

KASKO  
*creative*

PROCESS + PRICING GUIDE

*As of January 2020*

[WWW.KASKOCREATIVE.COM](http://WWW.KASKOCREATIVE.COM)

# The Creative Process



*We don't just create pretty visuals, we design experiences. Through a seamless 3-step process, we'll open the door to your vision, discover your unique story, and design an unforgettable brand and website that highlights these features and attracts your ideal client. Finally, we'll display it for all the world to see.*



*Thank you so much for your interest in working together! Building beautiful and effective brands and websites is our passion and we can't wait to help bring yours to life. In this guide, you'll find all our current packages, prices, and timelines.*

## ABOUT US

Welcome to Kasko Creative! We're a full-service creative design studio that specializes in making magic, telling stories, and breathing life into your dreams. Through a mix of science, strategy, and creative genius we craft brands and websites that elevate your look from pretty visuals to immersive client experiences. It'll leave them coming back again and again.

## OUR APPROACH

Our approach can be found at the intersection of form and function. We use a strategic method of evidence, experience, and creativity to dive into your story and create a brand that connects, captivates, and converts your ideal clients. You bring your vision; we'll take care of the rest.

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# 01 DISCOVER *your story*

**VIRTUAL COFFEE DATE:** Let's begin! We'll get to know each other over coffee & skype, and dive into what makes you, you: your vision, style, and goals (personal and business).

**GATHER INSPIRATION:** Through an in-depth brand personality questionnaire and curated pinterest board, we'll narrow down your brand style and clarify your vision.

**REFINE YOUR STYLE:** After reviewing your answers and inspo board, you'll be presented with a mood board filled with thoughtfully chosen images, a color palette, and typography that represent your overall design style.

# 02 DESIGN *your content*

**DESIGN PRESENTATION:** Based on the above, your first logo variation or website home page will be created. Love it? Let's keep going! Don't? No worries! You'll receive up to two more variations and limitless revisions until we get it just right.

**CONTENT CREATION:** Depending on your package, we'll begin working on your collateral items and additional web pages to create a beautiful and cohesive look.

**TWEAKING TO PERFECTION:** We're not done until you're fully in love with your new look. Enjoy unlimited revisions until everything is perfect.

# 03 DISPLAY *for all to see*

**FOR BRANDING:** Let's put it all together! Once your designs are finalized, we'll take all your items and create your gorgeous new brand board and launch kit. With a blog post and mock-ups, it's the perfect way to introduce your look to the world!

**FOR WEBSITES:** Let's launch! After your web pages are finalized, we'll create the responsive mobile and tablet sites, then transfer all files to your site for testing. Your gorgeous new site is ready to be seen by all (and I'll show you how to use it)!

**THANK YOU:** A little note in the mail to express my heartfelt gratitude! It truly is a pleasure creating for you. Included is a list of services offered if you're ever in need of additional designs.

# Branding

*When it comes to your brand, you want people to see more than just a pretty face. You want to give them an experience; to evoke an emotion, a longing or nostalgia that keeps them coming back time and time again.*

*That's why we couple beautiful art and design with proven science to create a show-stopping brand that looks good **and** connects with your target audience for a truly unforgettable experience.*



# The Dream-chaser

## WHAT'S INCLUDED:

- Comprehensive design questionnaire
- Custom logo, alternative logo, and submark
- Up to 3 design concepts
- Up to 2 rounds of revisions on chosen design concept
- Brand styling board
- Custom color palette
- Handpicked typography
- All file types provided on completion

## INVESTMENT:

\$700

## TIMELINE:

2 weeks

A 50% NON-REFUNDABLE DEPOSIT IS REQUIRED AT TIME OF BOOKING.  
BOOKING MUST BE MADE AT LEAST 2 WEEKS IN ADVANCE BUT SUBJECT TO AVAILABILITY.  
ALL CONTENT MUST BE PROVIDED BEFORE THE START DATE TO MAINTAIN THIS TIMELINE.  
ALL PROJECTS BEGIN ON MONDAYS.



