

PACKAGES & PRICING

UPDATED: SUMMER 2020

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WE LOVE TO CREATE COHESIVE BRANDS AND ONLINE HOMES FOR SERVICE-BASED BUSINESSES AND ENTREPRENEURS THAT WANT TO STAND OUT AND MAKE THEIR MARK!

For over 10 years, we have offered an array of services that combine creative solutions in both the online and offline worlds for those who want to get their brand off the ground, refresh their old brand identity or just get some one-time projects completed.



HI, I'M DESIREE', BUT YOU CAN CALL ME DESI!

For over 10 years, I have strived to be a creative and strategic resource for creatives and brands across the U.S. I started Brand & Press to help service brands elevate their marketing, stand out online, and achieve their goals. As someone that has worked in customer service, just as long as I've been a creative professional, I strive for the very best in customer service and achieving all the goals of my clients.

Outlined below are all the basics for working with me and the Brand & Press Studio. Please read through this intro packet carefully to ensure that my processes work for you. If you have any questions, please don't hesitate to reach out.

If everything looks good, let's schedule a call to chat. Can't wait to meet you (virtually or in person)!

Desiree' Slaughter

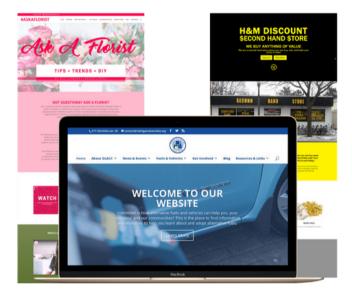
Founder + Creative Director desiree@brandnpress.com

THE TYPES OF SERVICES THAT WE OFFER HOW YOU CAN WORK WITH US



BRAND IDENTITY & COLLATERAL DESIGN

JUMP TO SECTION



WORDPRESS WEBSITE DESIGN

JUMP TO SECTION



SOCIAL MEDIA STRATEGY & SETUP

JUMP TO SECTION

ARE WE A GOOD FIT FOR YOUR NEEDS?

WHO WE PREFER TO WORK WITH

WE ARE NOT A GOOD FIT IF

- Your main concern is a low price with a quick turnaround, and you want an instant quote without providing in-depth details about your business and goals.
- You don't have clear goals for your business or any idea of what you want.
- You think of branding as an afterthought rather than a priority.
- You are not open to new ideas and your personal taste is more important than what will get you results.
- You're not willing to take advice and want to micromanage.
- You want a copy of someone else's design.

- relationship.
- to your vision.

WE ARE A GOOD FIT IF ...

• You're willing to put the work in throughout this collaborative process and set aside time to strategize, complete homework, and give timely feedback. • You understand that great branding that will last you for the long haul is an investment, and a two-way

• You are willing to give us design freedom according

• You want 1-on-1 attention and collaboration from someone who takes the time to understand your vision and business needs.

• You have a passion to learn and willing to do what it takes to maintain your website and be consistent.

HOW TO WORK WITH US

Are you interested in working with us? Let's work together towards building your dream brand, website and social strategy!

Here's an overview of how things will go down:

PHASE 1: INQUIRY & CLIENT APPLICATION PHASE 2: DISCOVERY CALL & NEEDS ASSESSMENT

PHASE 3: PROJECT PROPOSAL & CONTRACT





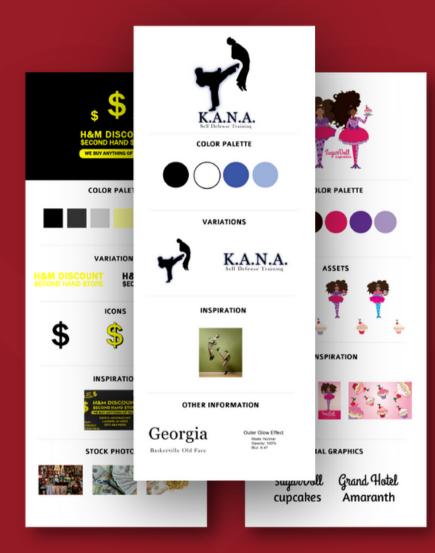
PHASE 4: WELCOME & ONBOARDING

MAKE YOUR MARK AND CATCH THEIR ATTENTION

"GET NOTICED" BRAND IDENTITY & COLLATERAL DESIGN

A strong visual brand doesn't just include the logo, but it unites all of your visual elements and messaging to help you fulfill the promises that you make to your audience.

