

SERVICES & PRICING GUIDE

From brand identity to website design, find out how Hofer House Creative can transform your business.

A close-up photograph of a person's hands typing on a light-colored laptop keyboard. The person is wearing a pink and blue striped long-sleeved shirt. The background is softly blurred, showing a desk with a mouse and some papers. Overlaid on the image in a white, elegant script font is the text "Hofer House Creative".

Hofer House Creative

IN THE BUSINESS OF TAKING IT OFF YOUR PLATE

**STRATEGIC BRAND AND WEBSITE DESIGN
FOR ESTABLISHED BUSINESSES READY TO
SHOW UP WITH THE CONFIDENCE THEIR
REPUTATION DESERVES**

HI THERE, I'M VICTORIA WITH HOFER HOUSE CREATIVE

With 10 years of experience in marketing and strategic communications, I know that great design isn't just about looking good, it's about positioning your business to attract the right clients and convert them.

I work with established service businesses that have outgrown their online presence and are ready to finally show up in a way that matches the reputation they've already built. I handle every detail, start to finish, so you never have to think about it again.



I help you close the gap between how good your business is and how it looks online. Here's what that looks like:



BRAND STRATEGY

A clear strategic foundation that ensures every visual decision speaks to the customers you actually want to attract.



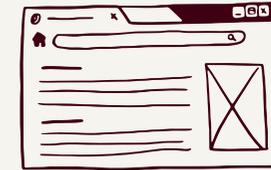
BRAND IDENTITY

A cohesive visual identity, logo, colors, fonts, and style, that builds trust and tells your story before you say a word.



WEBSITE STRATEGY

A site structure and user journey designed so potential clients find what they need, trust what they see, and reach out with confidence.



WEBSITE DESIGN

A custom, conversion-focused website strategically built to turn visitors into clients around the clock.

DESIGN SERVICES

WHY WORK WITH HHC?

✓ CLEAR PROCESS

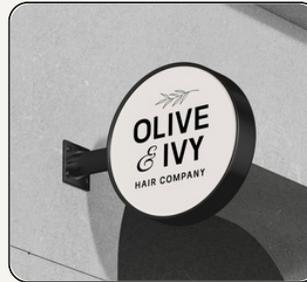
You'll always know exactly where we are, what I need from you, and what's coming next. No chasing updates, no guesswork.

✓ CONFIDENCE IN YOUR BUSINESS

Every decision is intentional and strategic. So you can show up online knowing it actually reflects your business well.

✓ CONSIDER IT HANDLED

I take it completely off your plate so you can focus on running the business you've already built.



BRAND DESIGN

A cohesive visual identity built to attract the right clients before you ever say a word. From the essentials done really well to a complete brand system built from the ground up.

Essential Brand starting at \$1,500

Signature Brand starting at \$3,000



WEBSITE DESIGN

A strategically structured website that makes working with you the easiest decision someone makes all day. From a streamlined 5-page site to a fully custom build.

Essential Website starting at \$3,000

Custom Website starting at \$5,000

eCommerce starting at \$5,000



BRAND + WEBSITE INTENSIVE

Brand and website designed together, custom-scoped to exactly what your business needs. Always at a savings versus booking separately.

Starting at \$4,000



ESSENTIAL BRAND PACKAGE

This package gives you everything you need to show up consistently and professionally, without the extras you don't need yet.

-
- 🕒 1 - 2 weeks based on feedback
 - 💰 Starting at \$1,500

WHAT'S INCLUDED

Logo Design

A primary logo plus one alternate version, designed strategically to work across every platform and application your business needs.

Brand Foundation

A strategic color palette and font pairings selected to communicate your brand's personality and attract the right clients.

Brand Style Guide

A basic reference guide so you always know exactly how to use your brand correctly and consistently.

DELIVERABLES

Primary logo

Alternate logo

Color palette

Font pairings

Brand style guide

Brand collateral piece (*your choice*)

Logo files in all formats

1 round of revisions

SIGNATURE BRAND PACKAGE

You're ready to make a statement. This is the full brand experience. Comprehensive, strategic, and built to position you as the obvious choice across every touchpoint.

WHAT'S INCLUDED

Complete Logo Suite

Primary logo plus 2-3 alternates designed to work seamlessly across every platform, application, and format your business uses.

Full Brand System

A complete color palette, comprehensive font system, and custom brand patterns or visual elements that make your brand instantly recognizable.

