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# Service & Pricing Guide

[JAMIEMARTINDESIGNSTUDIO.COM](http://JAMIEMARTINDESIGNSTUDIO.COM)

# Hello & Welcome



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## Understanding This Service Guide

This guide provides a detailed breakdown of my pricing structure, designed to offer clarity and transparency around my services. Understanding the value behind every investment is key to making informed decisions, so this resource outlines all the details you need to feel confident about your choices.

Whether you're exploring my services for the first time or are a returning client, this guide will give you an honest, straightforward view of what to expect, ensuring no surprises. My goal is to make sure that every dollar spent aligns with the exceptional quality and results you can expect from working together.

# Our Services Overview



## Embracing Design, Building Brand Identities

In the intricate and captivating realm of graphic design and branding, my services are crafted to offer a holistic solution tailored to your unique needs. Every project I take on is approached as a collaborative journey, where your brand narrative meets my design expertise.

## Here's a snapshot of the services I offer

### Brand Identity and Logo Design

Designing unique and memorable brand identities and logos that capture the essence of your business and resonate with your audience.

### Website Design & UX/UI

Crafting visually appealing, user-friendly websites that reflect your brand identity while ensuring an optimal user experience. From wireframes to intuitive interfaces, I design seamless and engaging digital experiences that enhance usability and interaction.

### Social Media Advertisements

Designing eye-catching social media advertisements to boost your online presence and connect with your target audience.

### Print & Digital Design

Delivering high-quality print and digital designs, including flyers, infographics, posters, and magazine advertisements, to communicate your message effectively.

# Logo Design

Understanding the value of your investment is essential. That's why I prioritize transparency in pricing. Below is a detailed breakdown of the pricing structure for logo design and branding services, ensuring clarity and confidence in your decision.

**STARTING INVESTMENT: \$500**

## What You'll Get

- ✦ Discovery call to discuss your vision\*
- ✦ Three (3) initial design concepts
- ✦ Two (2) rounds of revisions\*\*
- ✦ JPEG, PNG, EPS, PDF, and SVG formats
- ✦ A comprehensive style guide

## Here's How The Process Looks Like

### Research

A strong logo begins with a deep understanding of your brand. Before sketching a single concept, I conduct a comprehensive analysis of your brand identity, market landscape, target audience, and competitors. This strategic foundation ensures the final design is both unique and aligned with your brand's positioning.

### Concept Development

With key insights in hand, I explore multiple logo concepts that capture your brand's essence. This phase is driven by creativity and innovation, ensuring each design is distinctive, meaningful, and aligned with your brand identity.

### Refinement

Through a collaborative feedback process, I refine the selected concept, fine-tuning every element—from typography and color palettes to proportions and scalability—to achieve a polished and impactful final design.

### Finalization & Delivery

Once the logo is finalized, I provide it in a complete set of formats for both digital and print use. Whether displayed on a business card, website, or billboard, your logo will maintain its integrity, versatility, and visual appeal.

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\*Discovery calls are not to exceed 1 hour per project. Exceeding 1 hour requires an additional fee billed per the designer's hourly rate.









\*\*Additional edits can be requested for an additional fee of \$50/hr

# Full Brand Kit








A strong brand cultivates a distinct and memorable identity that resonates with your target audience, fostering trust, loyalty, and recognition. It effectively communicates your mission, values, and unique value proposition, creating a meaningful connection with your customers. Consistent branding across all platforms enhances credibility and reinforces brand recognition. This package can be customized to align seamlessly with your brand's specific wants and needs.

**STARTING INVESTMENT: \$1000**

## What You'll Get

-  Discovery call to discuss your vision\*
-  Logo design as outlined above
-  Logomark
-  Business card design
-  Email signature design
-  Custom-designed landing page\*\*\*
-  12 editable social media templates
-  JPEG, PNG, EPS, PDF, and SVG formats

## Comprehensive brand guidelines

-  Logo variations
-  Brand voice development
-  Target demographic analysis
-  Typography selection
-  Color palette specification
-  Stock photography guidelines
-  Social media branding guidelines

For inquiries, visit

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## Here's How The Process Looks Like

### Research

Every successful design begins with a deep understanding of your brand. Before any sketches are made, I conduct thorough research into your brand identity, target audience, market positioning, and competitors. This foundation ensures that every design decision is strategic and meaningful.

### Concept Development

With insights in hand, I begin crafting a range of full brand kit concepts. This phase focuses on creativity, innovation, and ensuring the designs align seamlessly with your brand's story, values, and positioning.

### Refinement

Through a collaborative feedback process, I refine the chosen concept, adjusting every element—from color palettes to typography—to achieve a cohesive and impactful design. This iterative process extends to each component of your brand kit. Additional design elements can be incorporated for an extra cost.

### Finalization & Delivery

Once the designs are perfected, I deliver the complete branding package, including a brand guideline document outlining your finalized logos, color schemes, and usage specifications. You will receive all necessary file formats, and a final review will be conducted to ensure complete satisfaction.

\*Discovery calls are not to exceed 1 hour per project. Exceeding 1 hour requires an additional fee billed per the designer's hourly rate.

\*\*Additional edits can be requested for an additional fee of \$50/hr

\*\*\*Can be substituted for a full website for an additional cost

# Additional Branding Services

Take your brand to the next level with my additional branding services. From refining your visual identity to expanding your marketing materials, I offer tailored solutions that reflect your brand's essence. Whether you need updated graphics, collateral marketing, or a complete brand overhaul, I am here to bring your vision to life. Additional fees may apply. See the additional fees chart below. Let's create a cohesive and impactful brand experience together!

