

A top-down view of a white coffee cup filled with dark coffee on a matching saucer, resting on a white marble surface. To the right, a tablet is positioned diagonally, displaying a website with the text 'featherlite d' and 'relax. this will'.

SERVICES *and*  
PRICING LIST

FEATHERLITEDESIGNS.COM

*package* **01**

BRAND DEVELOPMENT & LOGO DESIGN

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*A thoughtfully crafted visual identity to attract and communicate  
with your dream clientele*

01

## BRAND DEVELOPMENT & LOGO DESIGN

### FULL BRANDING PACKAGE

1. Main/primary logo
2. Submark and logo variation
3. Pattern and/or texture pairing
4. Coordinating font recommendations
5. Full brand palette with colour codes for print
6. Final Brand Style Guide

### + BRAND LAUNCH KIT

1. Business Card Design (double-sided)
2. Instagram launch announcement
3. Facebook or Twitter cover image
4. Social media profile images
5. Brand Board (sized for instagram/fb)
6. Mood Board (sized for instagram/fb)

### HOW WE GET THERE

Brand positioning & design questionnaire

Guided visual brainstorming session (via Pinterest)

**BRAND STRATEGY & CREATIVE BRIEF** :: Includes target client base analysis, brand personality positioning, rationale for colour selection and stylistic direction

**CURATED MOOD BOARD** :: to set the tone & style of your brand moving forward.

**CUSTOM COLOUR PALETTE** :: including colour codes (cmyk, rgb, hex)

**INITIAL CONCEPTS** :: 3-4 custom logo options designed for you to select from

**REVISIONS** :: 2 rounds of revisions via email to perfection

**BRAND BUILD OUT**:: around main logo selection, bringing cohesion and flexibility to your brand

### TIMELINE

- WEEK 1 : Questionnaire + visual brainstorm session
- WEEK 2: Target audience research  
Creative brief & brand positioning  
Mood board & palette options delivered
- WEEK 3: Client feedback due  
First draft logo concepts delivered
- WEEK 4: Client feedback due  
Second round revisions due back to client if needed.
- WEEK 5/6: Brand build out & final styling  
Client approval  
Files delivered

INVESTMENT \$ 8 9 5

package *02* /

## CUSTOM WEBSITE DESIGN & DEVELOPMENT

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*A seamless & responsive online experience designed to connect with your audience personally and impress them professionally*

02

## CUSTOM WEBSITE DESIGN & DEVELOPMENT

### FULL SITE DESIGN

- + custom designed & in-house developed
- + responsive design + SEO integration
- + option for seamlessly integrated blog
- + strategic call to actions that convert
- + brand growth guidance & positioning
- + post-launch pdf tutorial for your new site

### HOW WE GET THERE

Brand positioning & design questionnaire

Guided visual brainstorming session (via Pinterest)

**BRAND STRATEGY & CREATIVE BRIEF** :: Includes target client base analysis, brand personality positioning, rationale for colour selection and stylistic direction

**CURATED MOOD BOARD** :: to set the tone & style of your site moving forward.

**CUSTOM COLOUR PALETTE** :: including colour codes (cmyk, rgb, hex)

Content To-Do Checklist to guide you in gathering or updating content to ready it for our design

**HOMEPAGE DESIGN** :: includes custom call-to-action buttons, social media icons and widgetized footer section.

**EMAIL OPT-IN** :: installation & form design

**INTERIOR PAGES** :: design and content import of up to 4 individual interior pages (about, services, contact etc.). Option to include blog integration. Additional page designs available for \$200/pg

**REVISIONS** :: Includes 1 mockup of all page designs + 2 rounds of refinement via email & one final round of minor edits before we launch!

### TIMELINE

- WEEK 1:** Client Questionnaire & pinterest session
- WEEK 2:** Target audience research  
Creative brief & brand positioning, mood board & colour palettes delivered.
- WEEK 3/4:** Content Gathering
- WEEK 5:** Website content due
- WEEK 6:** Site mockups delivered
- WEEK 7:** Client feedback due  
Revisions back to client
- WEEK 8:** Second round revisions due back to client if needed  
Client approval
- WEEK 9:** Site content uploaded
- WEEK 10:** Final live edits  
Site launched!

INVESTMENT \$2000 (in two installments)

*e-commerce & monthly site maintenance plans*  
CONTACT FOR A CUSTOM QUOTE

READY TO JOIN ME?

*Fill out the contact form and tell me a little  
about yourself!*

*visit*

[featherlitedesigns.com/contact](https://featherlitedesigns.com/contact)

