BRANDING & WEB DESIGN

packages & pricing

TWENTY NINETEEN

JESSICA GINGRICH CREATIVE

HEY THERE, BOSSBABE!

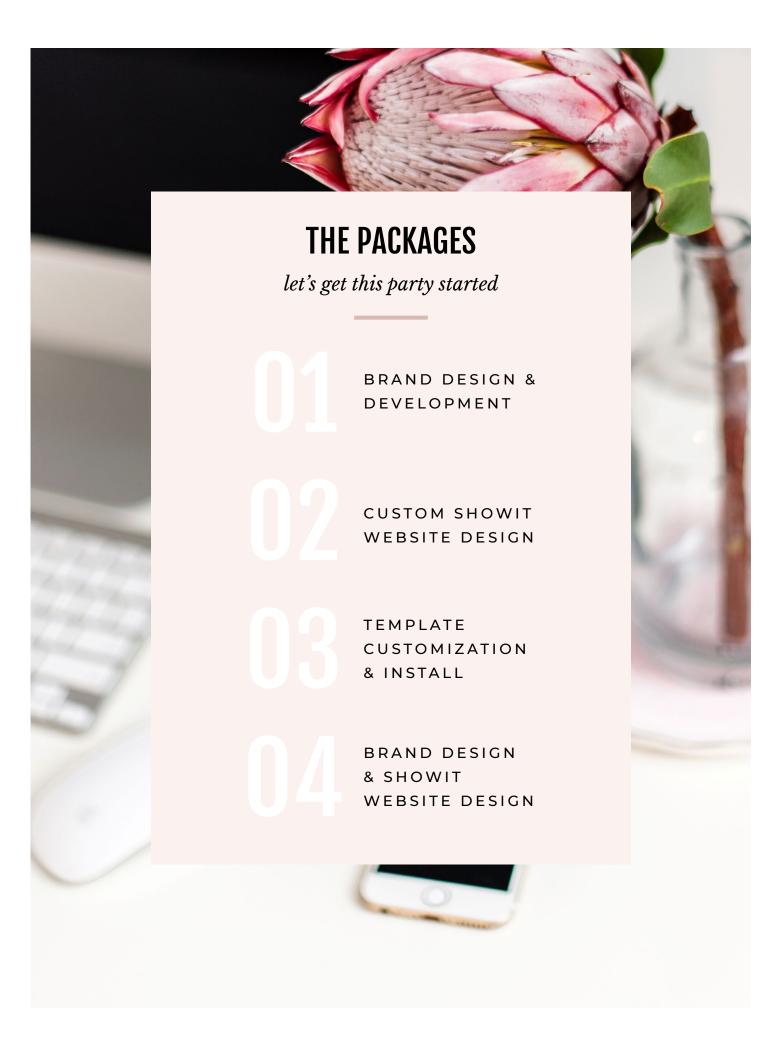*I'm so stinkin' happy you are here.*

I'm Jessica Gingrich, a visual branding and web designer. I love working with fellow creatives and small business owners with big dreams to create beautiful, well thought out brand identities, collateral and Showit websites to help take your business and passion to the next level.
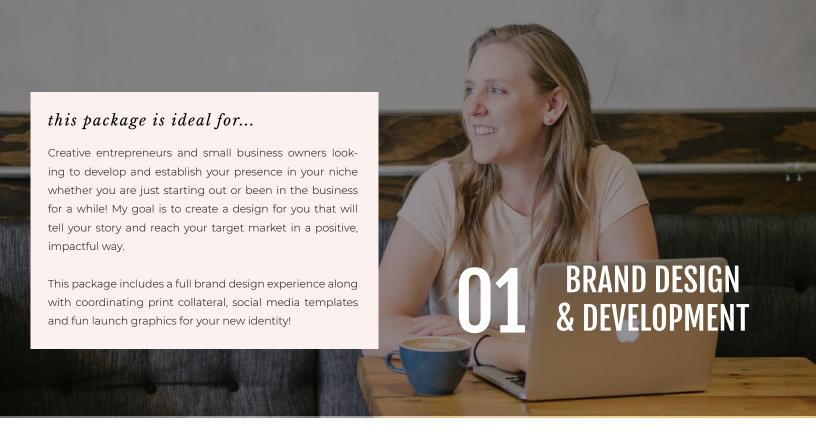
Visual branding or your brand identity tells your brand's story. Together we'll hone in and perfect that story and jump into the design process. I offer four different packages for different budgets and needs, along with opportunities to customize with brand add-ons!

This guide outlines my offerings and shares a little bit about my process too, to help give you a feel for what to expect. Please feel free to reach out with any questions, I'm happy to help!

Thanks so much!