Whether you're just starting out or wanting to refresh the look for your brand, we can help you transform your business into one you and your customers will love. We'll work side-by-side with you to bring your vision for your brand to life with a custom identity kit crafted specifically to meet your needs.



INVESTMENT: STARTING AT \$175

PROCESS & TIMELINE BRAND IDENTITY & COLLATERAL

What's the process of creating a Brand Identity Kit with Brand & Press? Here's an overview of how things will flow when we work together:





ON-THE-FLY IDENTITY TO JUMPSTART YOUR BRAND

"BRAND ON-THE-FLY" PRE-MADE IDENTITY CUSTOMIZATION

For when you are just getting your brand started or you're looking for a fresh look 8 need a small package to get the seed planted. If you think that you just need a logo, here's a good place for you to begin!

WHAT YOU CAN EXPECT

The problem with pre-made templates is that they can leave you with a brand that looks just like someone else's. With this package, you can get rid of the cookiecutter look and get a pre-made identity kit customized to fit your brand. You will leave with a brand identity that is unique to you!

TIMELINE & INVESTMENT: \$175

Services completed in 3-5 day period. A non-refundable, 50% retainer is due at time of booking. The remaining balance must be paid in full prior to the project start date. Additional payment terms are available upon request.

WHAT'S INCLUDED:

- "Brand-o-graphy" Brand Blueprint PDF E-Book
- Main + Alternate + Submark Logo
- Color palette with Hex web variations
- Patterns & Visual Assets
- Brand Style Guide or Brand Board

MAKE YOUR MARK AND CATCH THEIR ATTENTION

"THE ESSENTIALS" STANDARD BRAND IDENTITY KIT

The Essential Brand package is the starting point for all of our branding clients and the gateway to getting your brand noticed!

It is perfect for small businesses and entrepreneurs who are ready to develop a cohesive look and feel for your brand to set you up for success.

WHAT YOU CAN EXPECT

We've streamlined our design process through the adoption of a "Build-Your-Own" Identity Kit concept for our branding packages. The base kit includes the essential elements to building a strong and cohesive brand. You will then have the choice to add a collateral upgrade pack to expand your brand further.

TIMELINE & INVESTMENT: \$575

Services completed in 1-2 week period. A non-refundable, 50% retainer is due at time of booking. The remaining balance must be paid in full prior to the project start date. Additional payment terms are available upon request.

WHAT'S INCLUDED:

- "Brand-o-graphy" Brand Blueprint Standard DIY Bundle (PDF E-Book & Workbook)
- Pinterest Inspiration Board Collaboration
- "Brand Clarity" Strategy Call & Creative Brief
- Styling Moodboard
- 5-color, Color Palette curation (Print and Web versions)
- 2-font, Freemium Typography/Font Suite curation
- Primary + Secondary Logo Suite
- All logos + marks in full color and black
- All file formats for your logo suite
- 2-sided, Standard Business Card Design
- Brand Board Style Guide
- "Brand Booster" Alignment Guide Hands-off Bundle
- (PDF E-Book & E-Course)

COMPLETE VISUAL IDENTITY SYSTEM FOR YOUR BRAND

"SIGNATURE BRAND" PREMIUM BRAND IDENTITY KIT

The Signature Brand package is perfect for small businesses and entrepreneurs who have a vision for their brand and feel ready to collaborate with, and invest in, a designer to help make their vision come to life!

We will work together to translate your vision into a strategically stunning identity that includes everything you need to move from amateur to amazing and set your brand up for success.

WHAT YOU CAN EXPECT

Get all of the things you need to build a cohesive brand! The signature package includes everything from the standard brand identity kit, and much more!

TIMELINE & INVESTMENT: \$1025

Services completed in 2-3 week period. A non-refundable, 1/3 retainer is due at time of booking, 1/3 installment due prior to project start date, and the remaining 1/3 balance must be paid in full prior to handoff. Additional payment terms are available upon request.

