



Thank you for your interest in my work. Please refer to this menu of my most commonly requested projects (though please note that my services are not limited to what is listed here). My services are currently priced a la carte style.

### **LOGO - \$200 - \$250**

- Includes two (2) variations (add a third for an additional \$50).
- I won't limit the number of revisions that can be done; however I ask the client to please be respectful of time and to be honest and concise through the process.
- Logos will be delivered as PNG (transparent) and JPG files.

### **BRAND DISCOVERY + MOODBOARD - \$100**

- Client will introduce their background and brand. I will provide a brief worksheet to narrow visual identity goals and core values.
- 2-3 moodboard variations will be developed that fit the overarching aesthetic goals.
- Client will choose one (1) moodboard as the final product and it will be delivered as a PDF.

### **COLOR PALETTE - \$50**

- Palette of five (5) colors will be developed to fit the brand's visual identity and tone.
- If this is not purchased alongside the logo or moodboard packages, client must provide other visuals that can be referenced.
- Will include HEX, RGB, and CMYK values.

### **SOCIAL PROFILE IMAGE, HEADER, INSTAGRAM HIGHLIGHT ICONS, ETC. - \$10 EACH**

- If you need additional help turning your logo/branding into recognizable branded social media elements including a profile image, header, Instagram highlights icons, or something else.

## BUSINESS CARD DESIGN (FRONT AND BACK) – \$120

- I will mockup a front and back business card design for your brand, and will produce a mockup image.
- Will provide high-quality front and back graphics, as well as a mockup.

## STOCK IMAGE BUNDLE – \$12-20

- I will curate a collection of any amount of on-brand free stock images for your brand's needs.

## ON-GOING PROJECTS (AS-NEEDED BASIS) – PRICE VARIES

- We can set up an on-going project agreement based on your business' needs. Examples of this might include social media posts promoting products, blog posts, or whatever kind of content you want to share.
- The client will be charged per project, the rate will depend upon time/scope projected for each item, the price will not vary by project.

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**Have a different project in mind? Please do not hesitate to reach out. I am very open to all kinds of projects, and this list only covers the most common items clients inquire about. Please shoot me an email with a description of what you are needing, and I would be happy to create a custom quote for you. Let's work together!**