



SERVICES *and*
PRICING LIST

FEATHERLITEDESIGNS.COM

package **01**

BRAND DEVELOPMENT & LOGO DESIGN

*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 \$1295 *(in 2 installments)*

Need additional print collateral?
CONTACT FOR A CUSTOM QUOTE

package *02* /

CUSTOM WEBSITE DESIGN & DEVELOPMENT

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

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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

THE DESIGN :: built on the industry-leading Wordpress platform. Includes strategic homepage design and content import of up to 5 interior pages (about, services, gallery etc.).

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

EMAIL OPT-IN :: installation & form design

COMING SOON PAGE :: custom splash page designed with a sign-up, welcome snippet and social links

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 \$ 2 3 7 5 (in 3 installments)

e-commerce & monthly virtual support 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

