

saie.

# *services and investment guide*



Everything *you want to know* about the process, pricing and working with me to craft *your dream presence*.

2023

*saie.*



*welcome, friend.*

*i'm so glad you're here!*

Thank you for considering Saie Studio to help you craft a brand identity and/or web presence that is undeniably you. In this document, you will find what I can do for you and your business, the investment, expectations, and more!

**JASMINE | OWNER + DESIGNER**



MODERN BUSINESS OWNERS KNOW

*people don't buy  
products and services,  
they buy stories.*

YOU HAVE A STORY TO TELL, AND *IT'S A GOOD ONE.*

One that will have people lining up to choose you, because you connect to them and their needs in a deeper way. You want a website and brand that excites you, and your community. One that attracts, and speaks directly to your perfect audience (*the type that converts!*)



HEY FRIEND,  
*nice to meet you.  
i'm jasmine.*  
*and i'm a one-woman show.*

As a former digital marketer, content creator, copywriter, designer, and now business owner myself, I know how important it is to differentiate your brand.

Adding unique visuals, messaging, and evoking emotion from your audience, cultivates an incredible community around what you're doing. A community that is essential for connection, and ultimately, conversion.

After all, no matter the industry, YOU are your business. YOU are the distinction. Your story and unique message are important.

**YOU'RE NOT LIKE THE REST, AND IT'S TIME  
YOU START SHOWING UP THAT WAY.**





*availability*

*9am-4pm CT mon through fri*

*i respond within 24-48 hours*

*95% of the time*

*please note*

*i prefer contact via email-  
dms are hit and miss*

*custom spots are limited monthly*

*please note*



*you've  
come at  
the  
perfect  
time.*



*saie studio is in the process of refining  
the service and price points we offer.*

I want to offer packages that reach  
business owners at every stage.

If a package below doesn't fit your needs  
or budget at this time, reach out!

We may be able to develop a new, custom  
package that meets you where you are.

*hello@saiestudio.com*



*email address*

*hello@saiestudio.com*

*instagram*

*@saiedesignstudio*

# OPTION ONE



INVESTMENT

**\$2000.00**

APPROX. TIMELINE: 2-4 WEEKS

*NOTE: CUSTOM DESIGN INCLUDES TWO (2) REVISIONS*

## *custom brand identity*

*"the groundwork"*

We'll uncover the 'WHY' behind your business, what makes you STAND OUT IN YOUR INDUSTRY, and how you want your consumers to *feel* when they do business with you. Then we'll turn all of that into a beautiful and ALIGNED VISUAL STRATEGY that will better your business.

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CLIENT QUESTIONNAIRE

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BRAND STRATEGY

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CREATIVE PLANNING + MOOD BOARD

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TYPEFACE LOGO DESIGN (PRIMARY)

---

2-3 LOGO SUBMARKS + VARIATIONS

---

BRAND PATTERN OR TEXTURES

---

COLOR PALETTE

---

TYPOGRAPHY SUITE

---

BRAND STYLE GUIDE

PACKAGE OPTION ONE



\$500 DEPOSIT

THREE PAYMENTS OF

**\$570**

USD/MONTH

A non-refundable deposit of \$500 is required to hold your spot. The remainder can be split into three (3) monthly payments. All brand assets will be sent over upon receipt of final payment.

*best value!*



\$1000 DEPOSIT

ONE PAYMENT OF

**\$1000**

USD

A non-refundable 50% deposit is required to hold your spot. The remainder is due at the end of the project after final approval. All brand assets will be sent over upon receipt of final payment.



\$500 DEPOSIT

SIX PAYMENTS OF

**\$320**

USD/MONTH

A non-refundable deposit of \$500 is required to hold your spot. The remainder can be split into six (6) monthly payments. All brand assets will be sent over upon receipt of final payment.

# mini brand and website design

*"the start up"*

Ideal for NEW BUSINESS OWNERS that need a consistent brand and reputable website, but lack the time or budget to build from scratch. Let's craft an identity that establishes a brand foundation and digital presence so you can start SHOWING UP CONFIDENTLY!

