

CVLZTN

CREATIVE DESIGN STUDIO



SERVICE & PRICE GUIDE 2021



MISSION

TO DESIGN, CREATE,
AND COLLABORATE
WITH SMALL BUSINESSES
THROUGH INNOVATIVE
BRANDING, WEB DESIGN
& STRATEGIC ONLINE
MARKETING.

YOUR BRAND YOUR STORY

EFFECTIVE STORYTELLING IS BEING ABLE TO TELL A STORY THAT AUDIENCES WILL ENGAGE WITH AND ENJOY WHILE CREATING LONG LASTING IMPRESSIONABLE MEMORIES. BRANDING IS IN EVERY WAY A FORM OF STORYTELLING. YOUR CUSTOMER IS YOUR READER.

TELLING YOUR BRAND STORY SHOULD BE EFFORTLESS, YET INTENTIONAL. I'M HERE TO ASSIST YOU ON THAT JOURNEY. BUT I AM ONLY AN EDITOR WITHIN YOUR STORYTELLING, YOU ARE THE AUTHOR AND PUBLISHER OF YOUR BRAND.

BRAND BUILD OUT

STARTING AT **\$1849**

01. IDENTITY DISCOVERY

VIRTUAL INTRODUCTION:

WE WILL MEET VIA ZOOM TO DISCUSS AND IDENTIFY THE BRAND FOCUS AND YOUR PERSONAL & BUSINESS GOALS.

PERSONALIZATION

CUSTOMIZED BRAND "BINDER" THAT INCLUDES THE BRANDING PROCESS, BUSINESS GOALS, MISSION STATEMENT, VISION STATEMENT, AND BUSINESS TOOLS.

LOGO DESIGN

3 CUSTOM LOGO CONCEPTS AND LOGO MOCKUPS THAT CONVEY THE BRAND STYLE.

CREATING YOUR IDENTITY

BRAND MOOD BOARD, COLOR PALETTE, FONT SELECTION, AND OVERALL STYLE.

02. CREATE THE BRAND

CHECK IN

DISCUSSION OF LOGO REVISIONS, BRAND BOARDS, AND EXPECTATIONS FOR THE NEXT PART OF THE PROCESS.

BRAND BOARD

PUTTING IDENTITY DESIGN & LOGO DRAFTS TOGETHER TO FINALIZE STYLE AND CREATE COORDINATING SECONDARY LOGO, SUBMARK, PATTERNS, ETC.

STATIONERY DESIGN

DESIGN OF BUSINESS CARD, NOTECARD + ENVELOPE, TAGS OR PRODUCT LABEL DESIGN.

BRAND STYLE GUIDE

HOW TO USE YOUR BRANDING BOARD. (FONTS, GRAPHICS, SUB MARKS, LOGOS, AND PRINT)

03. LAUNCH

SOCIAL MEDIA

DESIGN OF YOUR FACEBOOK PAGE, INSTAGRAM TEMPLATES AND INSTAGRAM SAMPLE FEED.

SOCIAL MEDIA GUIDE

PDF GUIDE ON HOW TO USE YOUR BRAND ONLINE

LAUNCH KIT

YOU'RE READY TO DEBUT YOUR NEW BRAND DESIGN TO THE WORLD. INCLUDES MOCKUPS OF YOUR BRAND, GRAPHIC DESIGN WORK, AND SOCIAL MEDIA TEMPLATES.

04. WEB+BRANDING

I HIGHLY RECOMMEND ADDING A WEBSITE TO YOUR BRANDING PROJECT FOR MAXIMUM BRAND VISIBILITY AND A COHESIVE IMAGE. WEBSITE ADD-ON INCLUDES A 5 PAGE STANDARD WEBSITE OR A 10 PAGE E-COMMERCE WEBSITE. A 20% DISCOUNT WILL BE APPLIED.

STARTING AT **\$2449**



WEB DESIGN PACKAGES

LANDING PAGE

STARTS AT \$349

WHAT'S INCLUDED?

ONE PAGE
CONTACT FORM
SOCIAL MEDIA PLUG-INS
MOBILE DESIGN
BASIC SEO OPTIMIZATION
COLOR CHART

WHO IS IT FOR?

CAPTURING EMAIL LEADS
EVENT REGISTRATION
PROMOTIONS
ONE PAGE WEBSITES

STANDARD WEBSITE

STARTS AT \$949

WHAT'S INCLUDED?

5 PAGES
CONTACT FORM
SOCIAL MEDIA PLUG-INS
MOBILE DESIGN
BASIC SEO OPTIMIZATION
COLOR CHART
WEBSITE STYLE GUIDE
COLOR CHART
BLOG

WHO IS IT FOR?

