

## **We Offer Custom Pricing – Because Every Project is Different**

At **Fine Design** we begin every project with a conversation. It's important to us to spend time listening to your story before we offer any solutions because every business is different. So before we offer final estimates we spend time on the phone with you brain-storming strategies and solutions that work best for you. We also have you fill out a form, about your business so we have your ideas in written form and we ask you to send us logos you absolutely love and ones not so much. This gives us an idea of what direction to go in. This form of communication, combined with our knowledge of design and marketing will successfully create a unique brand that will be perfect for your business.

We have years of experience working with entrepreneurs just like you. We've learned it's best to start by listening to your story. Then we review your existing brand and offer you options from there. Below we've listed our most requested packages, but each of these can be tweaked or we can give you a completely custom quote.

We look forward to working with you!

## Logo Design and Branding Packages

### **BASIC LOGO DESIGN \$1200**

It's important as a business to have a clear and appropriate logo to represent your company. However, we understand that small businesses need as small a package as possible to get the seed planted. If you just need a logo, here's where to begin.

This package includes:

- A primary logo designed from up to three options with and without your tagline
- One variation of the logo for alternate applications
- A primary color palette identified to use with the logo
- Final files for digital and print including: social media sizes, watermark logo, and logo with/without the tagline
- A one-page reference guide for using the logo

### **BRANDING PACKAGE \$1850 SAVE OVER \$400**

A company's visual brand not only includes the logo, but the graphic elements that surround it. A step up from the logo package, the Branding Package helps you to grow into your brand by providing more customized visual elements to use in a website design or on socials.

This package includes:

- Everything in the **BASIC LOGO DESIGN** package *plus...*
- 2-3 custom images (background patterns and textures)
- Complete branding guide including pairing suggestions for patterns/textures with color palettes
- Three custom pieces, delivered in PDF or .png format. Such as a business card, letterhead, Facebook cover image or other social media templates, etc.

## Small Business Start-Up Packages

For the most effective and comprehensive visual brand, we recommend having both digital and physical aspects of your business represented clearly and consistently.

### BASIC START-UP PACKAGE STARTS AT \$1800

This package includes a logo design and print pieces you need to advertise your business locally and offers building blocks to create your social media channels.

This package includes:

- Your Business **BASIC LOGO DESIGN** Package
- Flyer or Rack card designed and prepped for printing
- Business card designed and prepped for printing

### BRAND & WEB START-UP PACKAGE STARTS AT \$4500

For the most effective and comprehensive visual brand, we recommend having both digital and physical aspects of your business represented clearly and consistently.

This ultimate small business starter package includes:

- Everything in Full Business **BRANDING PACKAGE**
- Basic Wordpress website package with up to four pages
- Business card designed and prepped for printing
- Print piece or marketing direction from our a la carte menu

### A LA CARTE

- |   |   |
|---|---|
| • Business Card: \$250                    | • Social Media Template: \$250                                |
| • Rack Card: \$400                        | • Digital Advertisement: \$200                                |
| • Letterhead + Envelope Design: \$200     | • Marketing Direction Treatment and Written Content Packages: |
| • Brochure Design: <i>Starts at \$600</i> | <i>Starts at \$600</i>  |

## Website Design Package

If you're looking for a basic website to get your business on the web, we suggest a Wordpress site. This mobile responsive platform gives you the basics you need with a modern design that compliments your logo and branding.

So you have all the elements: logo, brand, socials. Now you need a place for all of them to come together with a beautifully design website.

### **BASIC WEBSITE DESIGN STARTS AT \$2000**

Using your existing branding, this package includes:

- Design up to five pages (About, Services, Blog, Contact, etc.)
- Connection of social media accounts to website
- Mapping of URL to new site
- This includes up to 1 hour tutorial of backside of website
- \* *Optional: Add commerce, up to 5 products: extra \$500 charge*

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\* *Please note: this does not include Wordpress domain hosting fees*

## Social Media Packages

If you aren't on social media you are missing great opportunities to connect with new customers and create an even stronger connection with your most loyal customers. Small businesses often have to do more with less when it comes to their marketing budget. Social media management allows you to experience significant results when it comes to lead generation and conversion.

### **BASIC SOCIAL MEDIA PACKAGE \$250/month**

This package includes:

- Facebook or instagram platform management
- Engagement and account growth
- Comment monitoring and response
- Hashtag research
- Post Analytics
- 4 posts a week

### **ADVANCED SOCIAL MEDIA PACKAGE \$450/month**

This package includes:

- Facebook or instagram platform management
- Engagement and account growth
- Comment monitoring and response
- Hashtag research
- Post Analytics
- 4 posts a week

FINE DESIGN

**Thank you!**

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LETS CREATE + INNOVATE TOGETHER