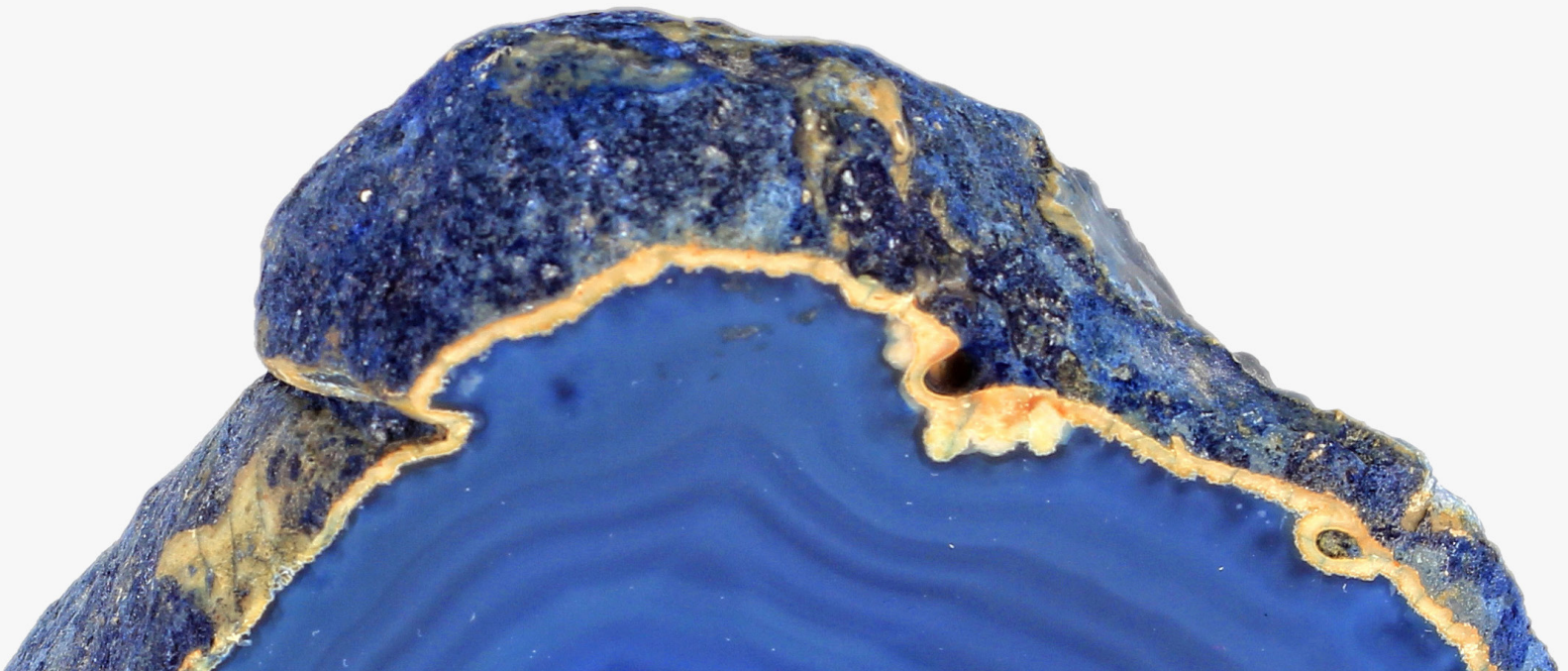




DONE-FOR-YOU DESIGN

rate *sheet*

CURRENT AS OF 2/1/2025. RATES SUBJECT TO CHANGE.



LONG-TERM retainer

If you're tired of doing it all yourself and you're ready for the long-term support of a designer who can handle ALL of your branding and graphic design needs (from brand strategy to logos, print design, web design, build and maintenance) for the next 12 months, **get ALL THE DETAILS about my long-term packages**. But here's a bit about how it works:

YOU GET...

...ONE designer you can trust to take care of all your graphic needs, so you never have to seek out a new designer again, a year from now, or 5 years from now.

...a trusted teammate who cares about making sure the look and feel of every part of your business — every new product launch, every lead magnet, every event, every promotion — stays crisp and consistent across the board.

