

2020 PACKAGES *and* PRICING GUIDE

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Hey friend

I'm Lauren, the proud founder and lead designer of Lauren Rich Creative. I create one-of-a-kind brands and websites for creative small businesses and service-based entrepreneurs. I specialize in crafting bespoke design through hand illustrated and hand lettered elements to catapult you and your business to the next level of success and client experience. My goal is to empower you to be your authentic self within your business and beyond.

XOXO,

Lauren

first...

A SUMMARY OF MY PROCESS

IN ANY INDUSTRY, YOUR BRAND IS MORE THAN A LOGO.

Branding is about genuinely knowing your customer and speaking to them with authenticity to gain their loyalty.
Together, we delve deep into uncovering your specific goals and work one-on-one to unlock your unique voice and create the visual marks and collateral to attract your ideal client.

1. DISCOVER

Before you book your timeline, we will set up a consultation call to discuss your specific needs and goals and make sure we're a great fit. After we book your project, you'll be responsible for completing some brand homework questionnaires and creating a Pinterest board of inspiration to gain some clarity and ensure we're headed in the right direction, strategically and visually. We'll go in depth over everything in our one hour clarity call the week before your timeline begins.

1. DESIGN

I'll begin designing your initial brand board presentation based on our clarity call. From there, I'll make any necessary revisions. For websites, I'll go page by page with presentations and revisions. You'll have the opportunity to request changes at any point during your timeline.

1. DELIVER

It's time to hand over your beautiful new brand and/or website! We will discuss your launch strategy and create your marketing and social media collateral (if applicable). The ultimate goal is to create a cohesive and consistent identity across all platforms.



INTRIGUED?

it's so much fun!

BROWSE MY PACKAGES



ALL-IN PACKAGE

best seller!

this package is right for you if...

You need it all - the brand + website - to grow your business.

You know the direction and focus of your business, but you need help creating the voice and visuals to match.

You understand that a clear identity is key to attracting your ideal clients.

Your current visuals lack that one-of-a-kind impact, but you are ready to change that.

You are ready to commit time to create a unique brand + website.

THIS PACKAGE INCLUDES...

- Branding Package (logo kit, mood/brand board, color palette, typography selection)
- Unlimited Revisions (within timeline)
- Custom Blog Design
- E-Commerce Design (\$750+ additional fee)
- Content Review (I'll evaluate your content to make sure it matches your brand voice and suggest any changes if necessary.)
- Basic SEO - Search Engine Optimization (keywords, image tags/titles/optimization, & page titles/descriptions)
- Maintenance Training Video(s) so you can feel confident editing content after the initial design launch.
- Web Design Package (custom desktop/mobile Showit web design)
- BONUS Marketing Suite (your choice of 2 items: business card design, 3-5 page pricing/process guide, stationery, etc.)
- BONUS Social Media Suite
(profile/cover images & custom Instagram highlight covers)
- 6 week timeline
- 8 payments of \$500, 5 payments of \$800, 2 payments of \$2000, or 1 payment of \$4000

WEB DESIGN PACKAGE

this package is right for you if...

You already have a beautiful brand, but you need someone (me) with the technical capabilities to take it online.

You understand that a website is key for your business to grow and succeed.

You want a customizable website that can be edited on your own time after we launch the initial design.

You already have a general idea of what content you want included in the design of your new site.

You are ready to commit time into developing a creative, and effective website.

THIS PACKAGE INCLUDES...

- Custom Showit Website Design (desktop and mobile responsive)
- Unlimited Revisions (within timeline)
- Custom Blog Design
- E-Commerce Design (\$750+ additional fee)
- Content Review (I'll evaluate your content to make sure it matches your brand voice and suggest any changes if necessary.)
- Basic SEO - Search Engine Optimization (keywords, image tags/titles/optimization, & page titles/descriptions)
- Maintenance Training Video(s) so you can feel confident editing content after the initial design launch.
- 4 week timeline
- 5 payments of \$500, 4 payments of \$625, 2 payments of \$1250, or 1 payment of \$2500

WEBSITE COPYWRITING

add-on to any all-in or web design package

- Full Site Copywriting
- 2 week timeline
- starting at \$900, or \$200 per page

BRANDING PACKAGE

this package is right for you if...

You know who your ideal client is, but you're not quite sure how to create the visuals and voice to reach them.

Your current visual identity is lacking impact when compared to the quality of your business.

You understand that an effective, quality brand is necessary to take your business to the next level.

You are dreaming of a one-of-a-kind brand to set you apart.

You are ready to commit time and thought into building a new beautiful brand.

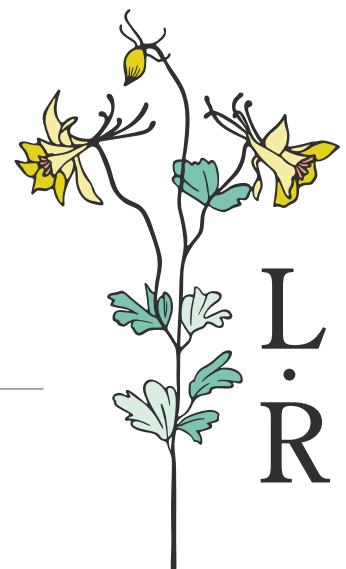
THIS PACKAGE INCLUDES...

- Logo Kit (main, alternate, & submark)
- Unlimited Revisions (within timeline)
- Mood/Brand Board
- Color Palette
- Typography Selection
- Print-Ready + Digital Files (.jpg, .png, .eps, & .pdf)
- 2 week timeline
- 3 payments of \$500, 2 payments of \$750, or 1 payment of \$1500

BRAND ILLUSTRATIONS

when your current brand needs more umph

- Hand Drawn
- Tailored to your existing brand
- Vectorized
- Available individually or as sets
- Starting at \$100/ea



thank you!

For more information or to get started email me at lauren@laurenrichcreative.com