WHAT'S INCLUDED:

- "Brand-o-graphy" Brand Blueprint Premium DIY Bundle
 - (PDF E-Book, Workbook & Workshop)
- Pinterest Inspiration Board Collaboration
- "Brand Clarity" Strategy Call & Creative Brief
- Styling Moodboard
- 7-color, Color Palette curation (CMYK and Web variations)
- 3-font, Premium Typography/Font Suite curation
- Primary + Secondary + Alternate Logo Suite
- All logos + marks in full color, black, and white
- All file formats for your logo suite
- 2-sided, Premium Business Card Design with printing
- 5-image, Stock Photography Bundle curation
- 1, "The Level Up" Collateral Add-On Pack Included Brand Bible Style Guide
- "Brand Booster" Alignment Guide Hands-on Bundle (PDF E-Book & Workshop)

IF IT CAN BE PUT ONLINE OR PRINTED, WE CAN DESIGN IT!

"THE LEVEL UP" BRAND COLLATERAL ADD-ONS

A brand is incomplete without collateral. Each of our add-on packages includes at least four (4) collateral items that are specifically customized to match your logo and help you stand out among the crowd.

BLOGGER BRANDING

Business Card Design Lead Magnet Design Media Kit Document E-Mail Signature Design

GENERAL MARKETING

- Social Media Cover
- Flyer / Poster
- Tri-Fold / Bi-Fold Brochure

PROMO/EVENT BRANDING

Your choice of 4 pieces of event branding collateral including signage, brochures, sway, social graphics, documentation and presentations.

DOCUMENT DESIGN

Up to a 5-page document designed to match your brand guidelines. Options vary based on industry and need.

INVESTMENT: STARTING AT \$375

STATIONERY

- Business card
- Letterhead & Document Design
- Folder & Envelope Pack
- Brochure/Flyer/Poster Design

A LA CARTE UPGRADE PACK

Your choice of 4 pieces of branding collateral from any of the add-on packs or other services with a custom price.

LET'S WORK TOGETHER TO DOMINATE WITH YOUR BRAND

"DESIGNER-ON-CALL" CREATIVE PARTNERSHIP RETAINER

Just think of us as your Designer On Call with your own personal Designer and Brand Consultant on standby! Build a long-term relationship with someone who knows your brand and get unlimited branding services for one flat retainer rate.

With our "Designer-On-Call" Creative Partnership, we become your on-demand creative team, giving you the opportunity to utilize our services over time, and on your own schedule. We can handle all of your graphic design and branding needs so you can focus on doing what you do best — running your business.You can purchase a retainer service based on your anticipated design needs on a daily basis, for a few months, or for an entire year! Take advantage of our VIP consulting and priority hours to ensure that your business is running (and looking) as it should.

This monthly retainer service is the perfect way to plan ahead for your anticipated design needs and ensure that your business has marketing materials on an on-going basis without hiring a full-time employee.

WHAT YOU CAN EXPECT

An average "Designer On-Call" contract is paid in advance for a set term at a flat rate. The service total contract duration can be customized to individual needs.

RETAINER RATES

- \$750 / 8-hour day
- \$1675 / 20-hour week
- \$4425 / 60-hour month

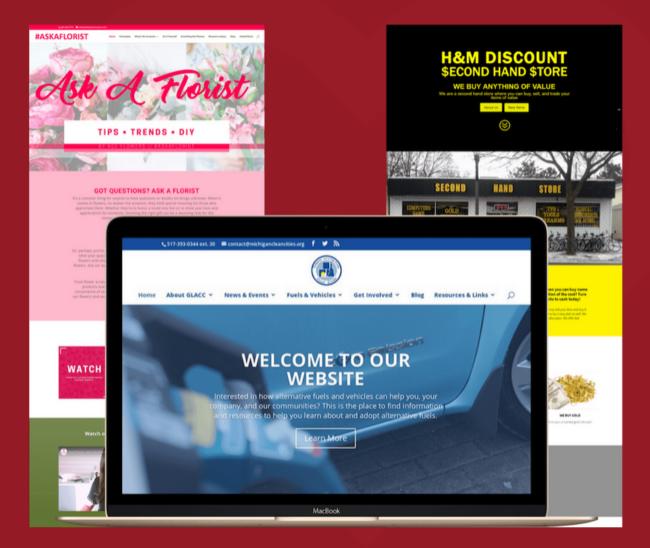
MAKE A BIG IMPACT WITH LESS STRESS

"GET ONLINE" WORDPRESS WEBSITE DESIGN

Your website is your brand's hardest working employee. Its your greatest online marketing tool.