...a creative director who understands your vision for your business and how to translate that into branding that resonates with your audience.

...a talented and experienced partner who won't flake on you or disappear when you need them most.

...a creative consultant who is self-sufficient, reliable, and doesn't require micro-managing. Who genuinely sees, hears and understands you and what you want for the future of your business.

...the ability to spread your design projects out over time and just ask for things as they come up knowing that they'll be covered.

...predictable graphic design expenses for 12 months, so you can fully understand your annual cost of business and plan ahead.

the packages

CRYSTAL CLEAR FOUNDATION	CRYSTAL CLEAR PLUS PACKAGE	ROCK SOLID PACKAGE
<p>\$4444 PER MONTH for 12 months</p>	<p>\$7777 PER MONTH for 12 months</p>	<p>\$11,111 PER MONTH for 12 months</p>
<p>Standard priority</p> <p>Predictable monthly auto-payments</p> <p>Support for one main brand</p> <p>Includes logo design</p> <p>\$2000 off if you pay for 12 months in full</p> <p>Does not include new website design</p> <p>Does not include creative consulting</p> <p>Does not include sub-brand support</p>	<p>Higher priority</p> <p>Support for your brand and up to 1 sub-brand (ex. business & personal brand)</p> <p>Includes ONE completely new website design for the year, up to 10 pages.</p> <p>Includes logo design</p> <p>Creative consulting, when you need expert input</p> <p>Predictable monthly auto-payments</p> <p>More time for included projects</p> <p>\$4000 off if you pay for 12 months in full</p>	<p>HIGHEST PRIORITY</p> <p>Just ONE client per year at this level</p> <p>Predictable monthly auto-payments</p> <p>Includes logo design</p> <p>Includes website design</p> <p>Includes creative consulting</p> <p>Includes creative direction for your team, if needed</p> <p>Support for your brand and any sub-brands</p> <p>More time for included projects</p>
<p>LEARN MORE & SIGN UP</p>	<p>LEARN MORE & SIGN UP</p>	<p>LEARN MORE & SIGN UP</p>

brand identity

silver LOGO & IDENTITY PACKAGE: **\$4500**

Your visual Brand Identity is the first thing that your ideal and potential clients encounter from your business. It tells people how to feel and what to expect from you and assists in communicating your brand message. My job is to help you refine, define, and identify exactly what that should be.

BRAND INSPIRATION BOARD:

In order to create a visual identity that not only speaks to who you are, but what you want to tell the world, I have to understand what appeals to you visually. Your identity is meant to tell your story and elicit emotion. This part of the process helps me figure out how best to do that. I'll create a secret Pinterest board where you can share inspiration images with me. Then I'll pare those inspiration images down to an overall set of colors, textures, and ideas to represent your brand's distinct style.

LOGO CONCEPTS:

Once you approve your vision board, I will use it to create **up to 3 logo concepts**. Each concept will be unique and feature designs that fit your brand's style. I will start with 2 concepts, so we have room to create 1 additional concept if needed. Additional concepts beyond the total of 3 will be billed at \$500 apiece. **Three rounds of revisions** are included, along with an alternate logo/submark derived from your final logo choice.

STANDARD BRAND STYLE GUIDE:

Once you have selected a final logo, I will create what is perhaps the most important document for the continuity and consistency of your brand: **The Brand Style Guide**, also known as the **Brand Holy Grail**. It is an approximately 10-page PDF guide that includes your logo, and alternate logo/sub-mark, how to use them (and almost more importantly, how NOT to use them), as well as typography, custom color palette and pattern selection. This document will ensure you and your team know exactly how to maintain the integrity of your visual identity across platforms and mediums so your brand evokes consistency and professionalism. NOTE: Does not include pattern source files.

FINAL FILES:

Final files include the source files for your logo, alternate logo, and sub-mark and PDF brand style guide.

brand identity

gold LOGO & IDENTITY PACKAGE: **\$6000**

Your visual Brand Identity is the first thing that your ideal and potential clients encounter from your business. It tells people how to feel and what to expect from you and assists in communicating your brand message. My job is to help you refine, define, and identify exactly what that should be.

