



SERVICES *and* PRICES

A brand is more than just a logo, it is a gut feeling people have about your business. Good, professional design tells a story and creates the experiences clients have with your brand. My goal is to help authentic businesses and entrepreneurs enhance their brands and online presence through simple and creative design that conveys their story.

What story do you want to tell?



FULL DESIGN PROCESS

PLAN · CREATE · REFINE · UNVEIL

Plan

1. OUR FIRST DATE

Before we decide to work together, we will set up a date via phone or Skype to get to know each other and see if we will make a good team! I will ask you some questions about your project, brand, and vision, and will answer any questions you may have.

2. BOOKING & HOMEWORK

If we decide on a second date and you would like to reserve a spot in my design queue, I will send a contract for you to sign and return with a non-refundable 50% deposit. Then I will send you a design workbook to complete and return 1 week before your project start date. This will include questionnaires, branding guidelines, website content, and/or a Pinterest assignment.

3. INSPIRATION BOARD

On our project start date I will begin to compile two inspiration boards drawing from the images that you saved. We will go over these two boards together and pick your favourite, fine-tuning as needed and combining the two boards to create a visual reference for your brand. (2 revisions)

Create + Refine: Brand Design

4. LOGO CONCEPTS

Once your inspiration board is complete, I will create three distinct logo concepts for your brand. After discussing these options, we will narrow it down to one logo. (2 revisions)

5. BRAND STYLE GUIDE

Next we will create alternate logos, type combinations, patterns, and illustrations to complete your brand. All these elements will be compiled into a brand style guide for future reference. (1 revision)

6. COLLATERAL ITEMS

Now that your new brand identity has come together I will design 3 collateral items of your choice. Options include: business cards, letterhead, thank you cards, gift cards, stamps, stickers, pricing guides, media kits and/or social media graphics. (1 revision)

7. BRAND COMPLETION

After all your collateral has been created and you are ecstatic with your new brand I will send over a convenient Dropbox link of all of your zipped up logo and print files.

Create + Refine: Web Design

8. WEBSITE DESIGN

Once the brand design process is complete I will put together a plan of action for your website. After this is reviewed I will go ahead and will create a detailed mockup of your website homepage and one interior page for you to review and make notes on. In order to ensure that we create the perfect website we will schedule a call to go through the mock-up and allow you to ask any questions. (1 revision)

*Please note that all site photography and content is due prior to the development stage.

9. WEBSITE DEVELOPMENT

After our chat I will begin the development phase of our project. Please allow approximately 4-8 weeks for this stage. Once complete you will be sent a live test site link for your review and approval. (2 revisions)

10. FILE SHARING & CLIENT TUTORIAL

Once the development is complete and you are over the moon with your new site I will upload the final site to your server and share with you all your files and passwords. At this time we will have a 45min session where I will teach you how to use your new site including some basic WordPress knowledge, edit content, add pages, and how to create blog posts.

Unveil

11. LAUNCH DAY

Now that your brand and/or web design project is complete it is time to launch your new designs to the world! On your launch day I will celebrate your new brand and website by sharing your new designs on my website and through social media.

BRAND DESIGN PACKAGE

The SMaeCreative brand design package is a collaborative and thoughtful process for your business. Whether you are creating a new brand or refining an existing one, we will work together to tell a unique story that reflects all your brands values and goals.

The SMaeCreative brand design package includes...

- ✦ First date via phone or Skype
- ✦ Design workbook
- ✦ Pinterest board collaboration
- ✦ Brand inspiration board
- ✦ Three original logo concepts / two revisions
- ✦ One primary logo & two alternates
- ✦ Colour palette (pantone, cmyk, and web)
- ✦ Custom patterns and textures
- ✦ Typography selection
- ✦ Complete brand style guide
- ✦ Clear brand message statement
- ✦ Social media icons
- ✦ 3 collateral items of your choice (\$50 for each additional item):
 - ✦ Business Cards
 - ✦ Letterhead
 - ✦ Thank You Cards
 - ✦ Gift Cards
 - ✦ Stamps & Stickers
 - ✦ Pricing guides
 - ✦ Media Kits
 - ✦ Social Media Graphics

Investment:
\$1250 (two 50% payments)

Timeline:
4 - 6 weeks

Payment:
PayPal or eTransfer

WEB DESIGN PACKAGE

A completely customized site created just for your brand. Built on the user friendly *WordPress Content Management System*, your new site will be fully responsive to fit any screen resolution. I have been developing sites on WordPress for over a decade, and cannot wait to work with you to create your online story. Get ready to start a new chapter!

The SMaeCreative web design package includes...

- ✦ 1 hour brainstorming session
- ✦ Design workbook
- ✦ Comprehensive plan of action
- ✦ Detailed mock-up / two revisions
- ✦ A tailor-made mobile first WordPress website
- ✦ Custom design and web development for an easy to use web experience on both the front & backend
- ✦ Design and content import of home page and up to five interior pages
- ✦ Additional pages \$125 each
- ✦ Fully integrated basic blog
- ✦ One email contact form
- ✦ Test server for easy collaboration
- ✦ 45 minute WordPress tutorial
- ✦ Google Analytics Setup

Additional Information...

Site Content: Please note that in order to streamline the design process and help us create a site specific to your needs all site photography should be completed and uploaded by the client to our shared Dropbox before site design begins. Additionally all content is due prior to the development stage. Any delays to the submission of this information may result in additional charges and/or project delays.

Domain names, hosting services & email setup: SMaeCreative offers a full service web design package with the purchase of a Website Maintenance Plan. If you choose to purchase your own hosting package SMaeCreative is not responsible for server downtime, software issues or any other compatibility issues that may arise after the launch of your site.

Website Maintenance Plan: How your WordPress website is maintained can heavily impact your website's success. With this maintenance package I can help you keep everything running smoothly. For \$40 a month, or \$400 per year, you will receive hosting; smart updates; malware monitoring, protection, & cleanup; uptime monitoring; daily offsite backups; and, most importantly, Peace of Mind!

*Please note that without this package all additional work will be quoted and billed at an hourly rate of \$70 per hour.

Investment:
\$2000+ up (two 50% payments)

Timeline:
6 - 12 weeks

Payment:
PayPal or eTransfer

OTHER SERVICES

Website Maintenance Plan

Take the stress out of managing your WordPress site by allowing me to do all of the hard work for you. With this plan I will keep your site secure and up-to-date with the latest versions and software, so you don't have to.

Includes:

- ✦ Hosting
- ✦ Smart updates
- ✦ Malware monitoring, protection, & cleanup
- ✦ Uptime monitoring
- ✦ Daily offsite backups
- ✦ Peace of Mind

Investment:

\$40 per month or \$400 per year