

Graphic & Web Design PRICING & PACKAGES



PREFERRED RATES

LOGO DEVELOPMENT

Basic Logo Package: **\$150**

1 full-color logo design

includes | 1 consultation; 1 initial draft concept; 2 sets of revisions

DELIVERABLES

- 1 scalable vector format EPS
- 1 vector format PDF
- 2 white background JPG for print: **S L**
- 2 white background JPG for web: **S L**
- 2 transparent background PNG for web: **S L**
- 2 transparent background TIFF for print: **S L**

Premium Logo Package: **\$325**

1 full-color logo design, 1 grayscale logo variation,

1 full-color logo variation with no/minimal text,

1 grayscale logo variation with no/minimal text

includes | 1 consultation; 1 progress meeting;

3 initial draft concepts; 2 sets of revisions

DELIVERABLES (PER LOGO VARIATION)

- 1 scalable vector format EPS
- 1 vector format PDF
- 4 white background JPG for print: **S M L XL**
- 4 white background JPG for web: **S M L XL**
- 4 transparent background PNG for web: **S M L XL**
- 4 transparent background TIFF for print: **S M L XL**

Multi-Media Add-On: **\$99** (plus cost of logo package)

1-color logo variation

includes | 1 set of revisions

DELIVERABLES

- 1 scalable vector format EPS
- 1 vector format PDF
- 4 white background JPG for print: **S M L XL**
- 4 white background JPG for web: **S M L XL**
- 4 transparent background PNG for web: **S M L XL**
- 4 transparent background TIFF for print: **S M L XL**

1 square ratio logo variation 

includes | 1 set of revisions

DELIVERABLES

- 1 scalable vector format EPS
- 1 vector format PDF
- 2 white background JPG for print: **S L**
- 2 white background JPG for web: **S L**
- 2 transparent background PNG for web: **S L**
- 2 transparent background TIFF for print: **S L**

1 facebook cover image 

1 square ratio avatar image

includes | 1 set of revision per image

DELIVERABLES (PER LOGO VARIATION)

- 1 scalable vector format EPS*
- 1 white background JPG for web

BRANDING PRODUCTS

Business Card: **\$60**

1 business card design

includes | 1 set of revisions

DELIVERABLES



- 1 print-ready PDF

Letterhead: **\$75**

1 letterhead design, 1 envelope design

includes | 1 set of revisions

DELIVERABLES

- 1 print-ready letterhead PDF
- 1 print-ready envelope PDF
- 1 self-printable letterhead 
- 1 self-printable envelope 

Brochure: **\$125**

1 brochure design

includes | 1 consultation; 2 sets of revisions

DELIVERABLES

- 1 print-ready PDF

Flyer: **\$50**

1 flyer design

includes | 1 set of revisions

DELIVERABLES

- 1 print-ready PDF

Postcard/Infocard: **\$65**

1 flat card design

includes | 1 consultation;

1 set of revisions

DELIVERABLES

- 1 print-ready PDF

Poster/Banner: **\$45**

1 poster or banner design

includes | 1 set of revisions

DELIVERABLES

- 1 scalable print-ready PDF



*some image matter/types may not be compatible with a scalable format

BRANDING PACKAGES

Basic Identity Package: **\$110**

business card, letterhead, and envelope
includes | 1 consultation; 1 set of revisions

DELIVERABLES

- 1 print-ready business card PDF
- 1 print-ready letterhead PDF
- 1 print-ready envelope PDF
- 1 self-printable letterhead 
- 1 self-printable envelope 

Basic Promo Package: **\$150**

brochure and postcard/infocard
includes | 1 consultation; 1 set of revisions

DELIVERABLES

- 1 print-ready brochure PDF
- 1 print-ready postcard/infocard PDF

Basic Retail Package: **\$135**

business card, postcard/infocard, and poster/banner
includes | 1 consultation; 1 set of revisions



DELIVERABLES

- 1 print-ready business card PDF
- 1 print-ready postcard/infocard PDF
- 1 print-ready poster/banner PDF

Premium Business Package: **\$210**

business card, letterhead, envelope, brochure
includes | 1 consultation; 1 set of revisions

