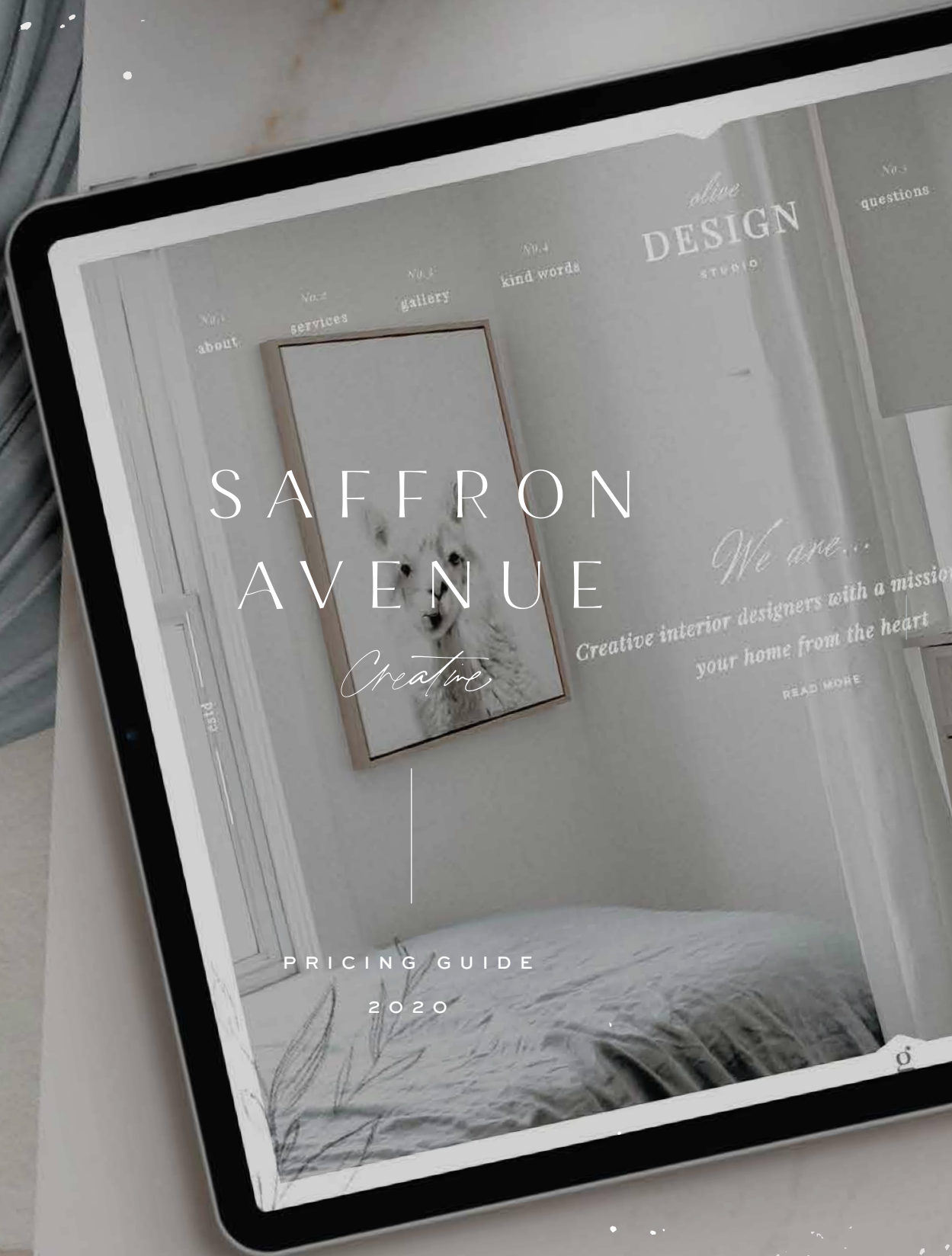


OME



SAFFRON AVENUE

Creative

olive
DESIGN
STUDIO

No.1
about

No.2
services

No.3
gallery

No.4
kind words

No.5
questions

We are...
Creative interior designers with a mission
to make your home from the heart