BRAND INSPIRATION BOARD:

In order to create a visual identity that not only speaks to who you are, but what you want to tell the world, I have to understand what appeals to you visually. Your identity is meant to tell your story and elicit emotion. This part of the process helps me figure out how best to do that. I'll create a secret Pinterest board where you can share inspiration images with me. Then I'll create pare those inspiration images down to an overall set of colors, textures, and ideas to represent your brand's distinct style.

LOGO CONCEPTS:

Once you approve your vision board, I will use it to create **up to 4 logo concepts**. Each concept will be unique and feature designs that fit your brand's style. I will start with 3 concepts, so we have room to create a fourth if needed. Additional concepts beyond a total of 4 will be billed at \$500 apiece. **Three rounds of revisions** are included, along with an alternate logo/submark derived from your final logo choice.

EXPANDED BRAND STYLE GUIDE:

(differences from Basic Brand Style Guide are highlighted below)

Once you have selected a final logo, I will create what is perhaps the most important document for the continuity and consistency of your brand: **The Brand Style Guide**, also known as the **Brand Holy Grail**. It includes your logo, and alternate logo/sub-mark, how to use them (and almost more importantly, how NOT to use them), as well as typography, custom color palette, **pattern selection, with pattern source files included, creation of up to 5 brand icons with source files included, a curated gallery of stock photography, and a mood board that illustrates brand photo treatment**. This document will ensure you and your team know exactly how to maintain the integrity of your visual identity.

BRAND COLLATERAL:

This package includes:

- **Business card design + printing and delivery of 500 cards** based on your new brand identity. This package includes a standard 3.5" x 2" two-sided business card design with or without rounded corners with matte or glossy printing. Special shapes or printing options (ex. Spot UV printing or letterpress) will come with an additional cost.
- **Business letterhead design** based on your new brand identity. Can be designed for a standard 8.5 x 11 page or the size of your choosing. Printing not included.
- **Social media cover images for two platforms** (ex. Facebook & LinkedIn)

FINAL FILES:

Final files include the source files for your logo, alternate logo, and sub-mark, PDF brand style guide, pattern and icon source files, link to curated stock photo gallery and PDF and PNG deliverables for your brand collateral. Source files for collateral are not included unless otherwise stated, and stock photos must be purchased in order to be used.

brand identity

platinum LOGO & IDENTITY PACKAGE: **\$8500**

Your visual Brand Identity is the first thing that your ideal and potential clients encounter from your business. It tells people how to feel and what to expect from you and assists in communicating your brand message. My job is to help you refine, define, and identify exactly what that should be.

BRAND INSPIRATION BOARD:

In order to create a visual identity that not only speaks to who you are, but what you want to tell the world, I have to understand what appeals to you visually. Your identity is meant to tell your story and elicit emotion. This part of the process helps me figure out how best to do that. I'll create a secret Pinterest board where you can share inspiration images with me. Then I'll create pare those inspiration images down to an overall set of colors, textures, and ideas to represent your brand's distinct style.

LOGO CONCEPTS:

Once you approve your vision board, I will use it to create **up to 6 logo concepts**. Each concept will be unique and feature designs that fit your brand's style. I will start with 4 concepts, so we have room to create 2 additional concepts if needed. Additional concepts beyond the total of 6 will be billed at \$500 apiece. **Five rounds of revisions** are included, along with an alternate logo/submark derived from your final logo choice.

EXPANDED BRAND STYLE GUIDE:

(differences from Basic Brand Style Guide are highlighted below)

Once you have selected a final logo, I will create what is perhaps the most important document for the continuity and consistency of your brand: **The Brand Style Guide**, also known as the **Brand Holy Grail**. It includes your logo, and alternate logo/sub-mark, how to use them (and almost more importantly, how NOT to use them), as well as typography, custom color palette, **pattern selection, with pattern source files included, creation of up to 5 brand icons with source files included, a curated gallery of stock photography, and a mood board that illustrates brand photo treatment**. This document will ensure you and your team know exactly how to maintain the integrity of your visual identity.

