone. We will ask you questions regarding your business, goals for your brand, visual expectations, and address any questions you have for us.

PROPOSAL + QUESTIONNAIRE

Once you are ready to collaborate, we will create a proposal based on your project. If you agree with the proposal, we will create a contract and invoice for the full cost of the services. A deposit is required before we can start on your project. Next, we will email you our branding questionnaire. The questionnaire will provide valuable information for us as we move throughout the design process. *Payment plans are available upon request.

REVIEW + INSPIRATION

Once we have reviewed your completed branding questionnaire we will begin to design your brand collateral. You will have the opportunity to review and request up to 2 rounds of revisions of your logo. During this phase you will receive design proofs to approve and provide feedback.

REFINE + APPROVAL

Upon approval of your logo design, we will begin to create your branding board with a color palette and brand inspiration to provide a visual representation of your brand. Your brand board will showcase your awesome new logo, color palette, sub-mark, logo variations, social icons, patterns, fonts, and brand inspiration photos. You will have the opportunity to review and request up to 2 revisions of your brand board. Once you give your approval, final payment is due and we will release your deliverables to you via a Google Drive folder.

SOCIAL MEDIA + PRINT

Your newly designed brand is ready for branded collateral. For example business cards, letterhead/notecard, social media designs, to complete your new branding. Since your files are delivered in print-ready (PDF form), you can choose to use your own print service or choose to have us manage your printing process.



THINGS WE NEED TO KNOW

Digital acknowledgment and acceptance of the terms and conditions by accepting the proposed quote once we finalize the project details. The quote is valid for 30 days, so if you are committed, make sure to accept the quote and we can start as soon as possible!

Payment of 50% non-refundable deposit: Deposit will need to be made within 5 days of acceptance of the quote. This is our way of securing your spot. We book projects a month before so that the scheduling ensures that we give you the proper amount of time that your project deserves. If you back out of the project, you may leave an empty spot that could have been given to another project. The deposits ensure that clients are serious about moving forward with the project.


Completed Design/Social Media Questionnaire: This gives us a solid foundation to start your project. It creates a brief for the entire design. Questionnaire should be completed within 7 business days.

Completed Client Homework: Before we get started, we will need some extra details that help us see what inspires you! If we agree to work together, you'll make a Pinterest board of images that match the aesthetic and feel you want for your project. You should complete within 5 days of the design questionnaire.

Finalized content: No matter what project we are working on, having all your content and business details ready to go is imperative.

Things to have 100% ready to go after the signing of the contract.

- Business name**
- Business plan**
- Knowledge on your target audience**
- Hi-res imagery for the project**
- Website copy (if applicable)**
- Print content (if applicable)**
- Log-in Information for all profiles (if applicable)**
- Images for social media (Profile and Cover Photo) (if applicable)**
- Social Media Bio (if applicable)**
- Contact Information(if applicable)**



PAYMENTS AND CANCELLATIONS

It may be odd to include this section into a pricing guide, but letting you know about the complete payment process saves a lot of headaches in the future.

As a business owner, I'm sure you understand the need to get paid on time. We outlined the payment schedule below. If you believe this schedule is not comfortable for you do not hesitate and discuss an alternate option with us.

PAYMENT SCHEDULE

50% of project cost due before work begins and to secure your spot on our schedule.

The other 50% of project cost due before the final files are delivered to you.

100% any additional costs (fonts, images, licenses, and anything we have added to your project) due before final files are delivered.

If the project is canceled by either party before the completion, you will owe payment based on the amount of work completed. For example, if the work is 75% complete, you will owe 75% of the project cost, as well as 100% of any additional costs for licenses or work completed.

CANCELLATIONS/TERMINATION OF PROJECT

Sometimes things just simply don't go the way we expect them to. If at some point, either party decides our working relationship is failing, then we can submit the desire to part ways in writing and payment for all work completed to that point will be due. In the event of termination, you shall pay M94 Creative for all services performed throughout the date of termination in the amount of a prorated portion of the fees due. For clarity purposes halfway (50% of a project) would be if the website has all pages created, placeholders are in, content added, or in the case of a brand project, you have signed off on a moodboard and initial logo concept.

You will own any completed or partially completed files and may use them in anyway you choose. We retain the right to use anything we created in our portfolio.

2020

design packages

WHY DO WE USE SHOWIT?

Showit is a platform with endless design possibilities, ensuring your website is 100% authentic to your brand, standing out from thousands of template websites. Plus your website will be mobile friendly.