## MINI BRAND IDENTITY

### QUESTIONNAIRE + BASIC STRATEGY

### CREATIVE PLANNING + MOOD BOARD

### TYPEFACE LOGO DESIGN + ONE SUBMARK

### BRAND PATTERN OR TEXTURES

### COLOR PALETTE

### TYPOGRAPHY SUITE

## SHOWIT WEBSITE DESIGN

## SAIE STUDIO SHOWIT TEMPLATE CUSTOMIZATION

### INTEGRATED BRAND VISUALS

### BASIC SEO + SOCIAL SHARING

### SITE MAINTENANCE VIDEO TUTORIAL(S)

NOTE: CLIENT PROVIDES ALL COPY AND IMAGES FOR WEBSITE DESIGN

# OPTION TWO



## INVESTMENT

**\$3200.00**

APPROX. TIMELINE: 4-6 WEEKS

NOTE: CUSTOM DESIGN INCLUDES TWO (2) REVISIONS.  
PRICE INCLUDES TEMPLATE COST.

PACKAGE OPTION TWO



\$1000 DEPOSIT

THREE PAYMENTS OF

**\$840**

USD/MONTH

A non-refundable deposit of \$1000 is required to hold your spot. The remainder can be split into three (3) monthly payments. All brand and web design assets will be sent over upon receipt of final payment.

*best value!*



\$1600 DEPOSIT

ONE PAYMENT OF

**\$1600**

USD

A non-refundable 50% deposit is required to hold your spot. The remainder is due at the end of the project after final approval. All brand and web design assets will be sent over upon receipt of final payment.



\$800 DEPOSIT

SIX PAYMENTS OF

**\$510**

USD/MONTH

A non-refundable deposit of \$800 is required to hold your spot. The remainder can be split into six (6) monthly payments. All brand and web design assets will be sent over upon receipt of final payment.

# OPTION THREE



INVESTMENT

**\$5000.00**

APPROX. TIMELINE: 6-10 WEEKS

*NOTE: CUSTOM DESIGN INCLUDES TWO (2) REVISIONS*

## *custom brand and web design*

*"the next level"*

Ready for a website that you're proud to show off, screams YOU, and helps you SELL IN YOUR SLEEP? You'll get a CUSTOM FROM-SCRATCH DESIGN (built on brand & creative strategy) that is unique to you, your message and your story. LET'S GET YOU SEEN, leave a lasting impression, communicate your value and cultivate a community.

CUSTOM BRAND IDENTITY

**INCLUDES EVERYTHING IN OPTION ONE**

CUSTOM WEBSITE DESIGN

**FULLY CUSTOM SHOWIT WEB DESIGN**

**FULL MOBILE OPTIMIZATION**

**UP TO 5 OPTIMIZED PAGES**

**INSTAGRAM LINK PAGE**

**BASIC SEO + SOCIAL SHARING**

**FAVICON**

**BLOG INTEGRATION (OPTIONAL)**

**SITE MAINTENANCE VIDEO TUTORIAL(S)**



PACKAGE OPTION THREE



\$1500 DEPOSIT

THREE PAYMENTS OF

**\$1340**

USD/MONTH

A non-refundable deposit of \$1000 is required to hold your spot. The remainder can be split into three (3) monthly payments. All brand and web design assets will be sent over upon receipt of final payment.

*best value!*



\$2500 DEPOSIT

ONE PAYMENT OF

**\$2500**

USD

A non-refundable 50% deposit is required to hold your spot. The remainder is due at the end of the project after final approval. All brand and web design assets will be sent over upon receipt of final payment.



\$1000 DEPOSIT

SIX PAYMENTS OF

**\$840**

USD/MONTH

A non-refundable deposit of \$800 is required to hold your spot. The remainder can be split into six (6) monthly payments. All brand and web design assets will be sent over upon receipt of final payment.



# semi-custom showit web design

*"the Co-Creator"*

Already have a brand identity that feels YOU, but want to translate it into a scroll-stopping and MEMORABLE ONLINE PRESENCE? Choose a template from the [Jane and Grey template shop](#) and I will customize it to your unique brand visuals IN TWO WEEKS OR LESS.