In-Depth Brand Style Guide

The complete rulebook for your brand, everything you need to show up consistently and confidently across every touchpoint, forever.

🕒 2 - 3 weeks based on feedback

💰 Starting at \$3,000

DELIVERABLES

Primary logo

2-3 Alternate logos

Full color palette

Comprehensive font system

Custom brand patterns or visual elements

In-depth brand style guide

2 Brand collateral pieces (your choice)

Logo files in all formats

2 Revision rounds



ESSENTIAL WEBSITE

You have a clear service offering and you need a website that communicates it professionally, builds credibility, and makes it easy for clients to reach you. Clean, strategic, and ready to go.

WHAT'S INCLUDED

Strategic Site Structure

Up to 5 pages planned and organized to guide your ideal customer from first impression to reaching out.

Professional Copywriting

Conversion-focused copy written for your business, so your website sounds like you and speaks directly to the clients you want to attract.

Brand-Aligned Design

A clean, professional design built around your existing brand.. or paired with an Essential Brand package if you need both. 😊

- 🕒 1 - 2 days based on feedback
- 💰 Starting at \$3,000

DELIVERABLES

Up to 5 pages

Strategic page structure

Professional copywriting

Mobile optimization

SEO foundation

1 Round of revisions

Site management training



CUSTOM WEBSITE

Your business is anything but generic, your website shouldn't be either. This is a fully custom build designed from the ground up around your services, your goals, and the clients you want to attract.

WHAT'S INCLUDED

Fully Custom Design

Built from a blank canvas. Every layout, section, and detail designed specifically for your business.

Strategic Copywriting & SEO

Full copywriting and content development paired with strategic SEO optimization so you're not just easy to find, you're impossible to ignore.

Complete Setup & Training

Integration setup for scheduling, forms, and email marketing, plus hands-on training so you know exactly how to manage and update your site.

- 🕒 Custom to scope
- 💰 Starting at \$5,000

DELIVERABLES

Page count depending on scope

Custom layouts

Full copywriting

Strategic SEO optimization

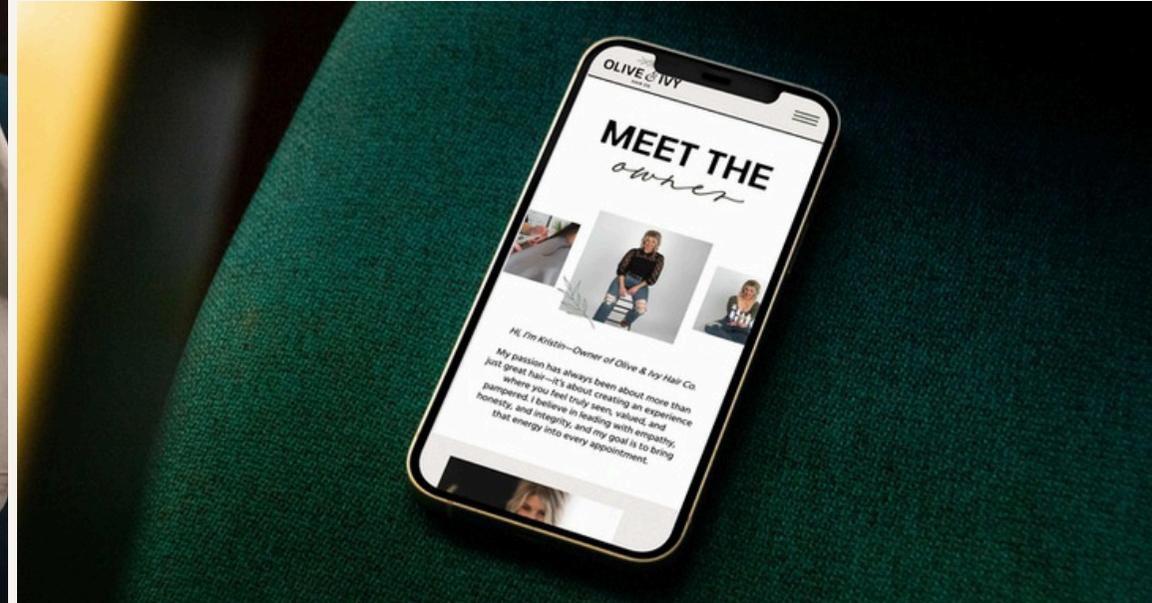
Mobile responsive design

Integration setup

1 Round of revisions

Site management training





BRAND & WEBSITE INTENSIVE

Brand and website designed together, custom-scoped to exactly what your business needs. Whether you need the essentials or the full package, bundling both saves you more than booking separately.