Jessica
GINGRICH

THE PACKAGES

let's get this party started

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01   BRAND DESIGN &
         DEVELOPMENT

02   CUSTOM SHOWIT
         WEBSITE DESIGN

03   TEMPLATE
         CUSTOMIZATION
         & INSTALL

04   BRAND DESIGN
         & SHOWIT
         WEBSITE DESIGN

this package is ideal for...

Creative entrepreneurs and small business owners looking to develop and establish your presence in your niche whether you are just starting out or been in the business for a while! My goal is to create a design for you that will tell your story and reach your target market in a positive, impactful way.

This package includes a full brand design experience along with coordinating print collateral, social media templates and fun launch graphics for your new identity!

01 BRAND DESIGN & DEVELOPMENT

THE PROCESS & INCLUSIONS

· 30 Minute Brand Discovery Call

· Client Questionnaire & Pinterest Exploration

· Inspiration Board and Color Palette

· 2-3 Main Logo Concepts

· 1 Final Logo Design, plus one logo variation

· 1 Submark/favicon

· Typography Selection

· Brand Board & Style Guide

· Custom Email Template (for Mailchimp or Similar)

· Social Media Templates (4 coordinating graphics for IG and Pinterest)

· Launch Graphics

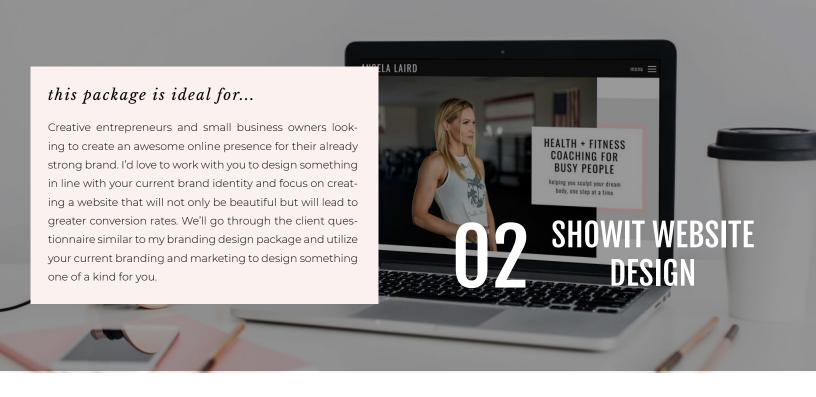## FILE FORMATS

All Logo Elements in Color and B/W.
File formats provided:
· For Web + Social Media (JPG, PNG)
· Print-ready (PDF, JPG)
· Vector (EPS)

Collateral Items (PDF, JPG)
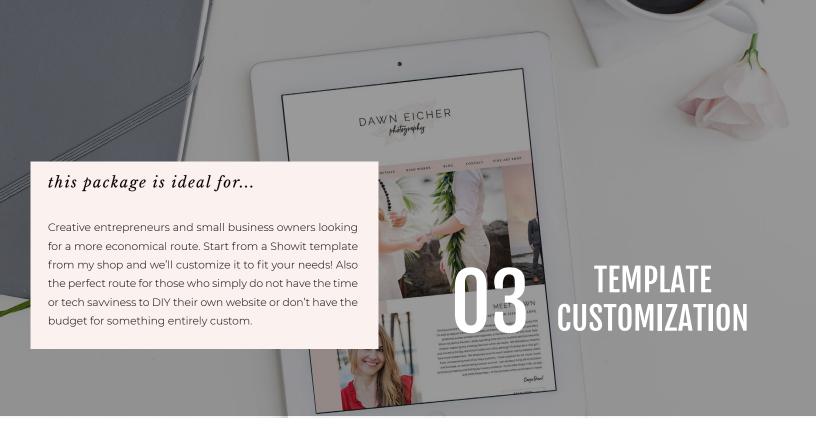Brand Board (PDF, JPG)
Brand Style Guide (PDF)

Email & Social Media Templates
(PSD or Canva)

SPLIT INTO TWO
PAYMENTS OF $500

$1,000
investment

2-4 WEEK
TIMELINE

this package is ideal for...

Creative entrepreneurs and small business owners looking to create an awesome online presence for their already strong brand. I'd love to work with you to design something in line with your current brand identity and focus on creating a website that will not only be beautiful but will lead to greater conversion rates. We'll go through the client questionnaire similar to my branding design package and utilize your current branding and marketing to design something one of a kind for you.

