



# RATE SHEET

CURRENT AS OF 9/3/18. RATES SUBJECT TO CHANGE.



# BRAND IDENTITY

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platinum

IDENTITY PACKAGE:

**\$10,000**

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.

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## **BRAND VISION 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 a **Brand Vision Board** that includes typography/font options, colors, textures, and patterns that I believe will best represent your brand's distinct style. Two rounds of revisions are included to make sure we start off right.

## **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 \$250 apiece. **Five rounds of revisions** are included, along with an alternate logo/submark derived from your final logo choice.

## **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 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 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.
- **Social media cover and profile images for three platforms** (ex. Facebook, Twitter & LinkedIn)
- **Two social media image templates** delivered in Photoshop (PSD) format or Canva.
- **One print or presentation design up to 8 pages:** Choose from a media or speaker's kit, eBook, brochure, or PowerPoint deck

## **FINAL FILES:**

Final files include the source files for your logo, alternate logo, and sub-mark, as well as the vision board from the discovery process, brand style guide, and PDF, PNG or Photoshop deliverables for your brand collateral.

# BRAND IDENTITY

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## Gold 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.

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### BRAND VISION 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 a **Brand Vision Board** that includes typography/font options, colors, textures, and patterns that I believe will best represent your brand's distinct style. Two rounds of revisions are included to make sure we start off right.

### 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 \$250 apiece. **Three rounds of revisions** are included, along with an alternate logo/submark derived from your final logo choice.

### 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 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 team know exactly how to maintain the integrity of your visual identity.

### BRAND COLLATERAL:

This package includes:

- **Business card design + printing and delivery of 250 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.
- **Social media cover images for two platforms** (ex. Facebook & Twitter)

### FINAL FILES:

Final files include the source files for your logo, alternate logo, and sub-mark, as well as the vision board from the discovery process, brand style guide, and PDF, PNG or Photoshop deliverables for your brand collateral.

# BRAND IDENTITY

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CUSTOM  
PACKAGE

Website

DESIGN & DEVELOPMENT:

STARTS AT

**\$20,000**

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.

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#### **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 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, including any custom functionality I add. 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 accounts so they can stay in touch with you in the meantime.

#### **OPTIONAL ADD-ONS:**

**WooCommerce: +\$3000** (up to 20 products) | **Hands-On WordPress training** via screensharing or Skype: +\$1500

**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 on a retainer basis, shown on **page 9**, or paid for as needed at my hourly rate.

# BRAND IDENTITY

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**STARTUP  
PACKAGE**

*1-Page*

**WEBSITE DESIGN  
& DEVELOPMENT:**

**\$6,000**

Perhaps you're just getting started and you're not quite ready to invest in a fully custom website with a ton of pages. You know you need a stunning website, but you really just need something simple that tells people who you are and what you do. My Startup Package delivers a stunning, WordPress website that will wow your audience and make a huge impact — and do it all in one beautiful, intelligently and concisely designed page. Additional pages can be added for an additional cost.

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## **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. 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 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, including any custom functionality I add. 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:**

This package includes the creation of a landing page that 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 accounts so they can stay in touch with you in the meantime. 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.

## **OPTIONAL ADD-ONS:**

**Additional Pages:** +\$1000 apiece.

Limit 4 additional pages. If you need more than 5 total pages, 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 on a retainer basis, shown on **page 9**, or paid for as needed at my hourly rate.

