

PENGUIN *designing*

# Services & Pricing Guide

2019



PENGUINDESIGNING.COM

# Welcome!

Thank you so much for checking out my little corner of the web!

This guide has a lot of info so you can make the best decision for your brand. I know this investment is not only monetary, but you are putting your dreams of a better business into the hands of a designer, and I'll be honored to work with you.

My promise to you is that through our work together, your business, and you, will always be my top priority. I am a small business too, and I am the sole income of my home, believe me when I say:

I get it. We jump into this entrepreneurial life following our passion, and I am so grateful that I get to work doing what I love while helping others grow their passions so their business can work for them, and you my friend, get to enjoy your family and get back to what really matters the most.

Let's do this!

xo,

**Ingrid**

DESIGNER, CREATIVE DIRECTOR, AND PHOTOGRAPHER



# The Penguin Designing Signature Experience

THE HOLISTIC APPROACH YOUR BRAND NEEDS TO LEVEL UP

This is a 12-week experience that starts with branding to get you a solid foundation to grow your brand in the direction of your goals that works the way that best fits your work style.

Next, we'll craft a bespoke website that will work hard to convey your message and connect with your audience.

This is the right experience to position yourself as the expert in your field and stand out from your competition.

## PACKAGE INCLUDES

*Full branding experience*

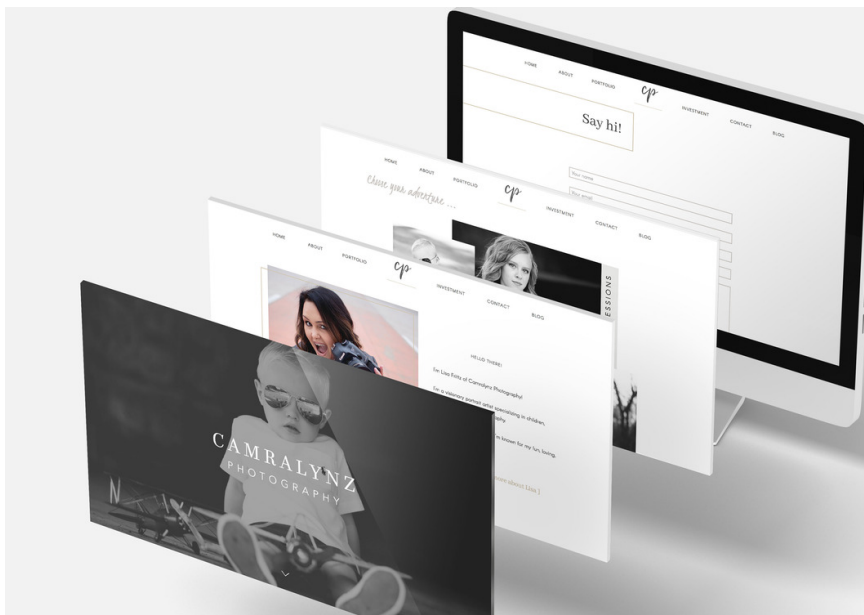
*Custom Showit website*

*Post launch support*

## YOUR INVESTMENT

**\$4800**

12-Week timeline. See payment options on page 9 of this guide



# Here's How It Works

*I'M USUALLY BOOKED OUT A MONTH IN ADVANCE, SO IF YOU FEEL THIS IS RIGHT FOR YOU, LET'S CONNECT TO GET YOU ON THE CALENDAR! OR IF YOU HAVE ANY QUESTIONS I'D LOVE TO ANSWER THEM FOR YOU.*

1

## **Let's get to know each other**

We'll hop on a video chat and we'll go over your project needs, where you are and what you envision happening.

2

## **Oh you liked me too? Time to review a proposal**

I'll take all the notes during our video chat and craft a proposal for you to review. Here I'll go over the best package and options for you based on your goals.

3

## **Let's make it official**

Everything looks good and you're ready to get on my calendar to secure your start date (no matter how close or far), simply sign the contract and pay the first payment. That's it!

4

## **I'll share our Asana board with you**

Before your project start date me or my project manager will add you to our very own Asana board where we'll keep all communication (no worries, you can reply from your email!) and where our tasks and deadlines are outlined.

5

## **We get to work!**

Your project start date has come and now we get to work! Our project starts with a 1-hour strategy session to review your initial homework and define the goals for the initial phase of our project.



# Outcomes & Deliverables

1

## **Logo system**

*Main logo and logo variations to better represent your brand in multiple situations.*

2

## **Custom color palette**

*A palette to use through your brand based of your inspiration and taking color psychology and your audience into account.*

3

## **Handpicked suggested typography**

*Suggested font pairings to suit the vibe and aesthetic of your brand to ensure your message is being communicated right.*

4

## **Social branded suite + extra collateral**

*Keep a strong brand on all channels, and get your choice of digital collateral (ie. business card, stationery, pricing guide, etc.)*

5

## **Custom Showit website design**

*Multipage website designed for both desktop and mobile user experience. Digital shops or memberships can be added for \$700*



# Ready to get started?

*Are you ready to stop wasting time DIYing it and grow your business with ideal clients?*

**LET'S WORK TOGETHER**

# Frequently Asked Questions

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## HOW DO I BOOK MY SPOT?