BRAND COLLATERAL:

This package includes:

- **Business card design + printing and delivery of 500 cards** based on your new brand identity. This package includes a standard 3.5" x 2" two-sided business card design with or without rounded corners with matte or glossy printing. Special shapes or printing options (ex. Spot UV printing or letterpress) will come with an additional cost.
- **Business letterhead design** based on your new brand identity. Can be designed for a standard 8.5 x 11 page or the size of your choosing. Printing not included.
- **Social media cover and profile images for three platforms** (ex. Facebook, LinkedIn and Twitter)
- **Three promotional or social media image templates** delivered in Photoshop (PSD) format or Canva.
- **Klaviyo or MailChimp newsletter template design** created directly in your Klaviyo or MailChimp account for ease of use.
- **One print or presentation design (up to 8 pages)**: Choose from a media kit, program, eBook, brochure, or PowerPoint deck.

FINAL FILES:

Final files include the source files for your logo, alternate logo, and sub-mark, PDF brand style guide, pattern and icon source files, link to curated stock photo gallery and PDF and PNG deliverables for your brand collateral. Source files for collateral are not included unless otherwise stated, and stock photos must be purchased in order to be used.

brand identity

CUSTOM
PACKAGE

1-page

WEBSITE DESIGN & DEVELOPMENT:

\$5,000

While some businesses have a need for large-scale websites with tons of pages, what many businesses and personal brands really need is one beautiful, intelligently and concisely-designed page that clearly and effectively communicates WHO you are, WHAT you have to offer (ie. your value proposition), WHY you're worth working with, and HOW to work with you. My Startup Package delivers a stunning, WordPress website that will wow your audience and make a huge impact — and do it all in a single, amazing page. **ADDITIONAL PAGES can be added for an additional cost.**

ONE-PAGE WORDPRESS WEBSITE:

I will create a stunning, memorable, functional WordPress-based website designed specifically to enhance your brand identity and highlight your most important calls to action. And yes, this is quite possible in one page. **One really well-designed page** that immediately focuses on turning visitors into customers or clients.

WHO CAN USE A ONE-PAGE WEBSITE?

If you are an influencer, author or personality, or you have a small service-based business, one page is more than enough to communicate who you are, what you have to offer, who you serve, and how people can hire or buy from you. If you need a website that requires a lot of pages, a blog, custom filtering (ex. a travel business, real estate business or custom photography portfolios), or you otherwise have a lot of content, the custom website package would be a better choice.

FULLY RESPONSIVE WEB DESIGN:

More and more people are browsing the web with mobile devices like smartphones and tablets, and some web users rarely use computers to get online at all. My websites are fully responsive, so they look amazing on even the smallest screens.

A WEBSITE YOU CAN MANAGE:

Building your website on WordPress means that you could manage your site on your own, if you choose. You'll be able to change text, update images, and more without my help, if that is your preference. You'll receive a combination of written and video tutorials to guide you in using your new website. And to make your new site even more user friendly, it will include a front-end page builder, which means you won't need to know anything about code to manage your website — just how to follow simple steps.

DEVELOPMENT ON A TEST SITE:

Once you approve the visual look of the website, I will build on a test site so you can ensure the site looks and functions as it should in real time before it goes live on your server.

OPTIONAL ADD-ONS:

Additional Pages: +\$1000 apiece

Limit: 3 additional pages. If you need more than 3 additional pages, or added functionality like WooCommerce for eCommerce or custom post types added, please invest in my **Custom Website package**.

NOTE: Web design rates do NOT include indefinite maintenance or updates once the initial site design has been completed. Future maintenance and updates may be secured via my **long-term support packages**, or paid for as needed at my **hourly rate**.

brand identity

CUSTOM
PACKAGE

website

DESIGN & DEVELOPMENT:

STARTS AT **\$8,500**

In today's landscape of customers who will look online first, your website is perhaps the most important selling tool for your business or persona and a huge part of your brand identity. It is the one piece of the web that you own and control (unlike Facebook or Instagram with their endless algorithm changes), and it is important to make sure your site not only looks great, but works to accomplish your business goals, from communicating clearly to selling your products and services. If you have a current website that isn't working well, you understand the necessity of investing wisely.

