PRICING GUIDE

DGIA



"You don't just want *prefly* branding.

You want it to be smart,

to have meaning,

to be **PERSONAL!**"

- Digital Decorist

\$2,400

BRAND STYLE

custom brand build out

4-6 WEEK PROCESS



BRAND IDENTITY

VIRTUAL COFFEE DATE:

Focusing on your brand, goals, and vision

STYLE PERSONALITY QUIZ:

Learning your personal style for your brand

BUSINESS WORKBOOK:

Laying out the foundation for your brand



BRAND STYLE

MOOD BOARD:

Gathering imagery to define the look/feel of your brand

COLOR STORY:

Selecting the perfect color palette for your business

FONT SELECTION:

Curating fonts for consistency of your brand

BRAND STYLE custom brand build out

4-6 WEEK PROCESS



BRAND DESIGN

LOGO DESIGN:

Designing main logo, secondary logo & submark/icon

GRAPHIC ELEMENTS:

Creating original pattern and imagery for design use



BRAND IMPLEMENTATION

BRAND GUIDE:

Completing with a roadmap of your brand & how to use it

SOCIAL MEDIA STRATEGY:

Providing tips & assets for social media

REGROUP SESSION:

Chatting through your thoughts moving forward



THE PROCESS let's create

First, we will meet, and get to know each other. We will dive deep into your personal style, vision for your brand, and overall business goals in order to create the most effective brand look for you and your business. This starts with some homework for you, and some indepth conversations between us!

Next, we will start to flesh it all out! We will start by gathering imagery and design a color story for you that will begin to frame the look and feel of your brand. This will directly influence the fonts and graphic elements we design to create a consistent and cohesive theme that screams YOU, and speaks to your audience.

Now that the look of your brand is taking shape, we will start to execute your logo design. This logo will encapsulate the look that we have developed for you. We will create a main logo, submark/icon and secondary version of your logo to ensure that you have an effective logo for every platform. We will consult after the initial versions of the logos and again after versions 2, to make sure you are in love with the final design.

Next, we will put it all together. You will get a complete brand guide that includes a roadmap of your new custom brand, including tips and examples on how to use your new brand assets.

Finally, we will consult regarding next steps, and make sure that you are clear on how to best display your brand on social media and online to ensure your message and brand is being seen and heard in the best fashion!



WHAT'S INCLUDED let's begin

BRAND QUESTIONNAIRE
BRAND PERSONALITY QUIZ
BRAND VISION/MOOD BOARD
COLOR STORY CREATION
LOGO CONCEPT & DESIGN
FONTS CURATION
LAYOUT SPECIFICATIONS AND GUIDELINES
SOCIAL MEDIA STRATEGY & ASSETS
COMPLETE BRAND STYLE GUIDE
ONE-ON-ONE VIDEO CALLS
EMAIL SUPPORT

SITE & SOCIAL STYLE one off projects

\$200

SOCIAL MEDIA KIT includes:

UP TO 5 INSTAGRAM HIGHLIGHT COVERS LOGO OPTOMIZED FOR INSTAGRAM, FACEBOOK & ANY OTHER PLATFORM CUSTOM COVER PHOTO FOR FACEBOOK, YOUTUBE OR OTHER SITE

Starting at

\$675

LOGO PACKAGE includes:

MAIN LOGO NAME LOGO - (LOGO WITH BUSINESS NAME IF DIFFERENT) SUBMARK OR ICON LOGO ALL VERSIONS OF LOGO IN JPG. & PNG FILES FOR USE ON WEB

DESIGN ON RETAINER

Flexible retainer options available upon request!
Email: digitaldecorist@gmail.com or contact us via www.digitaldecorist.com

PHOTO STYLE

custom brand photos

Starting at

\$750

BRANDED PHOTOSHOOT

BRAND PHOTOSHOOT CONSULT + STRATEGY
PHOTOGRAPHER + EQUIPMENT & LIGHTING
COORDINATION OF ENTIRE SHOOT
1-2 LOOKS
1-2 LOCATIONS
30 EDITED PHOTOS
STYLING & ART DIRECTION INCLUDING PROPS, DECOR & MORE

Additional looks, locations and photos upon request for an additional cost. Book your FREE consult call now to plan and discuss your photoshoot!

WANT TO COLLAB?

We LOVE to collaborate! From film production, to event decor, or visual merchandising for your brick and mortar, let us come in and help you "decorate" your next project.

Contact us to discuss, and let us know how we can be a part of your vision and help bring it to life!

Email: digitaldecorist@gmail.com or contact us via www.digitaldecorist.com



Start with a FREE consultation call available for all services.

Book call now at:

www.digitaldecorist.com

- Digital Decorist