- 🕒 Custom to scope
- 💰 Starting at \$4,000*

WHAT'S INCLUDED

Custom Scoped Brand Identity

From an essential brand refresh to a complete signature system, we'll determine exactly what your business needs during our strategy session.

Custom Scoped Website

From a streamlined 5-page site to a fully custom build, designed to work seamlessly with your brand from day one.

Built to Work Together

When brand and website are designed in tandem, everything is more cohesive, more strategic, and more effective than piecing them together over time.

DELIVERABLES

Brand identity scope

Website scope

Combined strategy session

Site management training



ECOMMERCE WEBSITE

Your store should reflect the quality of what you're selling. If it doesn't, it's costing you sales. I build eCommerce websites on Shopify or Squarespace, easy for customers to buy, easy for you to manage.

WHAT'S INCLUDED

Platform Setup

Full platform configuration including payment processing, shipping, tax settings, and inventory management — handled completely.

Product Pages & Site Structure

Up to 25 product pages with optimized images, descriptions, and pricing, plus all essential site pages built and ready to launch.

Brand Integration & Training

Your store built to match your brand, optimized for mobile, with SEO setup and full store management training so you're confident running it on your own.

-
- 🕒 3-4 weeks based on feedback
 - 💰 Starting at \$5,000

DELIVERABLES

Platform setup

Up to 25 product pages

Essential pages included (Home, about, shop, etc)

Brand integration

Mobile optimization

Basic SEO setup

Store management training

DESIGN PROCESS

💰 PROJECT DEPOSIT AND PAYMENT:

A 25% deposit is required upfront to secure your spot in my calendar, with the remaining balance due prior to final file delivery.

I accept payment via credit card, bank transfer, or payment plan. Payment plans can be discussed on an individual project basis.

THE TOOLS WE USE:

Adobe Creative Suite // Brand identity & design

Client portal // Project management & communication

Any hosting platform // Website design



01

STRATEGY

Before any design begins, we build the foundation. You'll receive access to your client portal, complete your onboarding questionnaire, and we'll meet for a 1-hour strategy session to review everything and align on direction.

- Client portal access
- Onboarding questionnaire
- Brand/website questionnaire
- 1-hour strategy session
- Creative direction approved before moving forward



02

DESIGN & REFINE

For Brand Identity: Your brand is designed and presented in a full brand concept presentation. We refine until every detail is exactly right.

- Brand concept presentation
- Revision rounds
- Collateral design
- Final approval

For Website Design: Sitemap review first, then homepage design approved before all remaining pages are built.

- Sitemap review & approval
- Homepage design & approval
- Full site build & approvals
- Revision round as needed



03

LAUNCH

Your project is wrapped up, delivered, and you leave with everything you need to show up confidently on your own.

- Final brand files or live website
- Brand guidelines or site training
- Offboarding session

DON'T JUST TAKE MY WORD FOR IT

“

Working with Victoria has been an exceptional experience. I initially came to her with only a vague idea of what I wanted for my website, but throughout the process she helped me clarify my vision... and ultimately deliver something even better than I imagined.



Elena Raileanu
Career Consulting Agency

“

Working with Victoria has been an absolutely incredible experience! I was filled with anxiety about starting my brand and website, but she guided me through the process with ease and professionalism. Victoria's creativity and attention to detail are unmatched. Not only did she design a stunning website for me, but she also created my branding design entirely from scratch.



Chelsea Renne
Therapy Practice

“

Working with Victoria at Hofer House Creatives was an absolute dream! She helped me with the branding, logo design, and website for my salon, Olive & Ivy Hair Co. The entire process was so smooth and enjoyable. She's kind, efficient, and communicates so well. Everything was organized and easy to follow, which made the experience feel exciting instead of overwhelming. I truly loved everything about working with her and couldn't be happier with the final results!



Kristin Greenwood
Hair & Beauty Salon

“

Victoria was amazing! 🥰 As a new business owner, she made the website process seamless and stress free! I provided her with a color and some photos and she created a beautiful, classy and professional website, I would refer her services to anyone. Her creativity and customer service is unmatched! Thanks so much Victoria! We appreciate your amazing work.