<p><b>COMPREHENSIVE BRAND ANALYSIS</b></p> <p>Full review of your current brand or idea to identify areas for improvement. I will speak with you to learn about your business, goals, and what you perceive as your impediments that prevent you from reaching your goals. Once I have a firm grasp on what you want to accomplish, I assess your needs and provide recommendations on moving forward.</p> <p>INCLUDES:</p> <ul style="list-style-type: none"> <li>• <b>30-minute discovery phone call</b> to identify your current frustrations with your branding</li> <li>• <b>Logo and visual branding review</b> and suggestions for improvement (design work to rebrand or improve visual identity is not included, but can be purchased separately)</li> <li>• <b>Visual guidance</b> on how make your visual branding cohesive and consistent (ex. color palette, font suggestions for your brand identity, etc.)</li> <li>• <b>Ideal Client Persona Development:</b> In order to know HOW to sell, you need to understand WHO you're selling to. I will assist you in creating your ideal client persona. We'll identify who they are, where they shop, what they buy, what social media platforms they frequent, and most importantly what their pain points are, you can truly understand how to sell them your products, services or personality. Includes an ideal client worksheet and a 30-minute strategy phone call to nail this down in real time.</li> <li>• <b>Product and Service review:</b> We'll take a look at whether the products and services you're offering are truly serving your ideal customer. I'll make suggestions for tweaks to make your offerings more valuable and useful to the customers you really want to attract.</li> <li>• <b>Video website audit</b> with suggestions for how you can improve your site to better communicate your brand message and make more conversions (design work to rebrand or improve website is not included, but can be purchased separately)</li> <li>• <b>Social media account review,</b> with suggestions for improvement and examples of accounts in your industry that are doing it right.</li> <li>• <b>Review of marketing copy</b> and suggestions for a pro copywriter or editor, if needed</li> <li>• <b>Final brand overview and roadmap delivered in PDF format</b> for future reference</li> </ul>	<p><b>\$2000</b></p>
<p><b>WEBSITE: DESIGN ONLY (NO DEVELOPMENT)</b></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. <b>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.</b> 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><b>Starts at \$5,000</b></p>
<p><b>PACKAGING DESIGN</b></p> <p>Extend your brand identity to your product packaging. Capabilities include label design, box design and other types of packaging. Does not include printing. Packaging will be designed to match your printer's specs. Bulk pricing available for entire product lines with similar design.</p>	<p><b>Starts at \$750</b></p>
<p><b>MAILCHIMP EMAIL MARKETING TEMPLATE</b></p> <p>Template will be built directly on your MailChimp account so you can use it for future newsletters.</p>	<p><b>\$750</b></p>
<p><b>BANNER AD DESIGN</b></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><b>\$500</b></p>
<p><b>DIGITAL GRAPHICS FOR SOCIAL MEDIA</b></p> <p>Custom promo design for Instagram, Facebook, Pinterest, etc.</p>	<p><b>\$250/ea.</b></p>

# PRINT DESIGN

<p><b>NEWSPAPER or MAGAZINE ADVERTISEMENT</b> Color or black and white. Price dependent on ad size. Starting price reflects a business card-size ad, and maximum price reflects a two-page spread.</p>	<b>\$100-750</b>
<p><b>FLYER , SIGN, BANNER, or POSTER DESIGN</b> Single-sided. Price dependent on size.</p>	<b>\$500-1500</b>
<p><b>PRESENTATION FOLDER</b> Designed to match your printer's specifications.</p>	<b>\$300</b>
<p><b>MEDIA OR PRESS KIT</b> Additional pages can be added on a bulk or a la carte basis.</p>	<b>\$750</b> (up to 8 pages)
<p><b>ONE-SHEET</b> Brand or personality information condensed into a single page document.</p>	<b>\$300</b>
<p><b>EBOOK OR BOOK COVER DESIGN</b> 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>	<b>Starts at \$750</b>
<p><b>EBOOK OR MAGAZINE LAYOUT</b> 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 Hibiscus Creative will be billed as a separate expense.</p>	<b>\$75/page</b>
<p><b>PRINT NEWSLETTER DESIGN &amp; LAYOUT</b> 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 Hibiscus Creative will be billed as a separate expense. Includes up to 10 pages.</p>	<b>\$500</b>
<p><b>BROCHURE DESIGN</b> Price dependent on size and number of pages. Starting price is for a 2-sided, tri-fold brochure.</p>	<b>Starts at \$500</b>
<p><b>POSTCARD DESIGN</b> Single- or double-sided. Standard 4" x 6" size. Additional sizes available for different prices.</p>	<b>\$250-500</b>
<p><b>INVITATION or ANNOUNCEMENT DESIGN</b> 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>	<b>Starts at \$250</b>
<p><b>OTHER PRINT DESIGN</b> 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>	<b>Ask for a custom quote</b>

**NOTE:** Prices include only design. Printing is not provided by Hibiscus 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 DESIGN

<b>TWITTER PROFILE DESIGN</b> (Includes profile and cover images. Can be packaged with Facebook profile for \$500.)	<b>\$300</b>
<b>FACEBOOK PAGE DESIGN</b> (Includes profile and cover images. Can be packaged with Twitter profile for \$500.)	<b>\$300</b>
<b>OTHER SOCIAL MEDIA DESIGN</b> If you have a YouTube channel, LinkedIn page or other social profile, I can help you design it to match the rest of your branding.	<b>Ask for a custom quote</b>

# SOCIAL MEDIA MANGEMENT

<b>SOCIAL STAR PACKAGE:</b> <ul style="list-style-type: none"> <li>• Get three (3) custom posts per week on two (2) social profiles, including curated content and promotional posts specific to your business.</li> <li>• Active engagement with your audience, including responses to comments and questions.</li> <li>• Industry hashtag research and inclusion per post, as needed.</li> </ul>	<b>\$500/month</b>
<b>SOCIAL SUPERSTAR PACKAGE:</b> <ul style="list-style-type: none"> <li>• Get five (5) custom posts per week on two (2) social profiles (once a day each weekday), including curated content and promotional posts specific to your business.</li> <li>• Active engagement with your audience, including responses to comments and questions.</li> <li>• Industry hashtag research and inclusion per post, as needed.</li> <li>• Custom designed social graphics to create brand consistency.</li> </ul>	<b>\$1000/month</b>

