

All-Inclusive Package

BRANDING &
WEBSITE DESIGN

THE COLLINS

VIP BRAND DEVELOPMENT

Brand Questionnaire	Brand Guidelines PDF
Initial Discovery Meeting (1-1.5 hr)	Launch Day Graphics
Collaborative Private Pinterest Board	Social Media Launch Kit
Mood Board & Color Palette	All file types needed for distribution
Primary Logo	Custom Business Card Design
Secondary Logo	500 Complimentary Matte Business Cards
Submark/Watermark	Notecard or Sticker Design
Customized Font Selections	1-page Marketing Collateral
Unlimited Edits	

WEBSITE DESIGN

Website Planning Guide
Customized 6-page Website
Mobile Responsive Design
Basic SEO & Marketing Strategy
Domain Setup or Forwarding Assistance
Countdown & Launch Day Graphics
Pre-Launch Meeting & Website Review
Website Support (3 weeks)

THE DETAILS

Timeline:

12-14 weeks total (6 weeks for branding | 6-8 weeks for web design)

Social Media Launch Kit:

3 branded social posts, Facebook cover banner, profile photo images, and 4 Instagram highlight covers

Font Files Not Included:

Due to font licensing, font files are not included with logo design and will have to be purchased separately by client

Where will your website be hosted?:

Websites are created either on Squarespace using customized templates to fit your needs or a fully-custom website can be designed using Showit (additional fee applies - this option recommended for creatives, photographers, and those with a large portfolio of work). Squarespace websites are recommended for businesses wanting options for e-commerce or menu and online ordering integration. Client is responsible for annual or monthly hosting fees associated with their website host (\$15-30/month) and domain name fees.

Interested in a customized email?

A Google Workspace account can be set up for you upon request for an additional fee of \$75.

PART 02 // TIMELINE & INVESTMENT

WEEKS 1-2

After initial inquiry, I will send over a brand questionnaire that outlines your business, your vision, target audience, and helps establish and describe your brand identity. At our discovery meeting we will go over the questionnaire and allow me to get familiar with your brand and initial ideas. Then, research and planning begins and we'll nail down your mood board, color palette, and font suite.

WEEKS 3-6

I'll begin designing 4-5 initial logo concepts and put together a presentation for you to review. We'll refine the concepts to your liking and ultimately choose your full logo suite - your primary logo, a few variations, and your submark. Once the suite is finalized, I'll build your brand style guide and design and order your custom business cards and start designing your additional marketing collateral.

WEEKS 7-11

We will meet to go over the website planning document in detail to confirm navigation, define goals for each page, and write copy. Then, I will begin designing your site. As I complete various steps in the process I will share a preview site with you for review. We will remain in touch throughout the design process and make edits and updates as needed to ensure your vision is captured perfectly.

WEEKS 12-14

After your site is complete, we will have a final meeting to go over the site page by page and allow me to teach you how to make updates on your own. With your site finalized, I'll design your countdown and launch day graphics for social media. I will also transfer your domain or set up domain forwarding as necessary, depending on where your domain is hosted. Then, we're ready for launch!

BRANDING + SQUARESPACE WEBSITE: \$4000

BRANDING + SHOWIT WEBSITE: \$4500

\$1000 DUE AT BOOKING | BALANCE SPLIT INTO THREE EQUAL PAYMENTS DUE EVERY 3 WEEKS

If final payment is not received at least 1 week prior to launch, deliverables will be held until paid in full. Thank you for your prompt payment.

ALL-INCLUSIVE BRANDING & WEB DESIGN PACKAGE

LOOKING FOR MORE?

In addition to branding and web design, I also offer graphic design services for print and digital marketing collateral. This list is not exhaustive, so if you're looking for something specific, just ask for a quote. I'm happy to help you with any marketing or design needs.

PRINT COLLATERAL

Business Card, Rack Card, Sticker, or Gift Card Design | \$75

Postcard/Mailer or 8.5x11 Flyer (single-sided) | \$85

8.5x11 Flyer (double-sided) or Brochure | \$125

Multi-Page PDF Packet | \$150 and up

DIGITAL COLLATERAL

Single Logo Design | \$575

Email Template | \$125

Social Graphics/Posts | \$30 ea

Social Media Launch Kit | \$150

FEES & HOURLY DESIGN

Hourly Design Fee | \$85 per hour

Marketing Consulting Fee | \$125 per hour

let's chat

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F A Q

FREQUENTLY ASKED QUESTIONS

ARE PROJECT TIMELINES CONCRETE?

The creative process can never be constrained. Timelines listed are estimates for your project. Depending on what stage you're at in your business, we may be able to complete all deliverables earlier than anticipated, or we may need a bit longer. I'll communicate with you throughout the entire process. Timelines can always be extended to meet your business needs, but can rarely be condensed.

HOW EARLY DO I NEED TO BOOK?

In order to devote the best of myself to your brand, I only book a limited number of clients per year and rarely more than two concurrent projects at a time. I recommend booking at least 2-3 months in advance to ensure you get on my project calendar. A non-refundable deposit is due at the time of booking and ensures your projected start date. You can book my services by inquiring online at www.thecollinscreative.com - after our initial chat. I'll put together a proposal and contract for your review.

ARE FONT FILES INCLUDED IN MY BRANDING?

Due to the nature of font licensing, font files are NOT included as part of the branding packages. I will include links for you to purchase and download your fonts (usually \$15-\$35 each) when I send your final branding documents and files.

DO YOU HOST WEBSITES YOU DESIGN?

The domain name and hosting services for websites are not included in web design packages. Depending on which service you choose (Showit or Squarespace), your subscription and hosting fee will range from \$15-\$25 per month. Domain names can be secured through Squarespace, GoDaddy, Google Domains, and other sites and average \$12-\$30 per year.

SQUARESPACE OR SHOWIT - HOW DO I CHOOSE?

Based on the nature of your business, I can make recommendations on which site I believe will be the best for you. At the very basic level, Squarespace is ideal for businesses who need or want to incorporate e-commerce, appointment booking, online menus or ordering, event calendars, or online classes due to the variety of built-in features readily available. Squarespace is a template-based website service that allows for semi-custom design and easy updates. Showit, on the other hand, is a drag-and-drop website builder that allows for completely customized web design without coding (a designers dream)! Showit is ideal for creatives, photographers, online coaches, and other businesses that do not need additional features but have gorgeous portfolios or want truly unique design.

ARE PAYMENT PLANS AVAILABLE?

The cost of each package is split into multiple payments over the course of the project to help ease the burden of heavy upfront costs. If the payment options available do not work for your budget, I'm happy to work out a customized payment plan based on your needs. Simply let me know during the inquiry and booking process and we will work together to reach a solution.

WHAT IF I NEED TO CANCEL AFTER BOOKING?

Initial deposits are non-refundable and secure my time and your projected project start date. Once an initial deposit is made, if you decide to cancel the project, no refunds will be made. You can, however, reschedule your project for a future date if you need to delay.

are you ready to book?

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