

NORDIC FJORD STUDIO

*Services &
Pricing Guide*



www.nordicfjordstudio.com



Hi there!

I created Nordic Fjord Studio for business owners who care deeply about what they do but need a visual presence that reflects that level of intention. My goal has always been to bridge the gap between beautiful design and strategic execution, so your brand doesn't just look good, it works for you.

Whether it's refining a logo, elevating your website, or creating thoughtful digital assets, every project is approached with clarity, collaboration, and purpose. I believe design should feel aligned, functional, and distinctly you, not templated or rushed.

If you're building something meaningful, I'd love to help you present it with confidence.

Caitlin Ramsey

Founder, Nordic Fjord Studio

My Career Journey

My background blends design, development, and marketing, a combination that allows me to see the full picture behind every brand.

With formal training in full-stack development and years of experience in graphic design and social media management, I don't separate aesthetics from performance. I believe a brand should not only feel beautiful, but function seamlessly across platforms.

Alongside my creative career, I've spent over two decades in the equestrian world as a trainer, manager, and groom, which has shaped my work ethic, attention to detail, and long-term vision of supporting equestrian and animal-focused businesses.

Nordic Fjord Studio is built on that foundation: thoughtful design, technical precision, and genuine passion for the industries I serve.



"Design should do more than look beautiful — it should move your business forward."

Why Work with Me

I design with intention and build with precision.

My background in development and brand strategy allows me to approach each project holistically, balancing aesthetics, function, and long-term positioning. I don't separate how something looks from how it performs. Every detail is considered within the larger system of your brand.

With experience spanning full-stack development, graphic design, and marketing execution, I understand both the visual language and technical structure behind a strong presence. This means fewer disconnects, smoother implementation, and work that feels cohesive across platforms.

I value clarity, refinement, and thoughtful collaboration. My clients come to me when they want more than a quick fix. They want design decisions that support where their business is going next.

The result is work that feels aligned, elevated, and built to last.



How It Works

01 BOOK A DISCOVERY CALL
We begin with a conversation to clarify your goals, priorities, and scope. This ensures we're aligned from the start and building with direction.

02 SIGN THE CONTRACT
Once the project details are confirmed, you'll receive a proposal outlining deliverables, timeline, and investment. Securing your project reserves your place in my schedule.

03 PAY THE INVOICE
A signed contract and initial payment officially begins the project. This allows me to dedicate the necessary time and attention to your work.

04 WORK BEGINS!
Your project is executed with intention and precision. After refinement, final assets are delivered polished, organized, and ready to perform.



COMMUNICATION

OFFICE HOURS

M - F 7:00am - 7:00pm EST
Sat - S 10:00am - 5:00pm EST

WEBSITE

www.nordicfjordstudio.com

SOCIAL MEDIA

@nordicfjordstudio

Graphic & Brand Design



Concept

Logo or logo refinement, color palette, typography, basic brand guidelines, 2-3 core brand assets. Best for new or early-stage brands.

\$200/
month

Craft

Includes Concept plus expanded brand guidelines, marketing collateral, and branded templates. Best for growing brands needing consistency.

\$400/
month

Innovation

Includes Craft plus full brand asset creation, promotional materials, digital and print design assets, and website graphics. Proactive, high-touch design support.

\$800/
month

Website Design & Support



Align

Minor layout/content adjustments and basic performance checks. Monthly updates for a clean, modern site.

\$200/
month

Expansion

3-5 requests per month, layout & content edits, SEO/performance tweaks, and reporting. Monthly improvements for stronger UX.

\$400/
month

Signature

6+ requests per month, full design edits, custom features, and detailed recommendations. High-level monthly design for evolving brands.

\$800/
month

Social Media Management



Essential

4–8 branded posts, captions, scheduling, and light analytics reporting. Consistency without complexity.

\$300/
month

Amplify

8–12 posts, engagement support, and strategic adjustments. Best for brands focused on visibility and connection.

\$500/
month

Architect

Daily posting, full content planning, engagement management, and strategy refinement. High-touch monthly support.

\$800/
month

Virtual Assistant Packages



Foundations

Light administrative support: email management, scheduling, basic data entry. Ideal for small projects.

\$250/
month

Growth

Ongoing support with social media scheduling, file organization, and light research. 20 hours/month.