Tell your brand's story and give your business the exposure it deserves with a custom, brand-centered website design that will build credibility, improve your online presence, and attract your ideal customers.

Every project and business is unique, so we will provide a custom quote and payment plan based on individual needs.



INVESTMENT: STARTING AT \$375

HOW THIS GOES DOWN

PROCESS & TIMELINE WORDPRESS WEBSITE DESIGN

What's the process of launching a WordPress website with Brand & Press? Here's an overview of how things will flow when we work together:





EASY & COST-EFFECTIVE WAY TO GET ONLINE NOW

"THE QUICK START" SETUP & THEME CUSTOMIZATION

SERVICE OVERVIEW

Need to get a website up fast so that you can maximize on your brands touch points? This package is perfect for the semi-tech savvy brand or entrepreneur that doesn't have loads of free time to get a custom website hammered out.

Buying a pre-made website theme or template is a great way to get online fast! The catch is that when you buy a pre-made design, they can tend to have that "cookie-cutter" feel that doesn't quite mesh well with your branding to represent you and your business in the best manner possible. We can handle that for you and customize a FREE, Premium, or Custom Pre-Made WordPress theme with your branding to help you get started online NOW!

TIMELINE & INVESTMENT: STARTING AT \$375

Services completed in 1-week period (may vary based on feedback time and addons). A non-refundable, 50% retainer is due at time of booking. The remaining balance must be paid in full prior to the project start date.

WHAT'S INCLUDED:

Client Consultation Website Content Worksheet WordPress & Divi Theme Installation & Setup Installation of Essential WordPress Plugins Placement of Provided Content & Imagery Basic search engine optimization (SEO) E-Mail List Integration via Call-to-Action Social Media Network Integration Mobile, Browser & Device testing Website Walkthrough & Tutorial

QUICK TURN-AROUND WITHOUT SACRIFICING QUALITY!

"THE MINI SITE" ONE-PAGE WEBSITE + BLOG

SERVICE OVERVIEW

A fast and affordable way to get online now and start getting noticed, a one-page is best for those who have a limited budget or need a website right away. When combined with good copy, it gives you a great opportunity to take visitors directly from arrival to conversion.

With a compact and functional design, your one-page website will allow visitors to easily gather information without the hassle of navigating multiple pages. Plus, with WordPress, you can easily add more pages down the road so as your business grows, your site grows.

TIMELINE & INVESTMENT: STARTING AT \$575

Services completed in a 2-3 week period. A non-refundable, 50% retainer is due at time of booking. 25% installment prior to project start date, and the remaining 25% balance must be paid in full prior to handoff. Additional payment terms are available upon request.

WHAT'S INCLUDED:

- **Client Consultation**
- Website Content Worksheet
- Domain & Hosting Account Setup Assistance WordPress & Divi Theme Installation & Setup Installation of Essential WordPress Plugins
- 1-3 page, Responsive, Mobile Friendly Website Design
- Placement of Provided Content & Imagery
- Basic search engine optimization (SEO)
- E-Mail List Integration via Call-to-Action
- Social Media Network Integration
- Mobile, Browser & Device testing
- Post Launch Support
- Website Walkthrough & Tutorial

QUICK TURN-AROUND WITHOUT SACRIFICING QUALITY!

'THE ONLINE HOME'' MULTI-PAGE WEBSITE + BLOG

You've got your logo and branding down, but your website just isn't really working out or you don't have one at all. Whether you're a blogger, entrepreneur, or have your own shop, we'll work with you to create a WordPress website that not only looks great but also makes sense for your business.