## SAIE STUDIO SHOWIT TEMPLATE

## FULL CUSTOMIZATION OF SHOWIT TEMPLATE

## UPLOAD + PLACEMENT OF ALL BRAND CONTENT

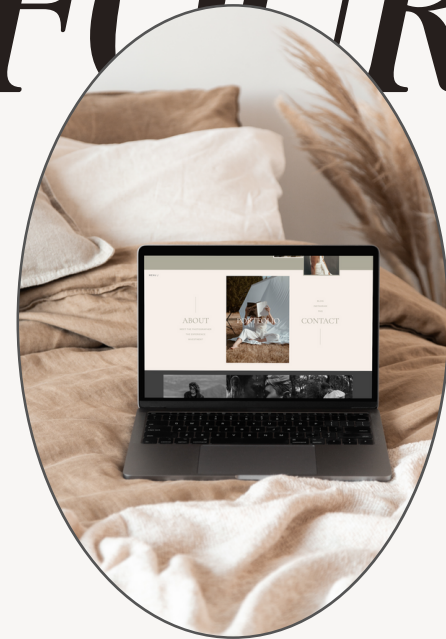
## INTEGRATED COLOR + FONT SETTINGS

## BASIC SEO + SOCIAL SHARING

## SITE MAINTENANCE VIDEO TUTORIAL(S)

NOTE: CLIENT PROVIDES ALL COPY, FONTS, LOGOS AND IMAGES FOR WEBSITE DESIGN.

# OPTION FOUR

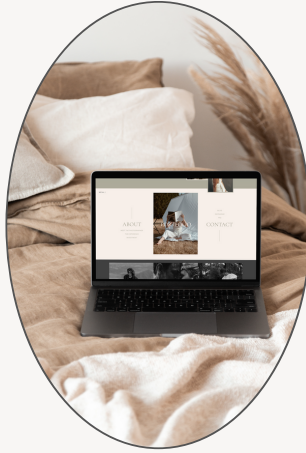


INVESTMENT

**\$1500.00 + TEMPLATE COST**

APPROX. TIMELINE: 2 WEEKS

PACKAGE OPTION FOUR



\$500 DEPOSIT + TEMPLATE PURCHASE

**TWO PAYMENTS OF**

**\$625**

USD/MONTH

A non-refundable deposit of \$500 is required to hold your spot, as well as the purchase of your desired template. The remainder can be split into two (2) monthly payments. All web design assets will be sent over upon receipt of final payment.

*best value!*



\$750 DEPOSIT + TEMPLATE PURCHASE

**ONE PAYMENT OF**

**\$750**

USD

A non-refundable 50% deposit is required to hold your spot, as well as the purchase of your desired template.

The remainder is due at the end of the project after final approval. All web design assets will be sent over upon receipt of final payment.

# OPTION FIVE



INVESTMENT

**\$1000.00**

APPROX. TIMELINE: 1-3 WEEKS

*NOTE: PRICE INCLUDES TEMPLATE COST.*

## *semi-custom brand design*

*"the co-creator"*

Need a FAST AND AFFORDABLE brand presence? Choose the semi-custom brand design in the [TEMPLATE SHOP](#) that most closely speaks to how you want your brand to FEEL AND LOOK. I'll help you make the templated brand identity unique to your story.

CLIENT QUESTIONNAIRE

MINI BRAND STRATEGY + MOODBOARD

SEMI-CUSTOM LOGO DESIGN

TEMPLATED BRAND PATTERN OR TEXTURES

SEMI-CUSTOM COLOR PALETTE

SEMI-CUSTOM TYPOGRAPHY SUITE

BRAND STYLE BOARD

*NOTE:*

PLEASE ONLY CHOOSE THIS OPTION IF THERE IS A BRAND DESIGN TEMPLATE THAT CLOSELY FITS YOUR DESIRED BRAND IDENTITY.

THERE IS ONLY ONE REVISION WITH SEMI-CUSTOM DESIGNS.

IF THE DESIGN VEERS TOO FAR INTO "FULLY CUSTOM" TERRITORY, THERE MAY BE AN ADDED FEE.

PACKAGE OPTION FIVE



\$500 DEPOSIT

**TWO PAYMENTS OF**

**\$350**

USD/MONTH

A non-refundable deposit of \$500 is required to hold your spot, as well as the purchase of your desired template. The remainder can be split into two (2) monthly payments. All web design assets will be sent over upon receipt of final payment.