WHO CAN USE A CUSTOM WEBSITE PACKAGE?

If you have a well-established business with a lot of website content, you plan to blog, you'll need custom functionality or filtering added (ex. a travel business, real estate business or custom photography portfolios), or you need WooCommerce added to sell products or services at your site, the custom website package is the best choice, as it allows you **up to 10 pages of custom-designed content** (you only get up to a max of 4 total pages with the smaller package).

CUSTOM WORDPRESS WEBSITE:

I will create a stunning, memorable, functional WordPress-based website designed specifically to enhance your brand identity and highlight your most important calls to action. I use WordPress because it is open source software that currently powers around 28% of all websites on the Internet. Tens of thousands of developers all over the world are literally working to improve and add on to WordPress every day, which makes it a supremely flexible and intelligent platform that can accommodate almost any functionality you need.

FULLY RESPONSIVE WEB DESIGN:

More and more people are browsing the web with mobile devices like smartphones and tablets, and some web users rarely use computers to get online at all. My websites are fully responsive, so they look amazing on even the smallest screens.

A WEBSITE YOU CAN MANAGE, IF YOU CHOOSE:

Building your website on WordPress means that you could manage your site on your own, if you choose. You'll be able to add blog posts, update images, make changes to your homepage and more without help, if that is your preference. You'll receive a combination of written and video tutorials to guide you in using your new website. However, you can add hands-on training, as shown below. And to make your new site even more user friendly, it will include a front-end page builder, which means you won't need to know anything about code to manage your website — just how to follow simple steps.

DEVELOPMENT ON A TEST SITE:

Once you approve the visual look of the website, I will build on a test site so you can ensure the site looks and functions as it should in real time before it goes live on your server.

LANDING / MAINTENANCE PAGE INCLUDED:

If redesigning an existing site, I will install a branded maintenance page that collects email and redirects to social media on the day I'm moving the design from the test site to your site. If we are starting from scratch, it includes the creation of a temporary landing page to be used while the site is being designed and built. It will give visitors basic information about you and your business, collect their email addresses so you can start building your mailing list, and direct them to your social media pages.

OPTIONAL ADD-ONS:

WooCommerce or Shopify integration for eCommerce: **+\$1500** (up to 10 products)

Additional custom-designed pages (above the included 10): **+\$750 apiece**

Additional custom functionality (example: Adding a trips or portfolio post type) : Get a custom quote

NOTE: Web design rates do NOT include indefinite maintenance or updates once the initial site design has been completed. Future maintenance and updates may be secured via my **long-term support packages**, or paid for as needed at my **hourly rate**.