READ MORE

PRICING GUIDE
2020

“

P R E S E N T *over* P E R F E C T

Q U A L I T Y *over* Q U A N T I T Y

R E L A T I O N S H I P *over* R U S H I N G

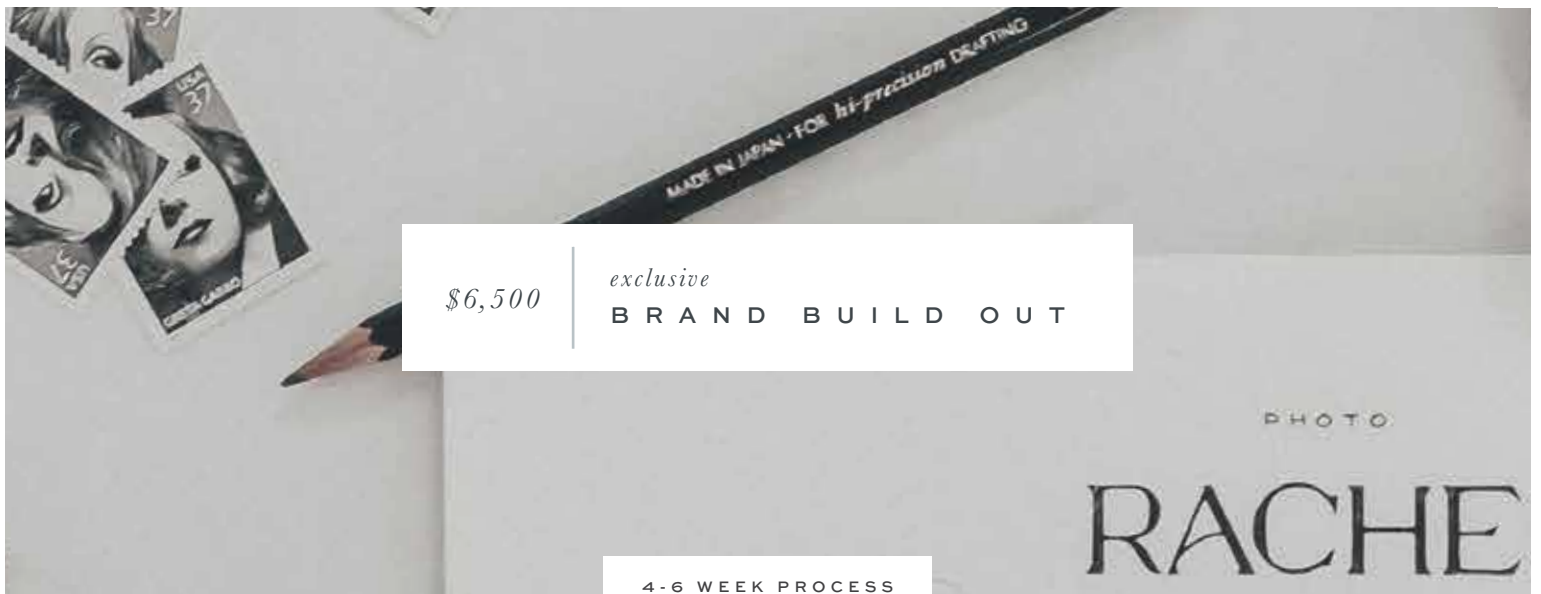
P E O P L E *over* P R E S S U R E

M E A N I N G *over* M A N I A

· *shauna niequist* ·

”

I'm offering only 10 EXCLUSIVE BRAND SPOTS this year. Allowing me to focus on each project, design with more intention, and create from the heart.



\$6,500

exclusive

BRAND BUILD OUT

4-6 WEEK PROCESS

10 spots available

.01 STYLE EXPLORATION

VIRTUAL COFFEE DATE: Brand focus, questionnaires, pinterest gathering, personal and business goals.

WELCOME GIFT: Customized binder with the brand process, your goals, business tools, brand guide, etc.

COLOR INSPIRATION: Brand board with color palette and overall style, includes brand breakdown.

LOGO DESIGN: Four custom logo concepts, based on your brand style and includes digital logo mockups.

.02 BUILDING THE BRAND

REGROUP SESSION: Let's chat and discuss logo revisions and the additional items moving forward.

BRAND BOARD: Pulling it together and creating coordinating secondary logo, submark, patterns, etc.