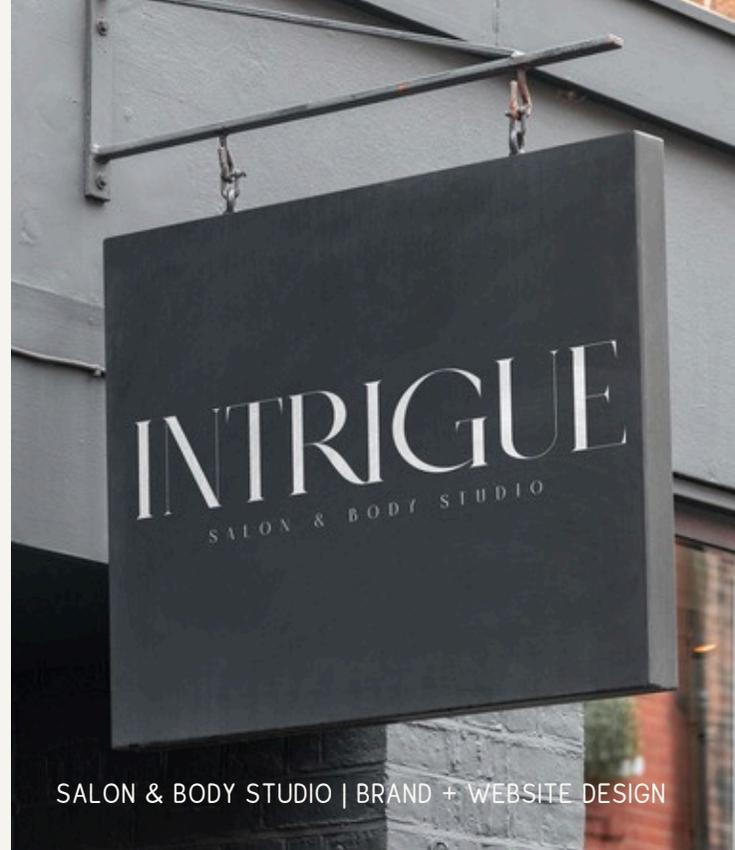
Leah Derusha
Family Law Practice

RESULTS IN THE WILD

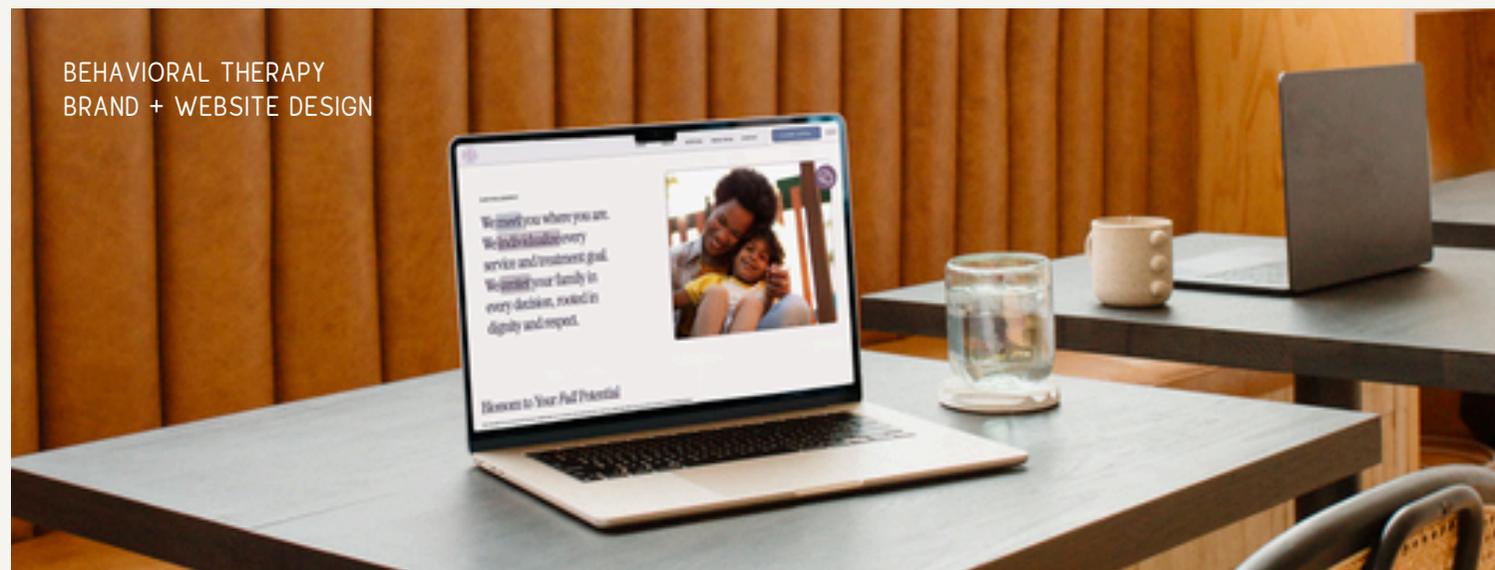
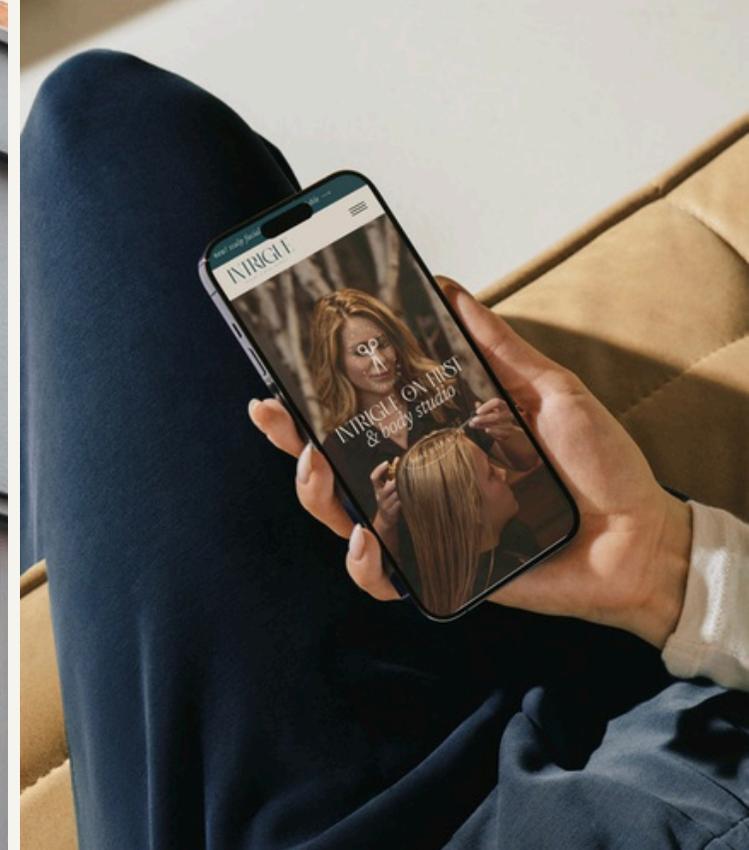
Every project starts with a business that's already excellent, and ends with an online presence that finally proves it. From hair salons and law firms to therapists and consultants, I've helped established service businesses across the country close the gap between how good they are and how they look online.

The results speak for themselves.

[VIEW FULL PORTFOLIO](#)



SALON & BODY STUDIO | BRAND + WEBSITE DESIGN



BEHAVIORAL THERAPY
BRAND + WEBSITE DESIGN

HOW TO BOOK YOUR PROJECT

If you're ready to take the leap and start growing your business today then we'd love to hear from you.

CONTACT INFORMATION

- ✉ hello@hoferhousecreative.com
- 🌐 www.hoferhousecreative.com
- 🕒 Monday – Friday, 8am – 5pm

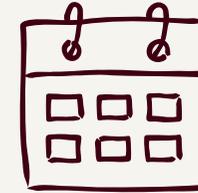


01

SCHEDULE A DISCOVERY CALL

We'll talk through your goals, your business, and what you need. This is where we define the scope and make sure we're the right fit.

-
- Submit your inquiry at hoferhousecreative.com & book your time on the calendar
 - Complete your pre-call questionnaire
 - We meet via video call to discuss your goals



02

RECEIVE YOUR PROPOSAL & SECURE YOUR SPOT

Once we've defined the scope I'll send a custom project proposal with your investment and payment plan options within 48 hours.