<p>STANDALONE BRAND STYLE GUIDE</p> <p>You already have a logo design, or you don't need one for your brand, and you want to make sure that your brand visuals are consistent. The Standard Brand Style Guide is a PDF document that directs the visual use of your brand, including: Logo usage, typography usage (even if you don't have a logo), color palette, and complementary patterns. Expanded Brand Style Guide also includes pattern source files, creation of up to 5 brand icons with source files included, a curated gallery of stock photography, and a mood board that illustrates brand photo treatment.</p>	<p>\$1500 - \$2000</p>
<p>1-ON-1 BRAND INTENSIVE</p> <p>Deep dive review of your current brand or idea to identify areas for improvement. I will learn about your business, goals, and challenges to assess your needs and provide recommendations.</p> <p>HOW IT WORKS:</p> <ul style="list-style-type: none"> • STEP 1: 60-minute Kickoff Zoom Call: I get the full rundown from you about exactly what's going on with your brand. What are you struggling with? How is that keeping you from showing up fully so you can skyrocket your growth? We'll talk about it in detail to identify the pain points you're aware of and start uncovering the ones you might not be aware of. I'll also collect all the pieces of your visual branding: your logo, links to your website, social media pages, etc. • STEP 2: Deep Dive & Brand Presentation: I put my head down and look at the nitty gritty of what's going on. I audit your logo, social media presence, target audience, products and services, your printed marketing materials, packaging and more. Two weeks later, we'll have a 2-hour recorded Zoom meeting where I share all of my findings, included specific instructions for how you can improve your brand presentation and increase customer trust. • STEP 3: Live Website Audit or Site Planning Session: In a 60-minute recorded Zoom session, we'll walk through your website together page-by-page to identify in real-time how you can improve your customer experience. If you don't yet have a website, we'll spend this hour planning your website for maximum effectiveness, and you'll walk away with a wireframe you can hand to any designer. 	<p>\$3500</p>
<p>WEBSITE: DESIGN ONLY (NO DEVELOPMENT)</p> <p>If you already have a web developer on your roster, but need someone to create beautiful visuals, or you just need my eye for design, but would prefer to build on a platform other than WordPress or have a dedicated developer turn my design into a working site, this is a great option.</p> <p>Includes a beautiful visual home page design for your website. Design will be delivered as a Photoshop (PSD) file, to include any necessary fonts and images. No coding or development provided. Please note that you will need the services of a web developer to turn it into a working site. Additional page designs will be billed separately at \$750 apiece. (ex. comprehensive about page, blog front page, single blog posts, custom post types like trips, real estate listing, etc.)</p>	<p>Starts at \$4,000</p>
<p>PACKAGING DESIGN</p> <p>Extend your brand identity to your product packaging. Capabilities include label design, box design and a variety other types of packaging. Does not include printing. Packaging will be designed to match your printer's specs. Final quote will depend on your specific packaging needs. (Whether a custom dieline must be created, materials and printer sourced, etc.)</p>	<p>Starts at \$2500</p>
<p>KLAVIYO OR MAILCHIMP EMAIL MARKETING TEMPLATE</p> <p>Template will be built directly on your MailChimp account so you can use it for future newsletters.</p>	<p>\$1500</p>
<p>BANNER AD DESIGN</p> <p>Static ads or animated GIFs only (no Flash). Bulk pricing available for various sizes of the same ad design or campaign. For example, if you need the same design in 125 x 125, 300 x 250, 768 x 90, and other sizes, I offer bulk pricing. Final file(s) delivered as web-ready files: GIF, PNG or JPG.</p>	<p>\$500</p>
<p>DIGITAL GRAPHICS FOR SOCIAL MEDIA</p> <p>Custom promo design for Instagram, Facebook, etc. Editable Canva templates: \$350 apiece Set of 10 graphics: \$2500 for Photoshop \$3000 for Canva</p>	<p>\$300/ea.</p>

print design

<p>NEWSPAPER or MAGAZINE ADVERTISEMENT Color or black and white. Price dependent on ad size and specs (black and white, color, two-page spread, etc.). Starting price reflects a quarter page black and white ad.</p>	<p>Starts at \$1000</p>
<p>FLYER, SIGN, BANNER, or POSTER DESIGN Price dependent on size and specs. Starting price reflects 4"x6" single-sided flyer.</p>	<p>\$1000-2500</p>
<p>PRESENTATION FOLDER Designed to match your printer's specifications.</p>	<p>\$750</p>
<p>MEDIA OR PRESS KIT Additional pages can be added on a bulk or a la carte basis.</p>	<p>\$1500 (up to 8 pages)</p>
<p>ONE-SHEET Brand or personality information condensed into a single page document.</p>	<p>\$1000</p>
<p>EBOOK OR BOOK COVER DESIGN Starting price includes full, professional quality eBook cover design and 3d book image that you can use in your marketing. Price increases for print-quality book cover with spine and back cover.</p>	<p>Starts at \$2000</p>
<p>LONG-FORM REPORT, E-BOOK OR MAGAZINE LAYOUT (10+ PAGES) Includes page design with provided elements (copy, logo(s), photos, etc). Illustrations, ad design, other labor-intensive graphics (including a logo design) and stock photos provided by Blue Agate Creative will be billed as a separate expense.</p>	<p>\$200/page</p>
<p>PRINT NEWSLETTER DESIGN & LAYOUT Includes cover and page design with provided elements (copy, logo(s), photos, etc). Illustrations, ad design, other labor-intensive graphics (including a logo design) and stock photos provided by Blue Agate Creative will be billed as a separate expense.</p>	<p>\$1600 (up to 8 pages)</p>
<p>BROCHURE DESIGN Price dependent on size and number of pages. Starting price shown is for a 2-sided, tri-fold brochure.</p>	<p>Starts at \$1000</p>
<p>POSTCARD DESIGN Single- or double-sided. Standard 4" x 6" or 5" x 7" sizes. Other sizes available for different prices.</p>	<p>\$750</p>
<p>INVITATION or ANNOUNCEMENT DESIGN Category includes event, graduation or wedding invitations, save-the-date cards, table markers and wedding programs, as well as birth and other types of announcements.</p>	<p>Starts at \$1500</p>
<p>OTHER PRINT DESIGN Any type of print design not expressly mentioned above can be quoted as a flat fee or billed at our hourly rate (see pg. 5). Examples of other types of design I can do: t-shirt design, stickers, promotional items like bags and hang tags, etc.</p>	<p>Ask for a custom quote</p>