*best value!*



\$500 DEPOSIT

**ONE PAYMENT OF**

**\$500**

USD

A non-refundable 50% deposit is required to hold your spot. The remainder is due at the end of the project after final approval. All brand design assets will be sent over upon receipt of final payment.

## START UP + BRAND DESIGN PROCESS

01.

*application + onboarding*

Complete the application telling me a little bit about your business and goals for the project. If we're a good fit, I'll connect with you ASAP to send over the onboarding documents (welcome guide, deposit, timeline + contract). You'll receive a branding questionnaire that will help you start thinking about the parts of your brand you want to highlight in a strategic design.

02.

*strategy + creative planning*

We'll set a call to discuss your brand strategy, cultivate a Pinterest mood board that aligns with your vision for the brand, discuss color options, font kits, logos, etc. so I can develop a visual sense of the story we're telling. We will also discuss your target market (who your brand design is meant to attract), any competitor brands, your differentiators, your brand voice and brand messaging.

03.

*logo + brand design*

I'll start working up the design based on our strategy call, the mood board and visual direction, and brand psychology. I will send over the brand identity guidelines that explains the reason behind each element that goes into your brand design (from logo design to color palette and typography choice, and everything in between.) This process will typically take about 1-3 weeks.

04.

*revisions + brand finalization*

Once you receive the brand identity guidelines, you'll have time to review the brand design and rationale. You will have two rounds of revisions. Once you're happy with the brand visuals, I will send over all your files upon final payment and you'll be ready to launch!

## WEBSITE DESIGN PROCESS

05.

*web design questionnaire*

You'll receive a web design questionnaire for you to provide any comments, inspiration, or notes about your ideal web design. You will also provide your copy, a link to your images and content, brand assets, and any legal documents that your site will require. This questionnaire will help me with a starting place for your design.

06.

*home page design + approval*

Work on the design begins as soon as I receive all of the contents in the web design questionnaire. I will begin by creating the home page design, and send it over for approval. This process will typically take about 1-2 weeks depending on the (up to two) revisions. This homepage will become the basis for the rest of the site design.

07.

*web design + revisions*

Once the homepage is approved, I will begin working on the rest of the website design. I will upload each page to an Asana board as they are complete for you to provide your thoughts and up to two (2) rounds of revisions per page. This process will typically take 2-5 weeks depending on the (up to two) revisions.

08.

*approval + launch!*

After final approval, I'll send you over a Google Drive file with all of your design assets, and a PDF with instructions, your website key (to upload your site to your Showit account), video tutorials, and all the necessary components and resources you'll need for launch. We'll discuss how to use everything, how to make updates to your site and anything else you'll need.

THEN, I WILL CHEER YOU ON ON LAUNCH DAY, AND EVERY DAY AFTER! :-)

# ADD-ONS & MAINTENANCE



INVESTMENT

**VARIES**

PLEASE NOTE: THESE SERVICES ARE ONLY AVAILABLE TO PAST CLIENTS..  
INCLUDING THOSE WHO HAVE PURCHASED TEMPLATES AND  
MAINTAINED THE ORIGINAL DESIGN STYLE..

## *a-la-carte services for current and returning clients*

### WEB DESIGN CLIENTS

**WEBSITE PHOTO/TEXT UPDATES (\$150 PER PAGE)**

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**EXTENSIVE WEBSITE UPDATES (\$350 PER PAGE)**

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**WEBPAGE RE-DESIGN (STARTS AT \$350)**

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**ADDITIONAL WEBSITE PAGE (STARTS AT \$400)**

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**BLOG PAGE DESIGN + INTEGRATION (\$650)**

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**WEBSITE COPY AUDIT (\$150 PER PAGE)**

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### BRAND DESIGN CLIENTS

**BUSINESS CARD DESIGN (\$350)**

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**SOCIAL TEMPLATES (STARTS AT \$250)**

---

**EMAIL MARKETING TEMPLATES (\$250)**

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**PRINT + STATIONARY DESIGN (STARTS AT \$250)**

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*don't see a  
package  
that fits  
your needs  
and budget?*



*saie studio is in the process of refining  
the service and price points we offer.*

I want to offer packages that reach  
business owners at every stage.