# HOURLY RATE

<p>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 <b>one hour minimum</b> 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.</p> <p>If you have longer-term graphic design needs — ex. if you need a contract designer for 3 months or a virtual creative department to handle all of your website updates, promotional graphics and more, please see <b>page 9</b> for monthly retainer rates.</p>	<b>\$150/hr.</b>
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# RUSH PROJECTS

<b>RUSH TURNAROUND:</b> 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.	<b>\$300/hr. or 100% markup on flat-fee projects</b>
<b>HURRY TURNAROUND:</b> Need it in the next 3 days? If I can accomodate your request, there will be a premium attached to these projects as well.	<b>\$225/hr. or 50% markup on flat-fee projects</b>

# RETAINER ::

## GRAPHIC DESIGN & WEBSITE MAINTENANCE

Just think of us as your **Virtual Creative Department**. If you would like to have Hibiscus Creative handle all of your graphic design and website management or maintenance needs, you may purchase a monthly retainer package based on your anticipated needs for your business, your next big project or for the entire year! The retainer is **due on the first of each month**.

### BENEFITS OF RETAINER PARTNERSHIP

- **Peace of Mind:** Get a guaranteed amount of prioritized work each month.
- **Discount:** You get a discounted hourly rate. The more hours you commit, the lower the rate.
- **Simplified Accounting:** You pay a set amount each month for the duration of the retainer contract.
- **Less Paperwork:** Eliminate the need to sign multiple contracts and track multiple invoices on a per-project basis.
- **No Overhead:** You get access to a professional designer without the overhead associated with hiring an employee.

### MONTHLY

	3 MONTH CONTRACT	6 MONTH CONTRACT	12 MONTH CONTRACT
<b>5 HOURS</b> Additional hours: \$112.50-127.50/hour.	<b>\$637.50</b>	<b>\$600</b>	<b>\$562.50</b>
<b>10 HOURS</b> Additional hours: \$105-120/hour.	<b>\$1200</b>	<b>\$1125</b>	<b>\$1050</b>
<b>20 HOURS</b> Additional hours: \$97.50-112.50/hour.	<b>\$2250</b>	<b>\$2100</b>	<b>\$1950</b>
<b>30 HOURS</b> Additional hours: \$90-/hour.	<b>\$3150</b>	<b>\$2925</b>	<b>\$2700</b>
<b>50 HOURS</b> Additional hours: \$82.50-97.50/hour.	<b>\$4875</b>	<b>\$4500</b>	<b>\$4125</b>

### YEARLY

Pay for a full year of graphic design services up front, and get an additional 10% off the lowest month-to-month contract rate.

<b>5 HOURS/month</b> Additional hours may be ordered at \$101.25/hour.	<b>\$6075/year</b>
<b>10 HOURS/month</b> Additional hours may be ordered at \$94.50/hour.	<b>\$11,340/year</b>
<b>20 HOURS/month</b> Additional hours may be ordered at \$87.75/hour.	<b>\$21,060/year</b>
<b>30 HOURS/month</b> Additional hours may be ordered at \$81/hour.	<b>\$29,160/year</b>
<b>50 HOURS/month</b> Additional hours may be ordered at \$74.25/hour.	<b>\$44,550/year</b>

# MISCELLANEOUS PROJECTS

Don't see your specific project needs on the price list? Ask about it anyway. I offer full-service branding strategy, 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.hibiscuscreative.com](http://www.hibiscuscreative.com) or email [jennae@hibiscuscreative.com](mailto:jennae@hibiscuscreative.com) with details about your needs.

## PAYMENT TERMS

### FULL PAYMENT

For any project with a total quote of \$1000 or less, 100% of the quote will be billed up front.

### DEPOSIT

For projects with a total quote of \$1000 or more, I require a 50% deposit upfront before any work will begin. Larger projects will require two additional payments of 30% and 20% respectively — one midway through the project and the final one at the end of the project.

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 OPTIONS

- PayPal (credit/debit card or direct payment)\*\*
- Check via email (will be processed using VersaCheck software)\*\*
- Square Cash (debit card)
- Check or money order by mail  
(Note: If you choose to pay by mail, the project will not begin until your payment is received and cleared)

\*\* Preferred payment methods.

### END OF PROJECT/DELIVERY

Once final artwork has been finalized and approved, an invoice for the final balance will be presented. 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.)