



# CK DESIGN

DESIGN EXPERIENCE

AND

SERVICES + PRICES







## HELLO + WELCOME

**Thanks for taking an interest in my design services. It's such an honor to be able to help any business or business owner grow.**

My goal is to create with intention and to make sure your project, your brand, or your new business fits your standards, feels strong, powerful, personable and that it fits your client's needs. It's important to feel true to you so you stay excited about your brand when you talk about it and share it with others. It's just as important to create a voice and personality for your clients to be in love with.

## BUILDING YOUR BRAND VOICE, PERSONALITY, AND EXPERIENCE: WHAT TO EXPECT

### PHASE 1

#### DISCOVERY + COLLABORATION

The most valuable and necessary step with your brand development or project. Here we take the time to learn about you, your vision, your goals, who your client is and how to speak to them. Here is where we roll our sleeves up and get to work by building a strategy, setting a direction, understanding who we're communicating with and how to develop your brand personality.

### PHASE 2

#### DESIGN + IMPLEMENT

This is where we really get to see your brand personality start to form and come to life. Together we dig more into creating a blue print for your brand and how it works with all the pieces you need like social media, print materials, packaging, web design etc.

We'll go through a couple revisions to make sure we get it to perfection and really define your brand direction.

### PHASE 3

#### FINALIZE + ENJOY

This process can be a long one and it's not always easy. There are a lot of hard questions and some doubts, but know I'm with you every step of the way and will work with you to develop a fine working machine with laser-like focus on your brand, who it serves, and the experience it exudes. Once finished you will receive all the final files needed and walk away with a crystal clear vision of your brand.

# COLLECTIONS BUILT FOR GROWTH

**Design and branding development requires a process. For the best results I've made these collections to fit a variety of budgets and to provide solid results and focus.**

These are set up to be paid in 3 month installments or they can be paid upfront in full. *I do require a non-refundable 10% down payment or full payment on whichever collection you choose at our first meeting.* Contact me today with your needs and we can set up a time to meet and when we can start!

	\$141/ MONTH \$425 TOTAL	\$416/ MONTH \$1,250 TOTAL	\$741/ MONTH \$2,225 TOTAL	\$833/ MONTH \$2,500 TOTAL	\$1,558/ MONTH \$4,675 TOTAL
	THE STARTER	BRAND BUILDING	TOTAL PACKAGE	WEB DESIGN	ELITE PACKAGE
Brand Discovery	X	X	X	X	X
Brain Storm + Strategy	X	X	X	X	X
Mood Board		X	X		X
Brand Message		X	X		X
Logo Design	X	X	X		X
Custom Color Palette		X	X		X
Custom Pattern			X		X
Custom Typography			X		X
Branding Book		X	X		X
Brand Photography					X
Social Page(s) Design					X
Social Media Icons					X
100 Business Cards		X	X		X
50 Note Cards + Envelopes			X		X
100 Letterhead + Envelopes			X		X
Web Design + Instillation				X	X
Email Setup				X	X

# PICKING THE RIGHT COLLECTION

Some collections and decisions can be overwhelming. It's not always easy to know which collection will fit your need(s). Let's break it down:

## THE STARTER

This collection is made for business owners who need to get started today, but may not have the resources to do it all in one sitting, or for anyone looking to re-brand their current business but they're unsure on the direction. The Brand Discovery workbook is a wonderful tool to use. Having someone to brainstorm and talk through the design and branding process is a very rewarding and clarifying experience as well.

## BRAND BUILDING:

This collection includes everything in The Starter as well as a mood board, brand message, custom color palette, a branding book and 100 business cards. Here we take your branding and business journey one step further in the process. You walk away with an even clearer idea on who you are as a brand and business cards ready to hand out.

## TOTAL PACKAGE:

Everything in Brand Building plus a custom pattern, custom typography, 50 printed notecards (with envelopes) and 100 printed letterhead (with envelopes). We take your branding to the next level and you really have a fine tuned working machine. You get to set the tone of your brand with fonts unique to you, all the necessary print items that can be used for corporate stationary or to kick-start some campaign advertising.

## WEB DESIGN:

This collection is perfect for someone who already has a kick-start to their brand, but they just need to work on a web redesign or getting a website up in general. At this point, the Brand Discovery workbook is perfect to help me as your designer get to know your brand and how to encompass all of it through your website. If you don't already have a custom email setup, this is included in the collection.

## ELITE PACKAGE:

Perfect for the business owner that is fully committed and ready to roll up their sleeves for some hard work. You get everything in the Total Package as well as your own website designed, a custom email, social media icons and social media pages designed. This is the ultimate package that offers everything you need (until the next project, of course).

# UNDERSTANDING WHAT'S INCLUDED

There are many design terms that get interchanged and go by many different names. In case you're unsure, check out this glossary:

**BRAND DISCOVERY:** A workbook created to help you dig deep, discover your purpose and audience, define your brand and implement it into design and experience.

**BRAIN STORM + STRATEGY:** A one-hour meeting for you and I to go over your Brand Discovery workbook create an action plan.

