



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 - \$200 - \$250

- Includes two (2) variations (add a third for an additional \$50).
- Revisions aren't limited; it is important to both me and you that we create the perfect logo for your brand.
- Logos will be delivered as PNG (transparent) and JPG files.

### BRAND DISCOVERY + MOODBOARD - \$100

- 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 - \$120

- May include business cards, letterhead, brochures, posters, 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.

## 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!**