STATIONERY DESIGN: Design of business card, notecard + envelope, wax seal, tag or label design.

BRAND STYLE GUIDE: How to use your branding board. (fonts, patterns, sub marks, logos, and print)

.03 PUTTING IT OUT THERE

SOCIAL MEDIA: Design of your facebook page, 2 instagram templates and instagram sample feed.

SOCIAL GUIDE: Worksheet/Guide on how to use your brand online (tips and tools, social schedule, etc)

LAUNCH KIT: Sharing your new brand with everyone! Includes mockups of your brand, styled images, etc.



.01 SHOWIT 5 WEBSITE

WHAT IS SHOWIT?: Showit is a drag-and-drop website builder that allows you to design creative websites without having to deal with backend coding and development. It gives you total freedom to create and to maintain your web presence.

IS IT FOR ME?: Showit is a great option for those you have smaller scale websites with around 5-8 pages and not needing additional features (e-commerce, event calendar, online classes, etc). The turnaround is also much quicker.

COST AND NEEDS: We do require you to have a Showit Subscription (around \$24/mo) which includes hosting and their online support. Additional support and tutorials are offered through their online forum and facebook groups.

.02 THE DETAILS

WEBSITE CONSULT: Chat to discuss your needs, your style, wireframe, and recommended content and the process

THE DESIGN: Based on the initial step you'll receive a mockup of the homepage design, wordpress blog, and 5 interior pages.

SHOWIT DEVELOPMENT: Once design is finalized, it will be developed and implemented into the showit platform.

RESPONSIVE: After step above is completed a responsive site is designed for phone and tablet to match the design.

TUTORIAL: You'll receive a one hour skype tutorial to walk you through your site and how to use it.

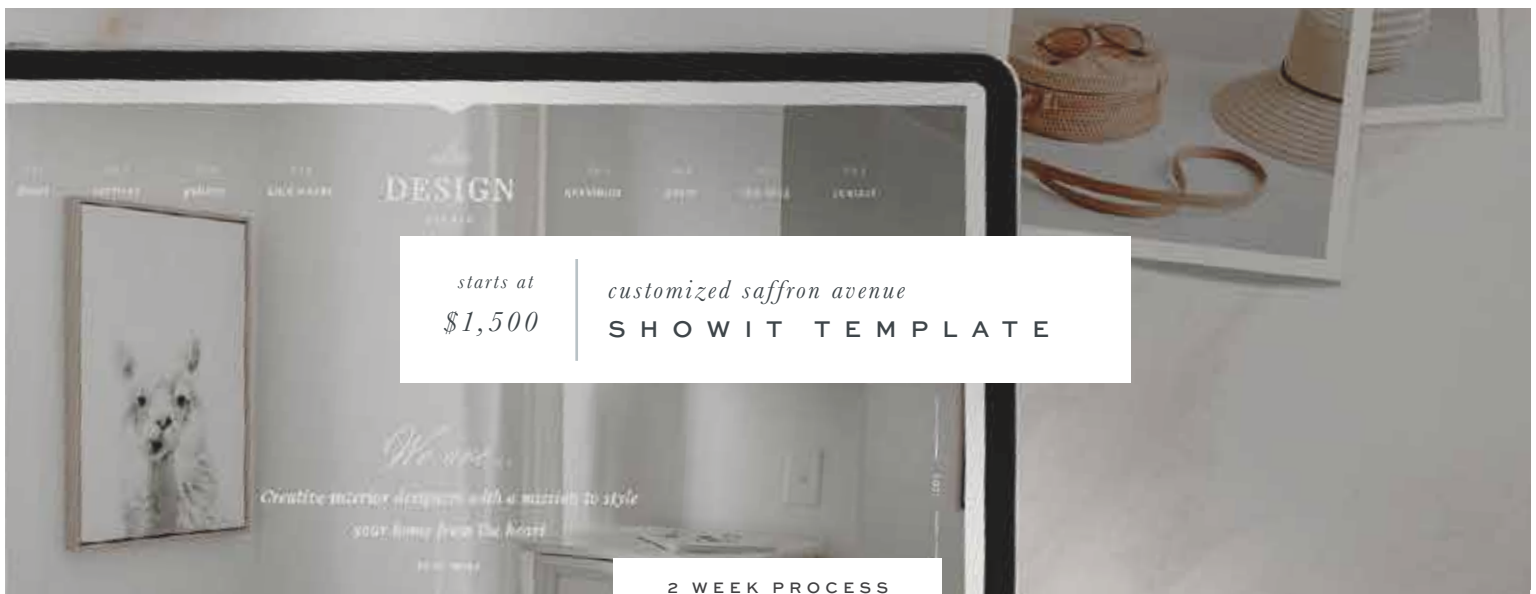
LAUNCH: Once design has been finalized and final payment made your site will be implemented into your showit account.