NOTE: Prices include only design. Printing is not provided by Blue Agate Creative. I will be happy to assist you in finding a printer to suit your needs, and I am happy to discuss specifications and necessary file types with your chosen printer for maximum compatibility.

social media profile branding

SOCIAL MEDIA PROFILE DESIGN For Facebook, LinkedIn or Twitter. Purchase 2 for \$950, and 3 for \$1400.	\$500/ea.
INSTAGRAM HIGHLIGHTS ICON SET Set of icons to use as IG Story highlights. Up to 5 icons.	\$500
OTHER SOCIAL MEDIA DESIGN If you have a YouTube channel or other social profile, I can help you design it to match the rest of your branding.	Ask for a custom quote

hourly rate

If you have graphic design needs for which I have no designated flat fee or need irregular or a la carte work done, you can be billed at our hourly rate. There is a one hour minimum for all hourly projects. After the first hour, you will be billed in 15-minute increments. This rate also applies to any work done outside the original scope defined in the contract or negotiation process of a flat-fee project, unless otherwise stated.	\$200/hr.
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rush rates

RUSH TURNAROUND: It's today, and you needed a design done yesterday. If there's time in the schedule, I can accommodate your request, but there will be a cost attached.	\$400/hr. or 100% markup on flat-fee projects
HURRY TURNAROUND: Need your project completed in a hurry — with a timeframe of less than half my standard quoted turnaround time? If I can accommodate your request, there will be a premium attached to these projects as well.	\$300/hr. or 50% markup on flat-fee projects

miscellaneous projects

Don't see your specific project needs on the price list? Ask about it anyway. I offer full-service branding, web design and graphic design services. Chances are I can either fulfill your request or point you in the direction of a designer or agency that can.

Visit www.blueagatecreative.com/consultation and request a complimentary 20-minute branding consultation so we can discuss your project, or email jennae@blueagatecreative.com with details about your needs.

PAYMENT TERMS

FULL PAYMENT

For any project with a total quote of \$2000 or less, 100% of the quote will be billed up front.

FLEXIBLE PAYMENT OPTIONS

For projects with a total quote of \$2000 or more, I offer 4 flexible payment options:

- 1. Pay full quote full up front.**
- 2. Pay in 2 installments, with installment fee.** The installment fee will be based upon the total project quote. For example, a \$3000 quote could be paid in 2 installments of \$1650.
- 3. Pay in 3 installments, with installment fee.** Available only for project totals of \$5000+. The installment fee will be based upon the total project quote.

For hourly projects, the deposit is equivalent to 50% of the number of hours quoted. (ex. If your quote is for 10 hours, the deposit would be for 5 hours). Your project will begin once the deposit has been received.

PAYMENT METHODS

- Square (credit/debit card)**
- PayPal (credit/debit card or direct payment)**
- Check via email (will be processed using VersaCheck software)
- Pay in installments via AfterPay (up to \$2000) or PayPal Pay Later (credit must be approved by PayPal).

** Preferred payment methods.

END OF PROJECT/DELIVERY

Once final artwork has been finalized and approved, an invoice for any final balance will be delivered to you. Once the balance has been paid in full, final files will be delivered electronically in the agreed-upon formats, either via email, FTP or the file-sharing service of your choice (Dropbox, Google Drive, etc.)