# The Visionary

## WHAT'S INCLUDED:

- Comprehensive design questionnaire
- Virtual coffee date
- Custom logo, alternative logo, and submark
- Up to 3 design concepts
- Unlimited revisions on chosen design concept
- Mood board and brand styling board
- Custom color palette
- Handpicked typography
- Up to 3 collateral items
- All file types provided on completion

## INVESTMENT:

*\$1,100*

## TIMELINE:

*4 weeks*

A 50% NON-REFUNDABLE DEPOSIT IS REQUIRED AT TIME OF BOOKING.  
BOOKING MUST BE MADE AT LEAST 2 WEEKS IN ADVANCE BUT SUBJECT TO AVAILABILITY.  
ALL CONTENT MUST BE PROVIDED BEFORE THE START DATE TO MAINTAIN THIS TIMELINE.  
NO TANGIBLE ITEMS ARE INCLUDED - DESIGN FILES ONLY  
ALL PROJECTS BEGIN ON MONDAYS.



# The Trailblazer

## WHAT'S INCLUDED:

Comprehensive design questionnaire

Virtual coffee date

Custom logo, up to 2 alternative logos, and submark

Up to 3 design concepts

Unlimited revisions on chosen design concept

Mood board and brand styling board

Custom color palette

Handpicked typography

Up to 6 collateral items

All file types provided on completion

## INVESTMENT:

*\$1,800*

## TIMELINE:

*5 weeks*

A 50% NON-REFUNDABLE DEPOSIT IS REQUIRED AT TIME OF BOOKING.  
BOOKING MUST BE MADE AT LEAST 2 WEEKS IN ADVANCE BUT SUBJECT TO AVAILABILITY.  
ALL CONTENT MUST BE PROVIDED BEFORE THE START DATE TO MAINTAIN THIS TIMELINE.  
NO TANGIBLE ITEMS ARE INCLUDED - DESIGN FILES ONLY  
ALL PROJECTS BEGIN ON MONDAYS.



## COLLATERAL ITEMS

Business card design  
Letterhead  
Notecard/Postcard  
Stamp, sticker, or tag  
Social media template in Canva  
Facebook cover photo design  
Rack card  
Folder  
Gift certificate  
Pricing guide (single page)

*Looking for something different? Message me for a custom quote!*

## BRANDING ADD-ONS

Additional collateral items: \$100 each w/ 2 revisions  
Additional logo design: \$299  
Digital conversion of signature: \$200  
Social media icons: \$50  
Hourly rate for one-off projects: \$120/hr

# Website



*You only have a few moments to capture your visitor's attention on your site. Make it count with a beautiful website that is pretty **and** effective. Through bespoke, strategy-first web design we'll create a site that takes research, data, and client experience into account to both captivate and convert.*



# The Risk-taker

*Choose between ShowIt 5 or Wordpress + Divi framework*

## WHAT'S INCLUDED:

- Comprehensive Design Questionnaire
- Virtual coffee date/website strategy session
- Home page + 9 static pages
- Fully editable design
- Blog or portfolio (pick one)
- Email and social media integration
- Mobile site conversion
- 30 days post-launch support
- 30 minute website walkthrough

## INVESTMENT:

*\$3,500*

## TIMELINE:

*6-8 weeks*

COST OF SHOWIT SUBSCRIPTION, DOMAINS, HOSTING, AND DIVI FRAMEWORK NOT INCLUDED.

A 50% NON-REFUNDABLE DEPOSIT IS REQUIRED AT TIME OF BOOKING.

BOOKING MUST BE MADE AT LEAST 4 WEEKS IN ADVANCE BUT SUBJECT TO AVAILABILITY.

ALL CONTENT MUST BE PROVIDED BEFORE THE START DATE TO MAINTAIN THIS TIMELINE.

ALL PROJECTS BEGIN ON MONDAYS.

## WEBSITE ADD-ONS

Additional pages: \$350

Blog or portfolio: \$400

Stock photo curation: \$600

Post-30 day tweaks and updates: \$120/hr

## LOOKING FOR BRANDING + WEB DESIGN?

Save when bundling The Visionary and Risk-Taker: \$5,000

*(A \$300 savings!)*

*Save extras*

PRESENT *over* PERFECT  
QUALITY *over* QUANTITY  
RELATIONSHIP *over* RUSHING  
PEOPLE *over* PRESSURE  
MEANING *over* MANIA

- SHAUNA NIEQUIST -