Multi-page websites are a good option if you have a lot of content and you want to do online marketing. Having multiple pages enables browsers to index more content (pages) about your products and services. If you have a lot to say on your site (detailed product descriptions and so on), a multiple page design is likely to be the best option.

TIMELINE & INVESTMENT: STARTING AT \$1675

Services completed in a 3-6 week period. A non-refundable, 50% retainer is due at time of booking. 25% installment prior to project start date, and the remaining 25% balance must be paid in full prior to handoff. Additional payment terms are available upon request.

WHAT'S INCLUDED:

Styling & Content Strategy Workbook **Domain & Hosting Account Setup** WordPress Configuration with Blog feature **Essential Plugin Suite and Basic Search Engine Optimization (SEO)** Divi Theme & Child Theme Installation & Customization Custom Page Designs that fit your brand Placement & Formatting of Provided Content & Imagery 3 Curated Stock Photography Images Social Media, E-Mail List, and Google Analytics Integration "Basic Secure" Support Membership **Complimentary 1-Month Trial** Website Walkthrough & Training Session "Divi with Love" Website Guide

WEBSITES TO HELP GROW YOUR BRAND ONLINE

"BELLS & WHISTLES" WORDPRESS WEBSITE ADD-ONS

STARTING AT \$65/HOUR

- Additional Web Pages
- Stock Photo Curation
- E-Commerce Store Setup
- Sales Landing Page/Minisite
- Advanced Blog Design
- Dynamic Online Forms
- Email Newsletter Setup & Template
- Reputation Management
- Web Graphics Pack

- Canva Design Launch Toolkit
- WordPress Support + Maintenance Retainers
- Advanced SEO Optimization
- Content Proofing & Editing
- Native Events, Booking & Appointments Functionality
- Premium Plugin Setup & Integration
- Custom Coding & Programming
- Member/Loyalty Functionality
- AND MORE!

CONTACT US FOR CUSTOM QUOTES



ONLINE CONTENT TO MAXIMIZE EXPOSURE & ENGAGEMENT

"GET CONNECTED" Social media setup & strategy

Not having your business represented online is no longer an option. We're here to lend an extra pair of hands!

We create strategic social media marketing plans for small businesses designed to help boost brand awareness, foster customer loyalty, and increase your audience and reach. Built with small business in mind, our social media packages include everything you need to start, boost or reactivate your social presence. Let's work together to leverage social media marketing to maximize exposure and engagement for your brand!



INVESTMENT: STARTING AT \$275

PROCESS & TIMELINE SOCIAL MEDIA MARKETING

What's the process of creating a Social Media Brand with Brand & Press? Here's an overview of how things will flow when we work together:





MAKE EM TALK...CREATE "BUZZ" ABOUT YOUR BUSINESS

"BRAND BOOSTER" SOCIAL OPTIMIZATION, STRATEGY & GRAPHICS

The Done-With-You model takes the stress out of figuring out the why, what, where, when and how of creating your social media presence, and equips you with the knowledge and resources to drive your business forward.

WHAT YOU CAN EXPECT

We'll develop a strategy, set you up with optimized business accounts on major platforms like Facebook, Twitter, Instagram, Pinterest, Google My Business, and LinkedIn, and provide you new customizable, ready-to-post graphic templates. You'll be coached on teach you what you need to know to successfully manage and maintain your online presence. Together we will curate high quality, shareworthy content to keep your audience engaged and coming back for more.

TIMELINE & INVESTMENT: \$275

Services completed in 1-week period. A non-refundable, 50% retainer is due at time of booking. The remaining balance must be paid in full prior to the project start date. Additional payment terms are available upon request.

WHAT'S INCLUDED:

- Social Media Audit & Strategy Planning Session
- Creation of optimized business profiles or optimization of current accounts
- Customizable, ready-to-post Canva Profile
 Branding Graphics Pack (3 images / 1 Platform)
- Implementation of automation strategy
- Upload & Pre-Schedule Posts (based on clientprovided information)
- Annual Social Media Content Planner
- Full communication via email/phone/in-person with a dedicated and experienced social media manager
- Social media training and consulting

ENHANCEMENTS TO OUT-PERFORM YOUR COMPETITION

"A LA CARTE" **SOCIAL MEDIA SERVICES**

STARTING AT \$150/EACH

- Additional social networks and/or profiles
- Landing Page Creation
- Social Media Account Creation
- Canva Graphics Pack (1 Platform)
- Lead Magnet Creation
- MailChimp Email Marketing Setup
- and more!