If a package below doesn't fit your needs  
or budget at this time, reach out!

We may be able to develop a new, custom  
package that meets you where you are.

*hello@saiestudio.com*



*email address*

*hello@saiestudio.com*

*instagram*

*@saiedesignstudio*

## FREQUENTLY ASKED QUESTIONS

<p><i>01.</i> <b>WHEN CAN WE START?</b></p> <p>I currently book about 1-3 months in advance. Fill out the <a href="#">client application</a> telling me about yourself, your business, and your goals! You can expect a response within 72 hours. If we're a good fit, I'll get back to you with a start date!</p>	<p><i>02.</i> <b>HOW LONG DOES THE PROCESS TAKE?</b></p> <p>Custom branding typically takes 2-4 weeks post-strategy session. Custom brand and web design can take 4-8 weeks post-strategy session and receipt of all required copy and content. Timelines may vary by project.</p>	<p><i>03.</i> <b>DO YOU OFFER PAYMENT PLANS?</b></p> <p>Yes! I wouldn't want you to delay this important step in your business due to high upfront costs! A non-refundable deposit is required to hold your spot. The remainder can be split into 2, 3 or 6 monthly payments.</p>
<p><i>04.</i> <b>HOW DOES PAYMENT WORK?</b></p> <p>A non-refundable deposit is required along with the onboarding documents to reserve your spot. The remainder is due when the project is complete, prior to the delivery of your files.</p>	<p><i>05.</i> <b>I HAVE BRANDING, CAN WE USE IT?</b></p> <p>Strategic design is most impactful when it's cohesive. Mixing the old with the new likely won't get you the result you're after. I do my best work with total creative freedom to build upon our strategy! If you're not looking to re-brand, <a href="#">templates</a> may be more your jam!</p>	<p><i>06.</i> <b>WHAT IF I JUST NEED A LOGO?</b></p> <p>I don't believe a logo can tell your full story. I only offer branding packages that will capture your entire identity and serve as a stable foundation for your business. It's worth it to do it right the first time! If cost or time is your concern, I offer <a href="#">semi-custom brand templates</a>!</p>
<p><i>07.</i> <b>DO YOU OFFER CUSTOM PACKAGES?</b></p> <p>Yes! Complete the <a href="#">client application</a> telling me all about your business and what you have in mind! If we're a good fit, I can send over a custom quote!</p>	<p><i>08.</i> <b>WHAT PLATFORM DO YOU BUILD ON?</b></p> <p>Both my custom designs and templates are built on <a href="#">Showit!</a> It's the most intuitive platform for web design, and it's super user friendly for any future updates! Brand templates can be edited on the free <a href="#">Canva</a> platform.</p>	<p><i>09.</i> <b>HOW DO I MAKE UPDATES TO MY SITE?</b></p> <p>I'll include a recorded how-to in your brand files, as well as do an extensive walkthrough in our final call about how to make any updates to your site! If you still need assistance, I offer <a href="#">maintenance</a> services!</p>





# *so, what's next?*

Thank you for taking the time to view my services and investment guide.  
I hope this answered any questions you may have had, but don't hesitate to reach out!

If you are ready to move forward with one of the options above,

**CLICK HERE TO APPLY TO WORK WITH ME**

If we're a good fit, I'll send over the onboarding documents  
within 72 hours, and we'll get this party started!

I typically book about 1-3 months in advance. Once I receive your application,  
onboarding documents and deposit, I will add you to the calendar :-)

*let's do this thing!*

**HELLO@SAIESTUDIO.COM**



*email address*

*hello@saiestudio.com*

*instagram*

*@saiedesignstudio*

*work with me*

*click here to get started*

*saie.*

# LET'S CHAT



**PLEASE NOTE:**

CONTACT ME BY EMAIL FOR THE FASTEST RESPONSE.  
INSTAGRAM DMS MAY BE LOST!

*THANK YOU!*  
*YOU'RE THE BEST.*



FEEL FREE TO [EMAIL ME](#) WITH ANY QUESTIONS YOU MAY HAVE.  
I LOOK FORWARD TO HEARING FROM YOU SOON!

*saie.*