



2019 PACKAGES *and* PRICING GUIDE

LAUREN RICH CREATIVE | laurenrichcreative.com

✉ - lauren@laurenrichcreative.com

f - [@laurenrichcreative](https://www.facebook.com/laurenrichcreative)

📷 - [@laurenrichcreative](https://www.instagram.com/laurenrichcreative)

p - [@laurenrichcreative](https://www.pinterest.com/laurenrichcreative)



ONE CREATIVE STUDIO

Hi, I'm Lauren, the proud founder and lead designer of Lauren Rich Creative. I create one-of-a-kind brands and websites for creative small businesses and service-based entrepreneurs. I specialize in crafting bespoke design through hand illustrated and hand lettered elements to catapult you and your business to the next level of success and client experience. My goal is to empower you to be your authentic self within your business and beyond.

XOXO,

Lauren

first...

A SUMMARY OF MY PROCESS

IN ANY INDUSTRY, YOUR BRAND IS MORE THAN A LOGO.

Branding is about genuinely knowing your customer and speaking to them with authenticity to gain their loyalty.

Together, we delve deep into uncovering your specific goals and work one-on-one to unlock your unique voice and create the visual marks and collateral to attract your ideal client.

1. DISCOVER

Before you book your timeline, we will set up a consultation call to discuss your specific needs and goals and make sure we're a great fit. After we book your project, you'll be responsible for completing some brand homework questionnaires to gain some clarity and ensure we're headed in the right direction, strategically and visually. All questionnaires and content will be due by the first day of the project so we can hit the ground running.

1. DESIGN

Our first step is to gather imagery and inspiration via Pinterest that reflects your brand vision and will ultimately lead to your custom mood board. From there, I'll begin designing and sending you your initial logo concepts. Once you've selected one direction, we'll move forward with revisions and creating accompanying marks, graphic elements, patterns, etc.

1. DELIVER

After your unique voice and all visual branding is complete, we'll begin implementing them into print and web, if applicable. Depending on your selected package, this involves creating complimentary marketing collateral and/or a custom Showit/Squarespace website. The ultimate goal is to create a cohesive and consistent identity across all platforms.



INTRIGUED?

it's so much fun!

BROWSE MY PACKAGES —————>

BRANDING PACKAGES

FULL | MINI

these packages are right for you if...

You know who your ideal client is, but you're not quite sure how to create the visuals and voice to reach them.

Your current visual identity is lacking impact when compared to the quality of your business.

You understand that an effective, quality brand is necessary to take your business to the next level.

You are dreaming of a one-of-a-kind brand to set you apart.

You are ready to commit time and thought into building a new beautiful brand.

FULL PACKAGE INCLUDES...

- Logo Kit with Unlimited Revisions (primary, alternate, variation, submarks, watermarks)
- Mood/Brand Board
- Color Palette
- Pattern
- Typography Selection
- Business Card Design
- Print-Ready + Digital Files (.jpg, .png, .eps)
- 2 week timeline
- 3 payments of 416.66, 2 payments of \$625, or 1 payment of \$1250

MINI PACKAGE INCLUDES...

- Mini Logo Kit with Three Revisions (primary, variation, submark, watermarks)
- Mood/Brand Board
- Color Palette
- Typography Selection
- Print-Ready + Digital Files (.jpg, .png, .eps)
- 1 week timeline
- 2 payments of \$375, or 1 payment of \$750

BRANDING ADD-ONS

- Letterhead Design | \$50+
- Stamp Design | \$75+
- Business Card Design | \$100+
- Stationery Design | \$100+
- Social Media Suite | \$150+
- PDF Design | \$200+

READY TO COLLABORATE?

I sure hope so!

FULL BRANDING

MINI BRANDING



WEB DESIGN PACKAGE

SHOWIT | SQUARESPACE

this package are right for you if...

You already have a beautiful brand, but you need someone (me) with the technical capabilities to take it online.

You understand that a website is key for your business to grow and succeed.

You want a customizable website that can be edited on your own time after we launch the initial design.

You already have a general idea of what content you want included in the design of your new site.

You are ready to commit time into developing a creative, and effective website.

THIS PACKAGE INCLUDES...

- Custom Showit/Squarespace Website Design (desktop and mobile responsive)
- Unlimited Revisions
- Custom Blog Design
- E-Commerce Design (\$500 additional fee)
- Content Review
(I'll evaluate your content to make sure it matches your brand voice and suggest any changes if necessary.)
- SEO - Search Engine Optimization
(market research, keywords, image tags/titles/optimization, page titles/descriptions, Google Business & Analytics setup/integration, sitemap)
- 1 Hour of One-On-One Training so you can feel confident editing content after the initial design launch.
- 4 week timeline
- 6 payments of \$416.66, 4 payments of \$625, 2 payments of \$1250, or 1 payment of \$2500

WEB DESIGN ADD-ONS

- Additional Page | \$75/hr
- Additional Functionality | \$75/hr
- Post-Launch Site Maintenance | \$75/hr



TEMPLATE SET-UP

Already purchased a Showit template, but need assistance customizing it to your brand? This package is for you!

- Showit Template Customization
- Unlimited Revisions
- E-Commerce Design (\$500 additional fee)
- Content Review
- SEO
- 4 week timeline
- 2 payments of \$250, or 1 payment of \$500

READY TO COLLABORATE?

I sure hope so!

CUSTOM WEBSITE

TEMPLATE SET-UP

ALL-IN PACKAGE

BRANDING | WEB DESIGN

this package are right for you if...

You need it all - the brand + website - to grow your business.

You know the direction and focus of your business, but you need help creating the voice and visuals to match.

You understand that a clear identity is key to attracting your ideal clients.

Your current visuals lack that one-of-a-kind impact, but you are ready to change that.

You are ready to commit time to create a unique brand + website.

THIS PACKAGE INCLUDES...

- Full Branding Package (pg. 4)
- Web Design Package (pg. 5)
- BONUS Social Media Suite
(launch graphics, profile/cover images, and custom Instagram highlight covers)
- 6 week timeline
- 6 payments of \$625, 4 payments of \$937.50, 2 payments of \$1875, or 1 payment of \$3750



- my most popular package

BRANDING ADD-ONS

- Letterhead Design | \$50+
- Stamp Design | \$75+
- Business Card Design | \$100+
- Stationery Design | \$100+
- Social Media Suite | \$150+
- PDF Design | \$200+

WEB DESIGN ADD-ONS

- Additional Page | \$75/hr
- Additional Functionality | \$75/hr
- Post-Launch Site Maintenance | \$75/hr

BRAND ILLUSTRATIONS

*Already have a brand/website, but want a little more visual interest and impact?
This package is for you!*

- Hand Drawn
- Tailored to your existing brand
- Vectorized
- Available individually or as sets
- Starting at \$100/ea

READY TO COLLABORATE?

I sure hope so!

ALL-IN PACKAGE

ILLUSTRATIONS