02 SHOWIT WEBSITE DESIGN

THE PROCESS & INCLUSIONS

· 15 Minute Consultation Call

· Client Questionnaire & Pinterest Exploration

· Virtual Coffee Date

· Copy Gathering Questionnaire & File Sharing

· 5 Page Custom Showit Website

· Mobile Responsive Design

· Coordinating Wordpress Blog Design

· Basic SEO Set up

· Newsletter Form Integration

· "Click" Page for your Instagram

· Video Walkthrough of your New Site

· Assistance Launching your Site

· Launch Graphics

With this package, we'll have a pinterest exploration session where we review designs, layouts, functions and websites that inspire you and then we'll jump into the design of your homepage. After that portion is approved, the rest of your pages are then created to follow suit.

With Showit, you'll be utilizing a Wordpress blog through your Showit design. Which means you get the best of both worlds. The power of Wordpress blogging and the ease of design and maintainence of Showit. After all elements have been designed and tested, you'll go live!

SPLIT INTO TWO
PAYMENTS OF $1000

$2,000
investment

2-4 WEEK
TIMELINE

this package is ideal for...

Creative entrepreneurs and small business owners looking for a more economical route. Start from a Showit template from my shop and we'll customize it to fit your needs! Also the perfect route for those who simply do not have the time or tech savviness to DIY their own website or don't have the budget for something entirely custom.

03 TEMPLATE CUSTOMIZATION
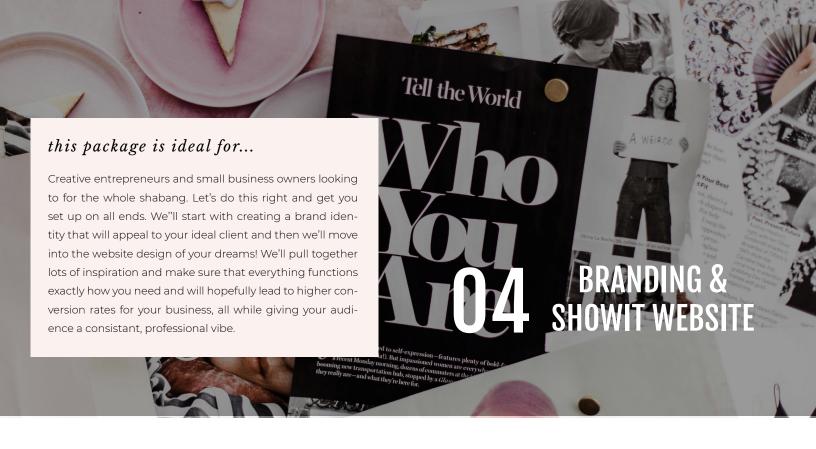
THE PROCESS & INCLUSIONS

Not looking for something fully custom? Let's talk about my template customization and installation package! We'll start from one of my templates that you love and we can tweak the design and colors to fit your brand and needs!

You'll provide all images and copy per the layout shown and give me a list of any additional changes or requests you have.

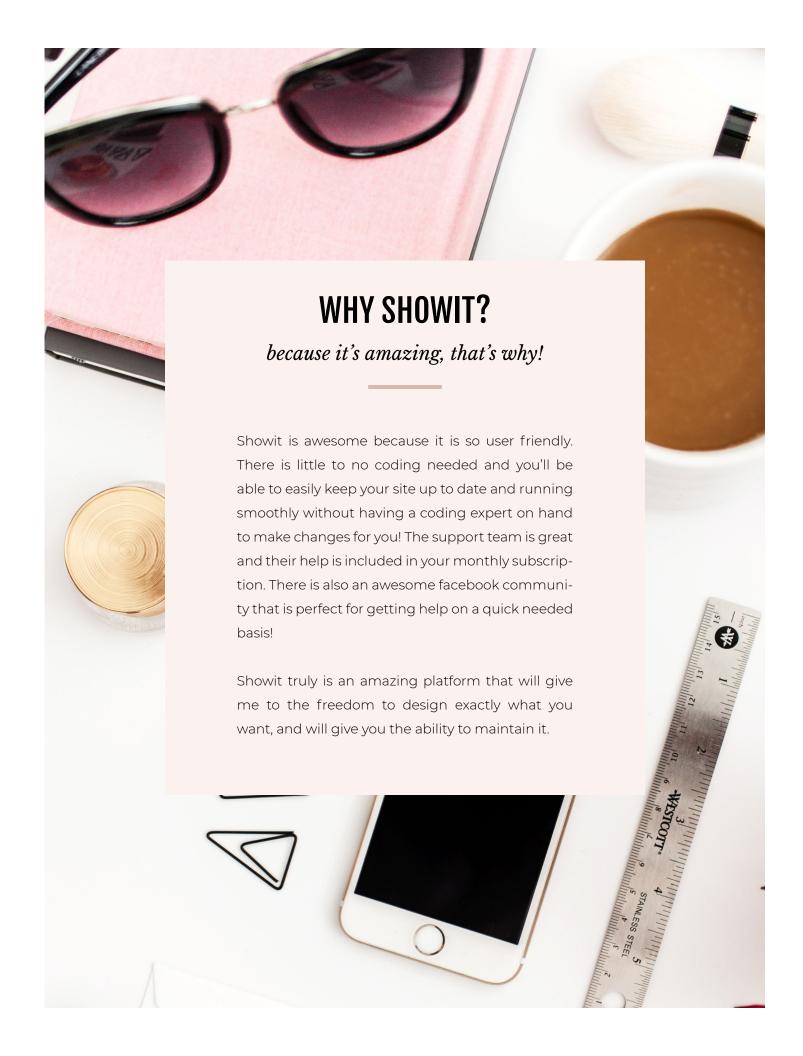Pricing shown is in addition to the cost of the template and may increase depending on your customization needs!