SERVICE BASED BUSINESSES
REALTORS
ARTISTS
PORTFOLIOS
RESTAURANTS

E-COMMERCE WEBSITE

STARTS AT \$1249

WHAT'S INCLUDED?

10 PAGES
CONTACT FORM
E-COMMERCE STORE
UP TO 10 PRODUCTS
UP TO 4 VARIATION OF PRODUCTS
SOCIAL MEDIA PLUG-INS
MOBILE DESIGN
BASIC SEO OPTIMIZATION
COLOR CHART
WEBSITE STYLE GUIDE
COLOR CHART
BLOG

WHO IS IT FOR?

PRODUCT BASED BUSINESSES
CLOTHING DESIGNERS
BRANDS WITH SERVICE PACKAGES
DIGITAL PRODUCT BUSINESSES

A LA CARTE

STARTING AT...

ADDITIONAL PAGE(S)	\$49
ADDITIONAL PRODUCTS	\$39
COPYWRITING SERVICE	\$69
CUSTOM GRAPHIC DESIGN	\$69
EVENTS APPT CALENDAR	\$49
EMAIL MARKETING DESIGN	\$199
FORMS (PAYMENT, INQUIRY, ETC)	\$49
INVOICE DESIGN	\$79

FREE EXTRAS

ALL WEB DESIGN PACKAGES COME WITH PERSONAL RESOURCES GUIDES TO HELP DRIVE YOUR BUSINESS AND ELEVATE YOUR BRAND.



STATIONERY PACKAGES

STARTER **\$299**

BUSINESS CARD DESIGN
BRAND POSTCARD DESIGN
SOCIAL MEDIA TEMPLATES
EMAIL FOOTER DESIGN

DELUXE **\$549**

BUSINESS CARD DESIGN
BRAND POSTCARD DESIGN
SOCIAL MEDIA TEMPLATES
EMAIL FOOTER DESIGN
MEDIA KIT DESIGN

PRODUCT **\$949**

BUSINESS CARD DESIGN
BRAND POSTCARD DESIGN
SOCIAL MEDIA TEMPLATES
EMAIL FOOTER DESIGN
MEDIA KIT DESIGN
PRODUCT LABEL WITH MOCKUP
STICKER DESIGN
INVOICE DESIGN



STATIONERY

A LA CARTE

STARTING AT

BUSINESS CARDS	\$79
BROCHURES	\$199
BRAND NOTE CARDS	\$149
BOOK COVERS	\$249
PLANNER DESIGN	\$349
MEDIA KITS	\$349
PRODUCT LABELS	\$149
RSVP CARDS	\$99
MENU CARDS	\$99
T-SHIRT DESIGN	\$39



BRANDED SOCIAL MEDIA PACKAGE \$349

INSTAGRAM STORY TEMPLATES (3)
INSTAGRAM POST TEMPLATES (5)
IG REELS OR TIK TOK TEMPLATES (2)
FACEBOOK OR INSTAGRAM AD TEMPLATE (1)
INSTAGRAM HIGHLIGHT COVERS (8)
PRODUCT LABEL WITH MOCKUP (1)
FACEBOOK | PINTEREST | YOUTUBE BANNER (1)

PACKAGES CAN BE MODIFIED. CONTACT FOR CONSULTATION.

ARE WE A GOOD FIT?

YES

YOU ARE...

- INVESTED IN THE SUCCESS AND PROFESSIONALISM OF YOUR BRAND
- HAVE BUDGETED BRANDING SERVICES INTO YOUR BUSINESS EXPENSES
- UNDERSTAND THE VALUE OF FULL SCALE BRANDING AND THE BENEFITS THAT COME WITH IT
- HAVE A SPECIFIC GOAL(S) IN MIND THAT YOU WILL BELIEVE WILL BE ACCOMPLISHED WITH BRANDING
- UNDERSTAND THAT VISUAL PRESENTATION ALONE WILL NOT GUARANTEE THE SUCCESS OF YOUR BUSINESS AND ARE WILLING TO IMPLEMENT THE TOOLS PROVIDED IN ADDITION
- HAVE AT LEAST A MODERATE UNDERSTANDING OF HOW TO USE SOCIAL MEDIA
- ARE PATIENT AND WILL HAVE PROMPT COMMUNICATION THROUGHOUT THE PROJECT
- WILL TRUST MY EXPERTISE AND BE WILLING TO TRY NEW THINGS WITHIN YOUR BRAND

MAYBE NOT NOW

IF YOU ARE...