Simply fill out my inquiry form [here](#) and we'll schedule a consultation video chat.

## HOW MUCH IS THE INVESTMENT?

The Signature Experience is \$4800. Feel free to explore my other services in the following pages to see detailed pricing information. A retainer payment of 50% is required to secure your project on my calendar and have you officially booked for your project start date.

## HOW LONG IS THE PROCESS?

The **Signature Experience** is a 12-week process. **Branding** projects are a 4-week process, **Showit website** design projects are an 8-week project, **Membership** design projects are a 4 to 8-week process depending on the complexity.

## WHAT PLATFORM DO YOU WORK WITH?

My platform of choice is Showit, and I am a certified Showit Design Partner.

## HOW WILL WE MANAGE THE PROJECT?

We will work inside of Asana, where all of our tasks (for me and you) are detailed and marked with due dates to keep our project running on time. But don't worry if you've never used it, there's a video to show you the "how", and if you prefer, you can simply reply from your email and I'll get the response inside of Asana. Super easy.

## I NEED A MEMBERSHIP/SHOP!

Glad you mention it, that's my expertise! See the next page for my membership/shop packages.

## Ready to get started?

Let's get the ball rolling, my friend. It's time to get you the brand you deserve.

LET'S WORK TOGETHER

# Signature Experience Plus

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This package has everything from the Signature Experience and a passive profit extra: a full branding package, a custom Showit website design, plus a digital shop (up to 10 products populated) or a membership setup.

Perfect for growing your passive profit and get your shop or membership strategized and rolling.

LET'S WORK TOGETHER

## PACKAGE INCLUDES

*Full branding experience*

*Custom Showit website*

*Shop or Membership*

## YOUR INVESTMENT

**\$5500**

*12-Week timeline. See payment options on page 9 of this guide*

# Showit Website + Shop/Membership

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If you have your brand in place and just need to get your website designed to convert, plus set you up with a digital shop or membership, then this is the package for you.

Digital shops can use Shopify Lite, Woocommerce, or any embeddable processor like Podia, Thrivecart, etc.

Memberships will be strategized to pick the right platform and plugin for you, your content, and the members' journey you envision.

LET'S WORK TOGETHER

## PACKAGE INCLUDES

*Custom Showit website*

*Shop or Membership*

## YOUR INVESTMENT

**\$4700**

*9-Week timeline. See payment options on page 9 of this guide*

# Showit Website Design

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If you have a brand in place and just need to get a pretty, functional, and strategic website to connect with your ideal audience, this is perfect for you!

We'll craft a bespoke design to fit your brand aesthetics, your business goals, and of course, to meet your audiences needs and grow trust with them, which ultimately results in better conversions. Get ready for a confidence boost.

LET'S WORK TOGETHER

## PACKAGE INCLUDES

*Custom Showit website*

## YOUR INVESTMENT

*\$3900*

*9-Week timeline. See payment options on page 9 of this guide*

# Visual Brand Identity

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We'll craft a brand based on strategy to meet your goals, attract and entices the right clients, and of course, make you feel confident and professionally represented. Finally.

Logo system | Custom color palette | Handpicked suggested typography | 100 Double sided Business Cards printed on beautiful Mohawk paper

LET'S WORK TOGETHER

## PACKAGE INCLUDES

*Visual brand identity*

## YOUR INVESTMENT

*\$1800*

*4-Week timeline. See payment options on page 9 of this guide*



# Payment Options

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I'm honored to work with you, and I understand the investment this represents.

All packages can be paid in full at the time of booking, and as my thanks to you, you'll receive a complimentary collateral design to keep strengthening your brand and grow your business, or you can choose one of the following plans and break down the investment into installments over the course of our project together.

OPTION 1 - PAY IN FULL AT TIME OF BOOKING (WITH BONUS COLLATERAL GIFT).

OPTION 2 - 50% DUE AT BOOKING TO SECURE YOUR SPOT IN MY CALENDAR, AND 50% DUE 4 WEEKS AFTER.

FOR PROJECTS OVER 9 WEEKS YOU CAN CHOOSE TO SPLIT YOUR PAYMENTS IN 3: 50% DUE AT BOOKING, 25% DUE 4 WEEKS AFTER, AND 25% DUE ON LAUNCH WEEK.

LET'S WORK TOGETHER

*Your first payment serves as your retainer to book your spot in my calendar. All deliverables will be provided after the project is paid in full.*

*All pricing and information on this guide is subject to change without prior notice.*

# READY TO Get Started?

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I'm usually booked out a month in advance, so let's connect and get you on my calendar. If you have any questions I'd love to answer them for you.

Give me all the details and let's get the ball rolling, my friend. It's time to get you the brand and website you deserve.

**BOOK A FREE CONSULTATION CALL**