DO YOU OFFER WEB DESIGN OTHER THAN SHOWIT?

Yes! We have experience in Shopify. We are happy to provide a different web design platform, however it is important to understand creative freedom is more limited on Showit. Please note additional costs may apply.

view packages
NEXT

BRANDING BASE PACKAGE

**INVESTMENT STARTING AT \$650
TIMELINE: 3-4 WEEKS**

Are you ready to re-brand your business branding or simply start from fresh? This package is perfect if you want epic branding that will inspire your audience and make an impact.

INCLUDES:

**BRAND QUESTIONNAIRE
2 ROUNDS OF REVISIONS
1:1 STRATEGY CALL**

DELIVERABLES:

**MOODBOARD
PRIMARY LOGO
SECONDARY LOGO
SUBMARKS
FAVICON
STYLE GUIDE
COLOUR PALETTE
PATTERN (IF APPLICABLE)
TYPOGRAPHY STYLING
1 X COLLATERAL ITEM**

**CHOOSE BETWEEN: BUSINESS CARDS, THANK YOU CARD, TAG,
EMAIL SIGNATURE, SOCIAL MEDIA BANNER, INSTAGRAM
HIGHLIGHT IMAGES, FLYERS, PACKAGING LABELS**

BRANDING + WEB DESIGN PACKAGE

INVESTMENT STARTING AT \$1,600
TIMELINE: 4-6 WEEKS

The perfect package if you're looking to completely glow up your branding & your website. Shine above the competition and show them what you're worth.

INCLUDES:

BRAND QUESTIONNAIRE
2 ROUNDS OF REVISIONS
BRAND INTEGRATION
1:1 STRATEGY CALL
OPTIMIZATION FOR DESKTOP, TABLET AND MOBILE
30 MIN WEBSITE TRAINING TUTORIAL

DELIVERABLES:

MOODBOARD
PRIMARY LOGO
SECONDARY LOGO
SUBMARKS
FAVICON
STYLE GUIDE
COLOUR PALETTE
PATTERN (IF APPLICABLE)
TYPOGRAPHY STYLING
BASIC WEB PAGE
HOME PAGE + 4 OTHER PAGES VIA SHOWIT
3 X COLLATERAL ITEM

CHOOSE BETWEEN: BUSINESS CARDS, THANK YOU CARD, TAG,
EMAIL SIGNATURE, SOCIAL MEDIA BANNER, INSTAGRAM
HIGHLIGHT IMAGES, FLYERS, PACKAGING LABELS

* Clients will be charged additionally for the cost of Showit subscription and domain.

INSTAGRAM MAKEOVER

**INVESTMENT STARTING AT \$350
TIMELINE: 1-3 WEEKS**

We understand the importance of having a cohesive Instagram platform. If you need help applying your brand to the 'gram then this package is for you.

INCLUDES:

**INSTAGRAM AUDIT
BIO OPTIMIZATION
PROFILE PIC EDIT
10 BRANDED INSTAGRAM HIGHLIGHTS
CURATED GRID OF 12 BRANDED IMAGES**

NOTE:

**CLIENTS MUST PROVIDE PHOTOS THEY WANT TO EDIT FOR
THEIR FEED. SOURCING/PURCHASING OF STOCK IMAGES WILL
RESULT IN ADDITIONAL CHARGES.**

SOCIAL MEDIA PACKAGE

INVESTMENT STARTING AT \$900

TIMELINE: 3-4 WEEKS

SOCIAL MEDIA ASSESSMENT

The Social Media Package starts with a social media questionnaire. The questionnaire will provide us with valuable insight regarding your current online presence, understand your overall social media marketing goal, and target audience. Next, we conduct a profile analysis, that includes optimization and links within all profiles. Additionally if applicable, audience and content analysis. It can include audiences' demographics, interests, and/or concerns and what type of content is more attractive among the target audience. *Certain information might still not be available for certain businesses due to not enough data collected.

MARKETING STRATEGY

Managing social media can be overwhelming, from creating a social media strategy to creating relevant content for your audience. We can help you with formulating a social media strategy that coordinates with your business objectives and matches your needs and audiences. Trying to create relevant content for your target audience can be an obstacle that is stopping your brand from growing. We understand that, which is why we want to provide you creative support. We will start by creating a content strategy. Which will be made up of a plan that communicates: how it aligns with your overall social media support, how is the content relevant to your target audience, states the message that you want to communicate, the type of content you will use and what channels. You will have the opportunity to review the content strategy and request 1 revision. *The type of content will highly depend on what material you can provide us. For example, if you have enough information to create an infographic, or if you have clients testimonies.

