



wildrose  
DESIGN

## PRICING

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. Please contact me and we can discuss your project and pricing). My services are currently priced a la carte style.

### LOGO - \$400 - \$450

- Includes 3 rounds of revision.
- Includes color palette and typography, and logo dos and don'ts.
- If additional marks are needed (i.e., submarks, stamps, secondary logo), and additional \$100 will be added for each variation.
- Logo files will be delivered in all applicable formats, and client will be supplied with a style guide that outlines logo use, colors, and type.

### BRANDING - \$500 - \$550

- Includes 3 rounds of revision.
- Includes logo, color palette, typography, supporting brand elements such as pattern, texture and illustration.
- Branding will be delivered in all applicable file formats and client will receive a digital brand guideline booklet.

### BRAND DISCOVERY + MOODBOARD - \$200

- Client will introduce their background and brand's story. I will provide a brief worksheet to explore and narrow visual identity goals and core values.
- 2-3 moodboard variations will be developed that fit the overarching aesthetic vision.
- 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 and/or moodboard packages, client must provide other visuals that can be referenced.
- Will include HEX, RGB, and CMYK values. Pantone colors can also be included if needed.

## SOCIAL MEDIA BRANDING - \$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.

## COLLATERAL DESIGN - \$150

- May include business cards, letterhead, brochures, posters, landing pages or other branded materials.
- A mock-up of the branded material will be produced.
- Will provide high-quality graphics, as well as the mockup.

## STOCK IMAGE CURATION - \$12-20

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

## ONGOING PROJECTS - AS NEEDED BASIS (CUSTOM QUOTE)

- 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!**