PARTY TIME: Along with the launch you'll receive graphics and mockups to announce your new brand and website.

notes

Website transferring, domain/hosting/email setup, and support are all charged separately and not included in the package. Saffron Avenue is not responsible for website downtime or hosting. Additional design items require a custom quote (ie: additional pages, e-commerce, e-course, etc).

Revisions made after final files are sent are billed separately.



.01 YOUR HOMEWORK

TEMPLATE: Purchase the showit Template of your choice. *The FULL Bundle is recommended which includes the Website Content Planner.*

CONTENT: Fill out the Website Content Planner, included in the full bundle or purchased separately with your goals, content, and website ideas.

INSPIRATION: Create a dedicated pinterest board that represents your brand style as well as website layout ideas, design layouts, wants/needs.

YOUR STYLE: I will need your logo, color palette, brand fonts, and overall mood board prior to starting. If needed help with this, you can add on the mini-brand board for an additional \$300 (includes your current logo, a logo variation, a new color palette, custom patterns, etc)

IMAGES: Place all of your images for your website within a dedicated folder in Showit and a folder for me. Make sure to Optimize them prior.

.02 CUSTOMIZATION

DESIGN SETTINGS: Cost includes editing and customizing your site design settings: fonts, color palette, headings, website info, favicon, etc.

HOME PAGE + BLOG: Customized homepage & blog design based on the overall layout of the template you choose, your pinterest inspiration and your content, NOTE: I will take the template as a starting point and will re-arrange/re-design/and add to it based on your content/inspiration. The goal is that it feels like a more custom/unique design just for you.

INTERIOR PAGES: Once the homepage design is approved the remaining pages will be customized to be cohesive and match your overall style (ex: if you have a pattern overlay, textures on images, call-to-action lettering, etc those will be reflected throughout the site).

.03 LAUNCH PREP

SEO EXAMPLE: The homepage will include an SEO settings example for you to use as a guide when completing the rest of your website pages.

COMING SOON PAGE: Setup the coming soon page for your homepage and blog and any other page you prefer, to be used when you transfer.

TESTING: Once you go through the launch process (outlined in my PDF tutorials and the showit help docs) I will run through your site after the transfer (showit will handle this end) and before you launch.

notes

This price is based on my hourly rate of \$125 and estimating 10 hours. Most customizations are right around 10-12 hours. If under 10, your final bill will reflect the cost and if over 12, you will be notified prior to continuing. NOTE: If you choose to completely re-design any other pages (besides the homepage or blog), the cost may increase due to my time re-designing the overall template, adding new content and developing it for both desktop and mobile. - We recommend you also add the majority of your content prior.



custom | LETTERING *and*
DESIGN EXTRAS

.01 SINGLE LOGO DESIGN

If wanting 1 (one) calligraphy or custom lettered logo (see below) you will receive a brand board with the logo design, secondary logo, sub mark, color palette, and 2 pattern recommendations. You receive one revision and additional revisions are billed at my hourly rate.

\$2,000

.02 PRODUCTS / EXTRAS

From custom lettered products, additional social media graphics, custom webinar slides, sales pages, pricing guides, client welcome guides, etc. All items are priced based on your project needs and the content/copy.