CONTACT US FOR CUSTOM QUOTES

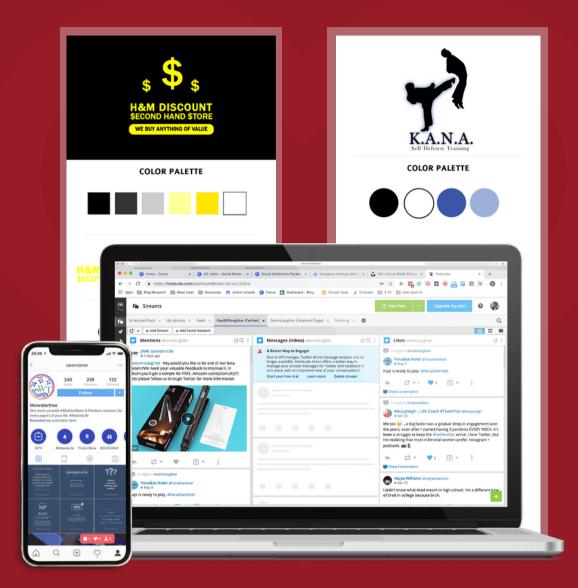


BUNDLE OUR SERVICES & SAVE ON PRICE

MORE FOR LESS REDUCED PRICE BUNDLED SERVICES

We use a unique model that allows you to choose a bundled package that includes all of the services your business would need to be successful online.

These service options bundle the basics to get you started, while still allowing you to pick and choose any add-on or additional services to professionally brand your new business from day one.



INVESTMENT: VARIES BASED ON BUNDLE

STAND OUT WITH A COHESIVE BRAND AND A WEBSITE TO MATCH

GET NOTICED & GET ONLINE BRAND IDENTITY & WEB DESIGN BUNDLE

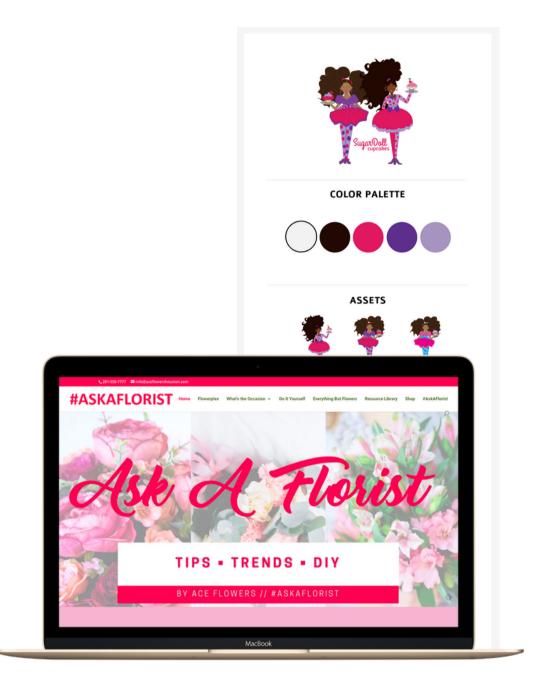
Take your business to the next level with a completely new visual identity and a functional, modern WordPress website design that you can maintain on your own. Promote your business and establish trust with your customers!

WHAT'S INCLUDED:

- "The Essentials" Standard Brand Identity Kit
- "The Mini-Site" One-Page WordPress Website & Blog Design
- Lead Magnet Creation & Mailchimp Email Marketing Setup

TIMELINE & INVESTMENT: \$810 (3 PAYMENTS OF \$270)

A non-refundable, 1/3 retainer is due at time of booking, 1/3 installment due prior to project start date, and the remaining 1/3 balance must be paid in full prior to handoff. Additional payment terms are available upon request.