CREATION + SCHEDULING

Our creative support also includes supporting you with content creation and scheduling. We start with creating a content calendar that is made up of 30 content topics-will be delivered as a PDF file. We will create 5 illustration posts, the topic will be from the content calendar. Next is scheduling, we will schedule the 5 illustration posts created with a caption for the following month on the client's business Instagram and Facebook profiles. We will schedule 5-20 posts per month. The number of posts will depend on the number of images supplied by clients. Images must be provided within 15 days after the signing of the contract.

Clients have to option between any of these three platforms:
Hootsuite, Later Premium Plan or e-clincher.

* Clients will be responsible for setting up and covering the cost of this montly subscription. Clients will be responsible for engaging with followers.

INCLUDES:

**SOCIAL MEDIA QUESTIONNAIRE
SOCIAL MEDIA ASSESSMENT
MARKETING STRATEGY
CONTENT CREATION AND SCHEDULING
CONTENT CALENDAR
10 BRANDED INSTGRAM HIGHLIGHTS
CURATED GRID OF 12 BRANDED IMAGES**

ADD ONS:

MONTHLY \$500

Keeping up with social media content strategy month after month can be overwhelming, which is why M94 Creative offers monthly support. We can continue supporting you with content creation and scheduling month after month, plus monthly reports (every 25 days) that can include detailed audience (like total reach and action on page), content insight and a benchmark report.

Images will need to be provided the same day as payment.

*Clients will have to convert to business accounts both on Instagram and Facebook.

INCLUDES:

**MARKETING STRATEGY
CONTENT CREATION AND SCHEDULING
CONTENT CALENDAR
TRACKING ANALYTICS**

NOTE:

**CLIENTS MUST PROVIDE PHOTOS THEY WANT TO EDIT FOR
THEIR FEED. SOURCING/PURCHASING OF STOCK IMAGES WILL
RESULT IN ADDITIONAL CHARGES.**

A LA CARTE PROJECTS

INVESTMENT STARTING AT \$50
TIMELINE: VARIES PER PROJECT

All the collateral for your brand identity. This includes anything print or digital you use in your business. Please inquire about your specific needs.

INCLUDES:

\$100.00: SOCIAL MEDIA BANNER
\$120.00: BUSINESS CARD DESIGN (2-SIDED)
\$360.00: EBOOK DESIGN
\$300.00: INSTAGRAM POST DESIGN PER MONTH (20)
\$50.00: INSTAGRAM STORY DESIGN (1)
\$50.00: INSTAGRAM HIGHLIGHT COVERS (8)
\$70.00: LETTERHEAD DESIGN
\$200.00: POSTERS / FLYERS (ONE PAGE)
\$100.00: TAGS
\$60.00: INVITATION DESIGN (1-SIDED)
\$100.00: PACKAGING LABELS (VARY)
\$100.00: EMAIL SIGNATURES
\$60.00: THANK YOU CARDS (1-SIDED)
\$50.00: STICKER DESIGN

If you don't see quite what you are looking for email us for a quote:
m94creative@gmail.com

FAQ

WHY DOES DESIGN COST SO MUCH?

Purpose-driven design is a vital investment that will ensure your business connects and converts with your clients/customers. Without if you are at risk of never truly connecting with your ideal target market.

WHAT IF WHAT I AM LOOKING FOR IS NOT ON OUR PRICE LIST?

Don't worry, we design everything & anything. If you need a custom quote for a unique project, email us here for a quote: m94creative@gmail.com

WHAT IS THE TYPICAL TURN AROUND TIME?

Turnaround time varies for each project. In order to stay on track, a timeline will be provided after you have accepted our proposal. Our branding packages take between 3-6 weeks.

WHAT SORT OF PAYMENT PLAN DO YOU OFFER?

A deposit of 50% is required prior to starting your project. The remaining balance will be made either full or over 1-2 payments via bank deposit.

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Let's do this

Ready to work together?
Send us an email & we can discuss your project.

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CONTACT US

EMAIL: M94CREATIVE@GMAIL.COM
WEBSITE: WWW.M94CREATIVE.COM
PHONE: EMAIL US FIRST