CUSTOM

.03 SHOP ADD-ON

This can range from adding an affiliate shop, a digital shop, to a product shop to your Showit website design. This price is based on your brand needs, your products, and the cart used for your shop.

starts at \$1,200

.04 COMPLETE LAUNCH PLAN

With all brand and website launches you receive branded countdown graphics, some mockups and my launch kit guide. This option is for you if are looking for additional help with creating, planning, designing and executing a complete launch plan. Ex: Curate your 'hype ideas', craft an email sequence, ideas for promotion, freebies to provide your audience, launch timeline, etc

starts at \$1,600

A FEW LETTERING STYLES

farrah *erily* *maison* *olivia* *tinley*

view more here

the
CREATIVE
PROCESS

—
BRAND & WEBSITE
DESIGN



NO 01

V I R T U A L C O F F E E D A T E

Let's get to know each other! We will focus on your current style, your goals (business and personal), how you started, and if you are ready to get started!

W E L C O M E , F R I E N D

Keep your eye out for a pretty little client packet! It will include the design process, business worksheets, your goals, and what you can expect working with me.

NO 02

NO 03

B R A N D E X P L O R A T I O N

Your homework! You'll receive a detailed brand personality questionnaire, a pinterest formula guide for pinning the best images, and a brand guide template to narrow down your brand style. I'll review them further and ask any additional questions.

C O L O R I N S P I R A T I O N

Based on the details in No.3 you will receive an inspiration board with a color palette and thoughtfully chosen images to represent your overall design style.

NO 04

NO 05

L O G O C R E A T I O N

Based on the above, five logo variations will be created. Each will be unique from the other to show you a variation of style, lettering, and layouts (2 revisions)

R E - G R O U P S E S S I O N

Want to discuss the logos? Let's hop on Skype and chat through your thoughts and what is needed moving forward (brand board, patterns, stationery, etc) 1hr

NO 06

NO 07

B R A N D B O A R D

Let's pull it all together! The brand board will include the primary logo, secondary logo, sub mark, patterns, and recommended fonts for your overall brand (1 revision)

07

STATIONERY DESIGN

Design of custom business card, matching notecard and envelope, wax seal mockup, tag design or sticker/label design. (Includes 1 revision and printable files)

USING YOUR BRAND

After finalizing, you'll receive a guided brand book PDF with examples on how to use your new branding. (fonts, patterns, sub marks, logos, print)

08

09

SOCIAL MEDIA

Design of your Facebook page, 2 Instagram post templates, and an instagram visual guide on image posting examples. All include a canva.com editable template (1 revision)

SOCIAL MEDIA GUIDE

Receive a worksheet and guide on how to use your brand on social media. Includes sample posts, social schedule, design ideas, topic suggestions for you to stay branded.

10

11

LAUNCH KIT

To be used for a blog post and on social media to share your new look! Includes a mock up of your new logo/brand, styled mockups, website slideshow, etc.

THANK YOU

A little gift in the mail and a send-off letter saying thank you! Includes a list of services offered if you're needing additional design!

12

FINAL PAYMENT

due before any final files are sent

01

WEBSITE DETAILS

Let's chat and discuss all of your website needs. The number of pages, creative details, you name it. Once done I'll create a wireframe for us and your estimate.

THE DESIGN

Before starting, all of your content needs to be finalized. I'll start with the homepage and once it's approved by you I'll create the remaining pages around it. (2 revisions)

02

03

RESPONSIVE DESIGN

Once the design above is completed I'll start the responsive site design. This will be a condensed and simplified version of the entire site for tablet and phone. (2 revisions)

DEVELOPMENT

Hooray! Once all pages have been finalized the website development will begin. I will create it on my own Showit account (if needed) and then move files to your own account for testing.

04

05

COMING SOON

A custom designed coming soon page can be used and placed on your website while the website is in development. It can include social links and a sign-up. (1 revision)

EXTRA, EXTRA

Option to have a customized pop-up designed on your site for capturing emails and building your email list. Additional options are also available (1 revision)

06

07

LET'S LAUNCH

Hooray, your website is ready to be seen by all! You'll receive a 1 hour tutorial prior to launching on how to use your site (along with resources) and a launch kit to show it all off! (additional tutorial time is available at my hourly rate).

LOOKING *for* MORE?

MEDIA KIT : *starts at \$800*

PRODUCT PACKAGING : *\$125/hr*

PRINT HANDLING + RESEARCH : *\$125/hr*

SINGLE LETTERED LOGO : *\$850*

CUSTOM TEMPLATES : *\$250 ea*

BRAND BOARD CREATION : *starts at \$800*

chat with me

HELLO@SAFFRONAVENUE.COM