Media Kit

2022 SERVICES & PRICING

THE COLLINS
CREATIVE STUDIO

Find What You Need

THE COLLINS
CREATIVE STUDIO

A LA CARTE DESIGN SERVICES

In addition to branding and web design, I offer a la carte 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

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

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

8.5x11 Flyer (double-sided) | $125

Multi-Page PDF Packet or Brochure | $175 and up

DIGITAL

3-Page Website (Homepage · Services · Contact) | $1500

Primary Logo · Brand Mark Design & Mini Style Guide | $995

Homepage Design Only* | $800

Brand Styling Only (Mood Board, Color Palette & Font Kit) | $300

Email Templates | $125 ea

Social Media Canva Templates (set of 6) | $150

Social Graphics/Posts | $30 ea

FEES & HOURLY DESIGN

Hourly Design Fee | starts at $85 per hour

Marketing Consulting Fee | $100 per hour

Rush Fees | $75 per occurrence

let's chat
BRANDI@THECOLLINSCREATIVESTUDIO.COM

VIP BRAND DESIGN

THE FULL BRANDING EXPERIENCE FOR THOSE WHO WANT IT ALL

This package is for those who are just starting out and want to hit every touchpoint of branding, or established brands looking for a full re-brand. It is a personalized and thoughtful combination of strategy and design to build you a solid foundation on which to grow. You will walk away with a full-scale brand strategy, guidelines, marketing collateral and custom logo suite perfectly tailored to you.

what's included

PLANNING + STYLING

Brand Questionnaire & Initial Discovery Meeting (1-1.5 hr)

Collaborative Inspiration Board

Mood Board & Color Palette

DESIGN

Primary Logo Design

Secondary Logo, Submark, and Brand Marks

Customized Font Selections

Unlimited Edits

DELIVERABLES

Brand Strategy & Guidelines PDF

Logo files in PDF, PNG, EPS, & JPG

Brand Launch Graphics

Social Media Starter Kit (6 editable designs)

Custom Business Card Design

500 Complimentary Business Cards

Notecard or Sticker Design

1-page Marketing Collateral or Email Template

*font files are not included due to licensing and copyright - client must purchase fonts separately

*all final brand files are delivered via Dropbox

8 week timeline

$2000
INVESTMENT

4 equal payments

BRANDING STARTER KIT

BUILDING THE FOUNDATION FOR YOUR BRAND

This package is for those who are just starting out and need the basic foundation for their brand - identity, logo suite, and brand guidelines. It is a personalized and thoughtful process to defining your target audience and brand voice. You will walk away with brand guidelines and custom logo suite perfectly tailored to you.

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what's included

PLANNING + STYLING

Brand Questionnaire & Initial Discovery Meeting (1-1.5 hr)

Collaborative Inspiration Board

Mood Board & Color Palette

DESIGN

Primary Logo Design

Secondary Logo, Submark, and Brand Marks

Customized Font Selections

Unlimited Edits

DELIVERABLES

Brand Guidelines PDF

Logo files in PDF, PNG, EPS, & JPG

Brand Launch Graphics

*font files are not included due to licensing and copyright - client must purchase fonts separately

*all final brand files are delivered via Dropbox

5-6 week timeline

$1300
INVESTMENT

2 equal payments

WEBSITE DESIGN

CONTINUE THE BRAND EXPERIENCE ONLINE

Your website is often the first point of contact for most of your customers, so you want to make sure it is not only on brand, but also converts browsers into buyers. With options for semi-custom and fully-custom design, we can work together to ensure that your brand's online presence is a cohesive part of your brand experience.

what's included

PLANNING + STYLING

Initial Discovery Meeting (1-1.5 hr)

Collaborative Inspiration Board

Mood Board & Color Palette

Website Planning Guide

DESIGN + SETUP

6-page Customized Website (your choice of platform)

Basic Search Engine Optimization

Mobile Responsive Design

Domain Setup or Transfer

Custom Email Setup (Google Email)

PRE & POST LAUNCH

Countdown & Launch Day Graphics

Pre-Launch Meeting & Website Review

Website Support (3 weeks)

ADD-ONS

Online Store Setup (starts at $250)

Menu / Online Ordering (starts at $200)

*Client is responsible for domain fees ($12-20/year) & website host fees ($15-25/mo) · Google Email fee of $6/mo

$2000
SEMI-CUSTOM WEBSITE

9-12 week timeline

4 equal payments

$3000
CUSTOM WEBSITE

BRANDING &
WEBSITE DESIGN

THE COLLINS

VIP BRAND DESIGN

Brand Questionnaire

Initial Discovery Meeting (1-1.5 hr)

Collaborative Private Pinterest Board

Mood Board & Color Palette

Primary Logo

Secondary Logo

Submark/Watermark

Customized Font Selections

Unlimited Edits

Brand Guidelines PDF

Brand Launch Graphics

Social Media Starter Kit (6 editable designs)

Custom Business Card Design

500 Complimentary Business Cards

Notecard or Sticker Design

1-page Marketing Collateral or Email Template

WEBSITE DESIGN + SETUP

6-page Customized Website (your choice of platform)

Basic Search Engine Optimization

Mobile Responsive Design

Domain Setup or Transfer

Custom Email Setup (Google Email)

Countdown & Launch Day Graphics

Pre-Launch Meeting & Website Review

Website Support (3 weeks)

THE DETAILS

Timeline:
18-20 weeks total (8 weeks for branding | 10-12 weeks for web design)

Launch Graphics & Social Starter Kit
Social Media Profile & Banner Graphics, Set of 6 branded Canva Templates (editable), Countdown & Launch Graphics for Brand and Website Reveal

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 or ShowIt depending on your industry and design needs. Squarespace websites are recommended for businesses wanting options for e-commerce or menu and online ordering integration, while ShowIt sides are ideal for creative fields, such as photography, event design, stylists, personal brands, and more.

Client is responsible for annual or monthly hosting fees associated with their website host ($15-30/month) and domain name fees ($12-20 per year).

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 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 3-8

I'll begin designing 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 8-16

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 17-20

After your site is complete, we will have an 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!

$3900
VIP BRANDING & TEMPLATE WEBSITE

$4900
VIP BRANDING & CUSTOM WEBSITE

$900 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.

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 packag es. 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. With Squarespace, you get a free domain for a year with a premium subscription.

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 integrations, online menus or ordering, event calendars, or online classes due to the variety of built-in features readily available. It also has a built-in email marketing feature. Squarespace is a template-based website service that allows for both semi-custom & custom design and easy updates. It automatically formats your mobile & tablet site. Showit, on the other hand, is a drag-and-drop website builder that allows for either template-based or 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. Both your web and mobile versions will be hand-tailored to fit your brand.

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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