\$400/
month

Peak

Full-scale VA support with project management, customer follow-ups, and advanced reporting. 40 hours/month.

\$650/
month

One-Off Projects

Logos

Logo Tweaks

Minor updates to your existing logo: color adjustments, typography tweaks, or file formatting. Ideal for small refinements.

\$150

Logo Refresh

More involved updates to your logo's elements and typography. Retains brand recognition while modernizing your look.

\$250

Custom Logo Design

More involved updates to your logo's elements and typography. Retains brand recognition while modernizing your look.

\$400

Branding

Brand Color Palette + Typography Kit

Curated brand colors and fonts that complement your identity. Perfect for cohesive visuals across platforms.

\$250

Basic Brand Style Sheet

Documented usage guidelines for logos, typography, and colors. Ensures consistency across all materials.

\$350

One-Off Projects

Website & Technical Projects

Minor Website Update / Tweak

Content or layout updates, image swaps, or small adjustments to existing pages. Quick and precise improvements.

\$250

New Page Design

Design and layout of a single website page with attention to brand consistency and user experience.

\$450

Landing Page Design

Custom-designed landing page focused on conversion, messaging, and visual clarity.

\$650

Website Troubleshooting / Bug Fixes

Technical fixes, responsive adjustments, and error resolution to ensure smooth functionality.

\$300

Custom Coding / Feature Implementation

Add functionality, custom styling, or integrations. Billed hourly based on complexity.

\$95/
hour

One-Off Projects

Digital & Marketing Assets

Single Social Media Graphic

Professional graphics designed for one post. Includes one round of edits.

\$50

Carousel or Multi-Image Post (3-5 slides)

Set of cohesive graphics for multi-card posts. Perfect for storytelling or promotion.

\$100

Printable Marketing Design (flyers, cards, etc.)

One-off print-ready designs. Includes 1-2 rounds of revisions.

\$200

Custom Canva Template

Editable template for social media, marketing, or internal use. Branded and ready to customize.

\$150

Email / Newsletter Layout

Custom-designed layouts for email campaigns or newsletters. Optimized for readability and brand consistency.

\$140

Basic Video or Reel Edit

Short-form video editing for social media or promotional use. Includes one round of feedback.

\$100

One-Off Projects

Photography

Equine or Pet Photography Session

Single session with professional editing. Perfect for website or social media assets. Pricing varies by session length and deliverables.

\$200 -
\$350

Event or Product Photography

Custom shoots for small events, products, or lifestyle branding. Final images delivered edited and ready to use.

\$250+



View more of my work: www.nordicfjordphoto.com

FAQ's

How do I know which package is right for me?

It depends on your current needs and goals. If you're looking for ongoing support, a monthly package provides consistency and strategy. If you need a one-time project or refresh, our one-off services are ideal. We can also combine options to fit your specific situation.

Can I upgrade or change my package later?

Yes. Packages are flexible! You can adjust or upgrade as your needs evolve. I'll guide you to ensure the services match your goals.

How long does a one-off project take?

Turnaround depends on project scope. Minor updates or tweaks typically take 3-7 business days, while full logo or page designs may take 1-3 weeks. Rush delivery is available for an additional fee.

Do you provide ongoing support after a one-off project?

Absolutely. You can continue with monthly packages, or schedule future one-off projects as needed. I aim to make sure your brand continues to grow with clarity and intention.

What if I need custom services not listed?

I'm happy to create tailored solutions to fit your brand's unique needs. Reach out and we'll discuss the best approach and investment.

Let's Get Started!

Your brand deserves thoughtful, intentional design and support. Booking your project is the first step toward work that feels aligned, refined, and built to perform.

Reach out to schedule a discovery call, and we'll clarify your goals, define the scope, and outline a plan that works for you. From there, we'll move confidently through the process, from contract to delivery, ensuring every detail is handled with care.

This is where clarity meets execution. Let's make your brand feel purposeful and polished.

[SCHEDULE A CALL](#)

[LEARN MORE](#)

Thank you for taking the time to review my offerings. Whether you choose a monthly package or a one-off project, my goal is the same: to provide work that is thoughtful, elevated, and designed to support your business growth.

I look forward to partnering with you to bring your vision to life, with precision, intention, and a focus on results that last.

Caitlin

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