



# 2022 PRICING GUIDE

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DESIGN THAT HAS YOUR BACK

## THE SIGNATURE BRAND PACKAGE

*4-6 weeks*

There is such power in design, in knowing the ethos of your brand so intimately that you are simply bursting with confidence and excitement to share your business with the world. I've witnessed it through countless brand transformations & website launches over the years — design has the power to spark, shape and reinvigorate your business.

# THE SIGNATURE BRAND

Your business has the power to make an emotional connection with your people, setting the stage for everything that is to come. From colour psychology to finding your brand voice, and each of the remarkable visual elements that make your brand memorable — your design is rooted in a place of meaning, purpose & clarity for where you are headed.

## 1 / CLIENT QUESTIONNAIRE

## 2 / PINTEREST GATHERING & STYLE EXPLORATION

## 3 / BRAND STRATEGY

*business history, target clientele, brand words, seasonal personality, visual strategy, mood board & palette*

## 4 / DESIGN CONCEPT PRESENTATION

*3 design concepts based on our work together. Includes logo & mockups of each brand in use to guide you in making your selection*

## 5 / EXPAND + REFINE

*expanding your brand with secondary logo, submarks, patterns, font pairing recommendations & 2 collateral items of your choice\* (2 rounds of refinement)*

STARTING AT

**\$4000**

*divided into 3 installments*

BRAND STRATEGY DOC

MARK(S)

SOCIAL MEDIA ICON

PRIMARY LOGO

BRAND PATTERN

LAUNCH KIT

SECONDARY LOGO

BRAND FONT SYSTEM

BRAND GUIDELINES PDF

COLOUR PALETTE

2 COLLATERAL ITEMS\*

*\*your choice of business cards, notecard, envelope, letterhead, sticker, hang tag, up to 4 custom icons or social media templates.*



STRATEGICALLY BEAUTIFUL WEBSITES

## CUSTOM WEB DESIGN

*6-8+ weeks*

Your website is the first point of contact for potential customers, the online headquarters for your brand. Now more than ever, audiences are expecting a higher level of design and a website experience that connects with them personally and impresses them professionally.

# WEBSITE DESIGN & DEVELOPMENT

A cohesive and comprehensive immersive online experience designed with your audience in mind. \*note this package does not include branding or logo design however I welcome clients with pre-existing logos and always include personal touches to expand upon what you have. Websites are built on your choice of Wordpress or Showit.

Please inquire for other platforms & e-commerce quotes.

## 1/ CLIENT QUESTIONNAIRE

## 2/ WEB STRATEGY & CONTENT GUIDANCE

*target audience summary, visual style direction, mood board & palette & content prep recommendations*

## 3/ DESIGN

*PDF mockup of the individual pages on your site, includes homepage design + 5 interior pages. Additional page designs \$250 ea (2 rounds of refinement)*

## 5/ DEVELOPMENT

*upload & implementation of your website content, custom coding, coming soon page, basic SEO integration, email opt-in design (1 round of refinement)*

## 6/ LAUNCH

*launch images for social media & resources, 3 canva templates, video tutorial series and 30 days post-launch support*

STARTING AT

**\$6000**

*divided into 3 installments*

WEBSITE QUESTIONNAIRE

WEBSITE MOCKUP DESIGN

CUSTOM LAUNCH IMAGES

DESIGN STRATEGY

DEVELOPMENT UP TO 6 PGS

3 CANVA TEMPLATES

WEBSITE CONTENT PLANNER

VIDEO TUTORIAL SERIES

30 DAYS SUPPORT

ADDITIONAL DESIGN SERVICES

## EXPANDING YOUR BRAND

*A la carte design services are typically reserved for existing Featherlite clients as we will have the foundation necessary for the design to succeed, however sometimes exceptions are made. If there is something you do not see listed here, please inquire.*

1-PAGE WEBSITE OR HOMEPAGE-ONLY DESIGN

*\$1750*

*perfect for new businesses*

PACKAGING DESIGN

*starting at \$250*

WEBSITE MAINTENANCE

*\$50/month*

VIRTUAL SUPPORT PACKAGES

*starting at \$175/m*

HOURLY DESIGN RATE

*\$75/h*

*and more...*

STATIONARY DESIGN

VIRTUAL SUPPORT

SOCIAL MEDIA SUPPORT

DIGITAL TEMPLATES

ECOMMERCE WEBSITES

TEMPLATE CUSTOMIZATION

*look now*

LIMITED AVAILABILITY