· Copy Gathering Questionnaire & File Sharing of your Images
· Mobile Responsive Design
· Coordinating Wordpress Blog Design
· Basic SEO Set up
· Newsletter Form Integration
· "Click" Page for your Instagram
· Video Walkthrough of your New Site
· Assistance Launching your Site
· Launch Graphics

SPLIT INTO TWO PAYMENTS

$600+
investment

1-3 WEEK TIMELINE

this package is ideal for...

Creative entrepreneurs and small business owners looking to for the whole shabang. Let's do this right and get you set up on all ends. We''ll start with creating a brand identity that will appeal to your ideal client and then we'll move into the website design of your dreams! We'll pull together lots of inspiration and make sure that everything functions exactly how you need and will hopefully lead to higher conversion rates for your business, all while giving your audience a consistant, professional vibe.

THE PROCESS & INCLUSIONS

· All the items in our Branding Design Package

· Copy Gathering Questionnaire
· Custom 5 Page Showit Website
· Mobile Responsive Design
· Coordinating Wordpress Blog Design
· Basic SEO Set up
· Newsletter Form Integration
· "Click" Page for your Instagram
· Video Walkthrough of your New Site
· Assistance Launching your Site
· Launch Graphics

With this package, we'll start with the design of your visual identity, which means running through the entire brand design process. After that is approved and completed, we'll dive into the design of your custom website. We'll start with your homepage and move into your supplementary pages after it is approved.

With Showit, you'll be utilizing a Wordpress blog through your Showit design. Which means you get the best of both worlds. The power of Wordpress blogging and the ease of design and maintainence of Showit. After all elements have been designed and tested, you'll go live!

SPLIT INTO THREE
PAYMENTS OF $1000

$3,000
investment

4-6 WEEK
TIMELINE

WHY SHOWIT?

because it's amazing, that's why!

Showit is awesome because it is so user friendly. There is little to no coding needed and you'll be able to easily keep your site up to date and running smoothly without having a coding expert on hand to make changes for you! The support team is great and their help is included in your monthly subscription. There is also an awesome facebook community that is perfect for getting help on a quick needed basis!

Showit truly is an amazing platform that will give me to the freedom to design exactly what you want, and will give you the ability to maintain it.

LET'S TALK DETAILS

next steps & FAQ

BOOKING PROCESS

Ready to get started? The first step is getting in touch with me via my contact form! There you'll share about your business and the project. You can let me know which services you are in need of and we'll schedule a 15 minute consultation call if you would like before booking! Then we'll get you scheduled and move forward from there!

INVESTMENT

The pricing is listed on the previous pages for each package. It is broken into 2-3 payments and the final design fee may change, depending on add-ons. The first payment is a due at the beginning of our contract and is nonrefundable to hold your spot on the calendar.

REVISIONS

Two rounds of revisions are included in each step of the design process. Additional revisions are billed at an hourly rate.

PROJECT TIMELINE

Approximate timelines are listed on each package on the previous pages. If you are needing a quicker timeline, please let me know and we can see what we can do!

ADDITIONAL SERVICES

Love me some add-ons! I'd love to create additional pieces for you whether it's an email signature or brochure, pricing guide, etc. Feel free to include any items you need in addition to my standard package and I'll add it to the quote for your project.

30 DAYS OF SUPPORT

For my website clients I provide 30 days of support after you launch your new site! If you run into any issues, I'm happy to help and jump in wherever I need to in order to make sure you transition to your new site is seamless. It's important to me that the whole process is as stressfree as possible for you.

does all that sound good?

THEN LET'S CHAT

book a 15 minute consultation

Investing in your Biz can be overwhelming for sure, maybe a bit scary and definitely hard to know if you are making the right choice. Trust me, I know! That's why I want you to be 100% confident in your decision. Let's jump on a phone call and make sure we are both a right fit for each other!

head this way to contact me