-
- Receive your custom quote and project proposal
 - Sign contract and pay deposit to secure your slot
 - Get access to your client portal

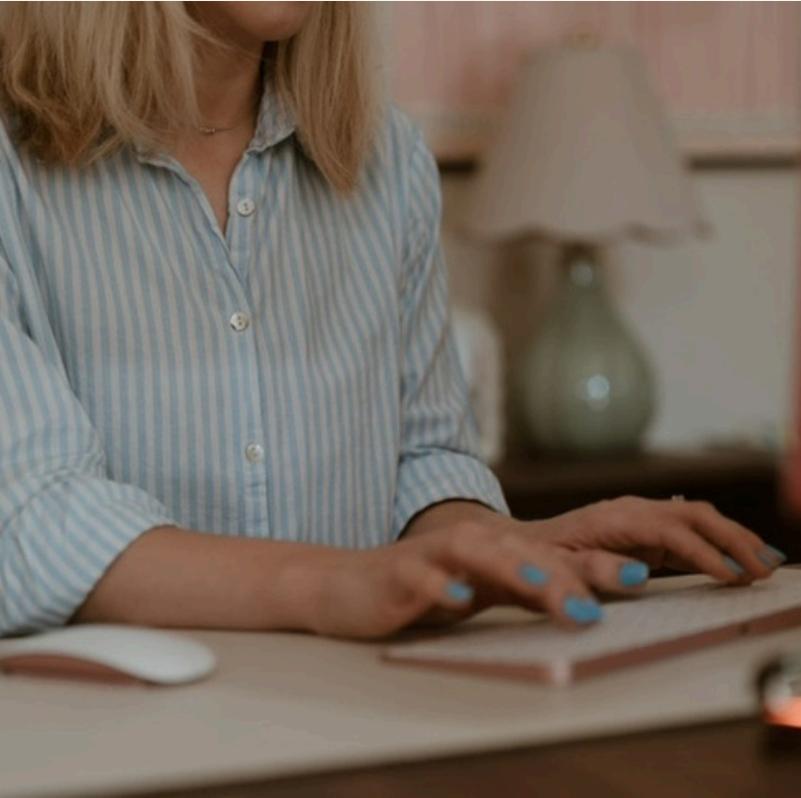


03

LET'S BUILD SOMETHING GREAT

From here I handle everything. Complete your onboarding questionnaire, schedule your strategy session, and we get to work.

-
- Onboarding questionnaire sent via client portal
 - 1-hour strategy session scheduled
 - Design process begins!



FREQUENTLY ASKED QUESTIONS

We believe that transparency is an essential part of the process and making sure our clients have all the answers they need is really important to us. Here are some common questions clients have asked.

DO YOU OFFER PAYMENT PLANS?

Yes. All projects require a 25% deposit at booking. From there, payment plans of up to 3 installments are available and can be discussed during your discovery call.

DOES IT MATTER WHERE MY BUSINESS IS LOCATED?

Not at all. I work with clients across the country remotely via video calls, email, and your client portal. All you need is internet access.

HOW INVOLVED DO I NEED TO BE DURING THE PROJECT?

The onboarding questionnaire and strategy session are the most hands-on portions. After that, you just need to be available for approvals and feedback. Everything is managed through your client portal so communication stays in one place.

DO YOU OFFER BRAND REFRESHES OR UPDATES TO EXISTING BRANDS?

Yes. If you have existing branding that just needs to be refined or updated rather than built from scratch, we can discuss a custom scope during your discovery call.

WHAT HAPPENS WHEN MY PROJECT IS COMPLETE?

During offboarding, all final files, brand guidelines and/or site training will be provided so you're fully equipped to move forward independently. I also offer ongoing support for returning clients.

WHAT PLATFORM DO YOU BUILD WEBSITES ON?

I work across all major platforms. Showit, Squarespace, WordPress, and Shopify. Showit is my preferred platform for maximum design flexibility, but I'll always recommend what's right for your business.

DO YOU WRITE THE WEBSITE COPY?

Yes. Copywriting is included in all website projects.

WHAT IF I DON'T HAVE PROFESSIONAL PHOTOS?

I can provide curated stock imagery that matches your brand. That said, professional photography always produces the best results, I'm happy to help you find the right photographer.

WHAT DO I NEED TO PREPARE BEFORE WE START?

Not as much as you might think. Once you're booked you'll receive an onboarding questionnaire through your client portal that walks you through everything I need. If you have existing brand assets, photos, or content you'd like to incorporate, have those handy. Everything else we'll work through together during your strategy session.

THANK YOU!

Book your obligation free
discovery call today.

[BOOK CALL](#)

hello@hoferhousecreative.com
www.hoferhousecreative.com
Hofer House Creative