DELIVERABLES

- 1 print-ready business card PDF
- 1 print-ready letterhead PDF
- 1 print-ready envelope PDF
- 1 self-printable letterhead 
- 1 self-printable envelope 
- 1 print-ready brochure PDF

Premium Promo Package: **\$250**

brochure, flyer, postcard/infocard, and poster/banner
includes | 1 consultation; 1 set of revisions

DELIVERABLES

- 1 print-ready brochure PDF
- 1 print-ready flyer PDF
- 1 print-ready postcard/infocard PDF
- 1 print-ready poster/banner PDF

Premium Retail Package: **\$250**

business card, brochure, postcard/infocard,
and poster/banner
includes | 1 consultation; 1 set of revisions



DELIVERABLES

- 1 print-ready business card PDF
- 1 print-ready brochure PDF
- 1 print-ready postcard/infocard PDF
- 1 print-ready poster/banner PDF

Delux Identity Package: **\$340**

business card, letterhead, envelope, brochure, flyer, post-
card/infocard, and poster/banner
includes | 1 consultation; 2 sets of revisions

DELIVERABLES

- 1 print-ready business card PDF
- 1 print-ready letterhead PDF
- 1 print-ready envelope PDF
- 1 self-printable letterhead 
- 1 self-printable envelope 
- 1 print-ready brochure PDF
- 1 print-ready flyer PDF
- 1 print-ready postcard/infocard PDF
- 1 print-ready poster/banner PDF

WEB PRODUCTS

All websites are built on a Wordpress platform for easy client-managed content updates. All websites are mobile optimized and meet ADA web accessibility standards*. Packages **DO NOT** include the cost of e-commerce fees/subscription (if applicable), hosting, or domain registration.

Basic Informational Website: **\$300**

includes | 1 consultation; 1 initial design concept, 1 set of design revisions

DELIVERABLES

- 1 home page
- up to 5 content pages
- 1 image and/or media gallery
- 1 contact form
- basic social media integration
- basic search engine optimization
- 1 dedicated email (you@yourwebsite.com)

Premium Informational Website: **\$415**

includes | 1 consultation; 1 initial design concept, 2 set of design revisions

DELIVERABLES

- 1 home page
- up to 10 content pages
- 1 image and/or media gallery
- blog/news section
- 1 contact form & 1 additional form
- social media integration
- basic search engine optimization
- up to 30 minutes in-person tutorial on platform use

Basic E-Commerce Website: **\$425**

includes | 1 consultation; 1 initial design concept,
1 set of design revisions

DELIVERABLES

- 1 home page
- e-commerce platform (WooCommerce or Shopify)
- up to 4 content pages
- 1 contact form
- basic social media integration
- basic search engine optimization

Premium E-Commerce Website: **\$550**

includes | 1 consultation; 1 initial design concept,
2 sets of design revisions

DELIVERABLES

- 1 home page
- e-commerce platform (WooCommerce or Shopify)
- up to 8 content pages
- blog/news section
- 1 contact form & 1 additional form
- social media integration
- basic search engine optimization
- up to 1 hour in-person tutorial on platform use

Website Design Ownership: **20%** *(added to package price)*

includes | full, unrestricted ownership of web designs* to be transferred to client upon completion

OTHER SERVICES & ADD-ONS

Deluxe Design Services: **\$40** *(per hour)*

includes | unlimited consultations & follow-up
appointments; unlimited revisions; unlimited initial
design concepts

- contact us for estimate

Custom Flat Pricing Available

includes | terms to be determined

- contact us for pricing

Print Coordination (Online/Remote): **\$10** *(per item)*

includes | file upload and order prep via online printing service of client's choice, OR coordination of print specifications and file transfer to a local printer of client's choosing (printer referrals available by request)

Print Coordination (In-Person Proofing): **\$30** *(per item)*

includes | coordination of print specifications and file transfer to a pre-approved local printer of client's choosing (printer referrals available by request), and in-person proofing of print quality prior full production

ADDITIONAL DISCOUNTS

Save 10% When You Purchase 2 Packages Or Products

Save 15% When You Purchase 3 Packages Or Products

Add-on options are not counted in total number of products/packages purchased

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