DOMINATE YOUR ONLINE PRESENCE

GET ONLINE & GET CONNECTED WEB DESIGN & SOCIAL MEDIA BUNDLE

Boost your brand's online presence with a functional, modern WordPress website design that you can maintain on your own and an optimized social media strategy to match. Promote your business and establish trust with your customers!

WHAT'S INCLUDED:

- "The Essentials" Standard Brand Identity Kit
- "The Mini-Site" One-Page WordPress Website & Blog Design
- Lead Magnet Creation & Mailchimp Email Marketing Setup

TIMELINE & INVESTMENT: \$725 (3 PAYMENTS OF \$241)

A non-refundable, 1/3 retainer is due at time of booking, 1/3 installment due prior to project start date, and the remaining 1/3 balance must be paid in full prior to handoff. Additional payment terms are available upon request.



STAND OUT AND MAKE THEM TALK ABOUT YOR BRAND

GET NOTICED & GET CONNECTED BRAND IDENTITY & SOCIAL MEDIA BUNDLE

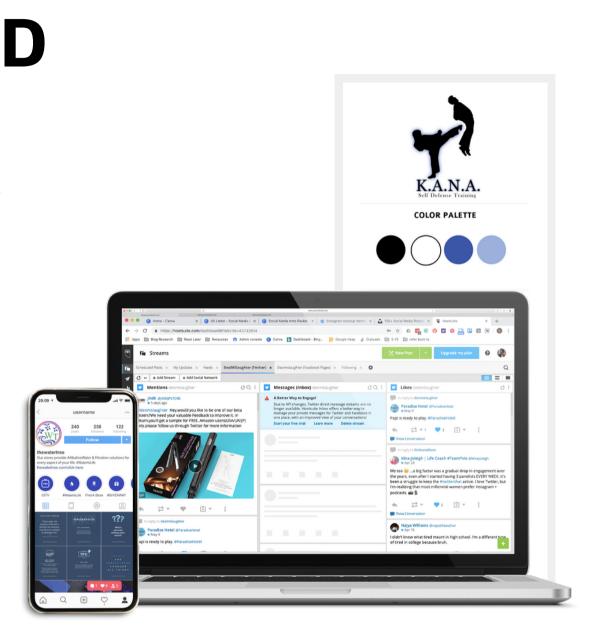
Get a stunning brand identity with a matching optimized social media strategy to boost your brand's online presence. Let's work together to leverage social media marketing to maximize exposure and engagement for your brand!

WHAT'S INCLUDED:

- "The Essentials" Standard Brand Identity Kit
- "Done-With-You" Social Media Package
- Lead Magnet Creation & Mailchimp Email Marketing Setup

TIMELINE & INVESTMENT: \$635 (2 PAYMENTS OF \$317.50)

A non-refundable, 50% retainer is due at time of booking, and the remaining 50% balance must be paid in full prior to project start date. Additional payment terms are available upon request.



A COMPLETE BRAND IDENTITY AND PLAN FOR GROWTH

"ALL-IN-ONE" COMBO BRANDING + WEB + SOCIAL SUITE

This is the ultimate bundle for small business owners to ignite or rejuvenate their brand and keep up consistency across all platforms at one affordable price. Present a powerful online image, increase your search rankings and get found!

WHAT'S INCLUDED:

- "The Essentials" Standard Brand Identity Kit
- "The Mini-Site" One-Page WordPress Website & Blog Design
- "Done-With-You" Social Media Package
- Lead Magnet Creation & Mailchimp Email Marketing Setup

TIMELINE & INVESTMENT: \$975 (3 PAYMENTS OF \$325)

A non-refundable, 1/3 retainer is due at time of booking, 1/3 installment due prior to project start date, and the remaining 1/3 balance must be paid in full prior to handoff. Additional payment terms are available upon request.



YOU'VE MADE IT THIS FAR, LET'S GET STARTED!

THANK YOU FOR YOUR INTEREST IN OUR SERVICES!

We're so excited you are considering our services and hope you found this packet helpful! If you would like to inquire about booking our services or have any other questions please reach out!

WEBSITE: WWW.BRANDNPRESS.COM EMAIL: HELLO@BRANDNPRESS.COM

CONTACT US FOR CUSTOM SERVICE QUOTES