**MOOD BOARD:** A PDF of images and colors that is a visual representation of your brand story, experience and feeling based off your Brand Discovery answers.

**BRAND MESSAGE:** A tagline or 3-5 sentences created that sums up your products/ services. This is your elevator pitch.

**LOGO DESIGN:** Your logo design is used on all of your marketing and advertising materials, packaging items, social media, website... it's the face of your brand.

**CUSTOM COLOR PALETTE:** With a custom color palette we can expand on those colors and enhance the feeling/mood/ experience you want to portray.

**CUSTOM PATTERN:** A pattern that compliments your logo and your brand. This can be used on any packaging items, background images, web design etc.

**CUSTOM TYPOGRAPHY:** Fonts can make or break your client's interest. Your fonts help set the tone of your brand's voice.

**BRANDING BOOK:** A printed guideline on how to use your logo and your brand, this is your blue-print.

**BRAND PHOTOGRAPHY:** A personal session for your brand. These are images that are truly authentic to your brand.

**SOCIAL PAGE(S) DESIGN:** Keeping your social media pages consistent to your website and brand is imperative. You don't want to have a disconnect for your customers.

**SOCIAL MEDIA ICONS:** Creating social media icons to fit your color palette and brand. These can be used on your website as well as any other web/print items.

**100 BUSINESS CARDS:** Custom designs to fit your brand. Includes 2 revisions (3 if necessary) and 100 printed business cards.

**50 NOTE CARDS + ENVELOPES:** Custom designs to fit your brand. Includes 2 revisions (3 if necessary) and 50 printed notecards with envelopes.

**100 LETTERHEAD + ENVELOPES:** Custom designs to fit your brand. Includes 2 revisions (3 if necessary) and 50 printed notecards with envelopes.

**WEB DESIGN + INSTILLATION:** Your website design includes 5 pages. This also includes any development or instillation.

**EMAIL SETUP:** Create a custom email so your customers can take your business more seriously.

# AN *ESTIMATED* TIMELINE AND EXPECTATIONS:

Every brand, business owner, and project is different. There's homework for both myself and for you. This is an *estimated* timeline for both of us to follow to keep us on track, focused and accountable.

## THE STARTER / BRAND BUILDING / TOTAL PACKAGE 4-8 WEEKS

### WEEK 1

Upon booking, I'll send your brand discovery workbook.

This is to be completed before our first meeting (week 2). I'll create your brand mood board based on your workbook.

### WEEK 2

This is our first meeting where we will go over your workbook, brainstorm, and strategize. We go over your moodboard and I start your first draft of your logo design. From there you will provide feedback for any revisions.

### WEEK 3

Based on your feedback, this week I work on your second draft of logo designs. I'll send over your designs for further feedback and final approval. We can work on a third revision if needed.

### WEEK 4

Once your logo design is finalized, I start on any secondary brand items i.e. business cards, typography, patterns etc. From here you'll provide any feedback for any necessary revisions.

### WEEK 5

This week I work on your second draft of your secondary brand items and send them off to you. Here we work on final approval or any additional third revisions. Once finalized, final files are delivered and it's time to celebrate!

## WEB DESIGN / ELITE PACKAGE 10-12 WEEKS

### WEEK 6

Now that we have your branding done, we'll move forward to your website concepts. All website content needs to be turned in as well. After we go over what your website needs you will get a PDF of 1-2 page designs, including the home page.

### WEEK 7

This week you will be presented with your three web page designs. To move forward and finish your web design, you will need to provide feedback for any revisions.

### WEEK 8

Your final design will be presented for final approval in PDF form. If there are any necessary revisions we can work on that before finalizing and uploading your website.

### WEEK 9

This week we work on finalizing any web files and provide a test link for you to see what your site will look like live.

### WEEK 10

This is the last week to finish the tiny details including site migration, final URL details, email set-up etc. We show you the end product and then we officially launch it! Time to celebrate (again)!!





## ADDITIONAL SERVICES

Not everyone is going to need a new logo or website, sometimes you just need a few things here and there.

### **\$200 Invoice Design**

### **\$500 Product Book**

Includes 16 page PDF and 10-15 print copies

### **\$600+ Photo Shoot**

Branding photography or product photography

### **\$150 / Additional Web Page**

### **\$500 Yearly Web Service**

Or \$50 / month. Includes 2 hours a month for maintenance and service. Limited availability.

### **\$60 Custom Icons**

### **\$200+ Business Cards**

Includes 100 printed cards and 1 revision

### **\$200+ Notecards**

Includes 100 printed cards, envelopes and 1 revision

### **\$250+ Letterhead**

Includes 100 printed, envelopes and 1 revision

### **\$200+ Custom Typography**

### **\$200+ Custom Pattern**

## CONTACT FOR CUSTOM QUOTES:

Packaging

Brand Message

Brochure Design

Branding Book

Copywriting Brand Message

Product Book / Catalogue

Social Media Posting and Maintenance

Custom Paintings or Murals

E-Commerce Platform

Invite Designs

Campaign Designs

If you see something you need that isn't listed in here, please don't hesitate to reach out and inquire about it.

## READY TO GET STARTED? LET'S CONNECT:

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