- ARE AT THE VERY BEGINNING OF THE PLANNING STAGES OF YOUR BUSINESS
- HAVE NO SERVICE OR PRODUCT THAT CAN BE OFFERED YET
- LOOKING FOR A QUICK TURN AROUND TIME. FULL SERVICE BRANDING CAN TAKE UP TO 12 WEEKS
- ONLY WANT A LOGO - I CREATE PACKAGES THAT FOCUS ON STRATEGY & GROWTH PAIRED WITH IDENTIFIABLE VISIBILITY
- UNABLE TO COMMIT FINANCIALLY AT THE MOMENT. BRANDING CAN BE COSTLY AND IT'S UNDERSTANDABLE FOR IT NOT TO BE A MAIN PRIORITY FOR SOME OR THOSE WHO CANNOT AFFORD ANY EXTRA BUSINESS EXPENSES AT THE MOMENT
- HAVE LITTLE TO NO TIME TO IMPLEMENT THE GROWTH STRATEGIES I PROVIDE TO ACCOMPANY YOUR NEW BRAND IDENTITY
- DON'T KNOW WHAT YOU WANT. CLARITY IS IMPORTANT TO THE PROCESS. I'M HERE TO ENHANCE YOUR PRESENCE BUT I CANNOT HELP YOU START YOUR BUSINESS.

FAQS

DO YOU OFFER PAYMENT PLANS?

YES. PAYMENT PLANS ARE AVAILABLE FOR ANY PROJECT OVER \$549. I TRY TO BE FLEXIBLE AND BUILD A PLAN BASED ON YOUR CURRENT CIRCUMSTANCES, PAYMENT SCHEDULE AND SCOPE OF PROJECT.

WHAT IF I JUST NEED A LOGO?

BECAUSE I TRULY CARE ABOUT THE QUALITY AND PERFORMANCE OF YOUR BUSINESS, I DO NOT OFFER LOGO DESIGN TO MY LIST OF SERVICES. A LOGO CAN BE ADDED TO ANY FULL SERVICE PACKAGE STARTING AT \$149 DEPENDING ON THE SCOPE OR WORK AND TIME REQUIRED.

DO YOU OFFER PRINT SERVICES?

I CAN SOMETIMES ASSIST WITH PRINT SERVICES DEPENDENT ON MY PROJECT SCHEDULE. IF I AM NOT ABLE TO, I CAN RECOMMEND THE BEST VENDORS TO COMPLIMENT YOUR NEW STATIONERY DESIGNS.

CAN I REMOVE ITEMS FROM THE PACKAGE TO FIT MY BUDGET?

PACKAGE PRICES ARE SET AND CANNOT BE MODIFIED. SERVICES OR COLLATERAL ITEMS CANNOT BE REMOVED, HOWEVER I DO ALLOW ITEM SUBSTITUTES.

EXAMPLE: SWITCHING A FACEBOOK HEADER FOR AN INSTAGRAM STORY TEMPLATE.

WHEN IS PAYMENT DUE?

A 50% DEPOSIT IS DUE AT THE TIME OF SIGNING THE CLIENT AGREEMENT FOR ANY PROJECT OVER \$549. THE REMAINING BALANCE IS DUE 48 HOURS AFTER COMPLETION. ALL FILES, GRAPHICS, WEBSITE HOSTING INFO, ETC WILL NOT BE RELEASED UNTIL PAYMENT IS RECIEVED.

WILL I RECIEVE SUPPORT AFTER COMPLETION?

YES! NOT ONLY DO I PROVIDE RELATIVE RESOURCES AND GUIDES TO HELP YOU SUCCEED AFTER YOUR PROJECT IS COMPLETED, YOU CAN REACH OUT TO ME ANYTIME VIA EMAIL IF YOU HAVE ANY ADDITIONAL QUESTIONS OR WANT TO SCHEDULE A CONSULTING APPOINTMENT.

WHO WRITES THE CONTENT FOR THE SITE?

SINCE YOU ARE THE EXPERT OF YOUR BRAND, I LEAVE THAT TO YOU. HOWEVER IF YOU NEED SOME ASSISTANCE WITH WRITING OR CLEANING UP YOUR CONTENT, WE CAN DISCUSS COPYWRITING SERVICES LATER ON DURING THE PROCESS.

WHAT WEB HOSTING SITES DO YOU USE?

I USE SHOWIT & SQUARESPACE FOR LANDING PAGES AND STANDARD WEBSITES AND SHOPIFY & WIX FOR E-COMMERCE WEBSITES. I TRY TO MATCH CLIENTS WITH THE MOST USER FRIENDLY EXPERIENCE BASED ON CLIENT'S COMFORTABILITY.

IF YOU HAVE ANY ADDITIONAL QUESTIONS THAT AREN'T LISTED PLEASE EMAIL ME: DESIGN@CVLZTN.COM