## Business Card

### Design

STARTING AT

**\$200\***

- Three unique design concepts
- Two rounds of revisions to refine and perfect the design
- Expert recommendations for optimal printing results
- Delivery of high-resolution PDF files

## Appointment Card Design

STARTING AT

**\$150\***

- Three unique design concepts
- Two rounds of revisions to refine and perfect the design
- Expert recommendations for optimal printing results
- Delivery of high-resolution PDF files

## Letterhead Design Package

STARTING AT

**\$200\***

- Available in both standard and custom sizes
- Two unique design concepts
- Two revision rounds to refine and perfect the design
- Print & digital formats included: High-resolution PDF for printing and editable DOCX for digital use

## Social Media Kit Package

STARTING AT

**\$250\***

- 15 Editable Graphics
- Editable in Canva
- Profile & Cover Images
- Two (2) Revision Rounds

## Merchandise

STARTING AT

**\$200\***

- T-Shirts/Apparel
- Stickers
- Save the Date/ Invitations
- Greeting Cards/Thank You Cards

\*Pricing may vary based on rush fees, stock photography, additional rounds of edits, etc

\*\*Printing and production are available additional cost and printing and production services are outsourced

# Additional Graphic Design Services

Take your brand further with my graphic design services tailored to your unique needs. Whether it's designing brochures, social media graphics, packaging, or creating promotional materials, I provide creative and professional solutions that align with your brand identity. Each project is crafted with attention to detail and designed to communicate your message to your audience effectively. Let's collaborate to bring your ideas to life and elevate your brand's visual presence.

## Printables

STARTING AT

**\$35- \$75\***

- Coloring Pages
- Party Games
- Calendars
- Planners

## Digital Design

STARTING AT

**\$200\***

- Social Media Banner
- Single Social Post
- Email Signature

## Print Designs

STARTING AT

**\$450\***

- Event Flyers
- Advertisement
- Signage

\*\*\*Discovery calls are not to exceed 1 hour per project. Exceeding 1 hour requires an additional fee billed per the designer's hourly rate.

\*Pricing may vary based on rush fees, stock photography, additional rounds of edits, etc

\*\*Printing and production are available additional cost and Printing and production services are outsourced

# Landing Page

Landing page design involves creating a focused, single-page website that is optimized to achieve a specific goal, such as generating leads, promoting a product, or encouraging a specific action. The design is centered around clear messaging, visually engaging elements, and a strong call to action. Each element is strategically placed to guide visitors seamlessly through the page, ensuring a smooth user experience that maximizes conversions and meets business objectives.

## Starting Investment: \$1500

### What You'll Get

- ✦✦✦ Discovery call to discuss your vision\*
- ✦✦✦ Wireframe outline to map out your landing page
- ✦✦✦ Four (4) landing page sections designed for clarity and engagement
- ✦✦✦ Additional sections are available at **\$150 per section**

## Here's How The Process Looks Like

### Research

Each landing page is tailored to your needs. In this phase, I'll use your brand guidelines to analyze your target audience and create a plan to design a user-friendly, branded landing page with the content and copy you provide.

### Concept Development

Using the insights from the research, I'll begin by crafting a wireframe based on your content and copy. After the wireframe is approved, I'll move forward with designing the landing page. This stage focuses on creating an intuitive user experience while ensuring the design aligns with your target audience and brand identity.

### Refinement

With feedback and collaboration, I'll refine the landing page, adjusting every detail—from color schemes to typography—to ensure it perfectly reflects your brand's vision.

### Finalization & Delivery

Once the design is finalized, you'll receive access to your landing page. If you require regular updates, we can also arrange a monthly plan to keep your landing page fresh and up to date.

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\*Discovery calls are not to exceed 2 hours per project. Exceeding 2 hours, the client will be billed an hourly rate per call

\*\*\*Can be substituted for a full website for an additional cost

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# Website Design

Website design is a visually appealing, user-friendly, and responsive online experience. It involves organizing content, selecting typography and colors, and creating clear navigation to ensure fast load times, accessibility, and brand consistency across all devices.

## Starting Investment: \$2000

### What You'll Get

- ✦✦✦ New Website
- ✦✦✦ Discovery Call to discuss your vision and goals\*
- ✦✦✦ Three (3) website pages\*\* plus a Privacy Policy page
- ✦✦✦ Additional sections are available at **\$250 per page**

## Here's How The Process Looks Like

### Research

Each website is distinct. During this stage, I'll use your brand guidelines to identify your target audience and develop a strategy to create a website that is both user-friendly and consistent with your brand. I'll also incorporate the content and copy you've provided.

### Concept Development

With insights from the research phase, I'll begin designing a wireframe using your content and copy. Once approved, I'll proceed with the full website design. This phase focuses on creating an intuitive user experience while ensuring the design aligns with both your target audience and brand identity.

### Refinement

Through feedback and collaboration, I'll refine and perfect the website, paying close attention to every detail—from color choices to typography—ensuring the final product fully reflects your brand's vision.

### Finalization & Delivery

When the design is finalized, you'll receive access to the website. Additionally, if you require regular updates, we can discuss a monthly plan to keep your site fresh and up to date.

For inquiries, visit

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# FAQ

What design services do you offer?

I specialize in a range of services, from logo design and brand identity to website design, print materials, and social media advertising. My aim is to provide a comprehensive suite of design solutions tailored to your needs.

How long does a typical design project take?

Each project's timeline varies based on its complexity. A logo might take 2-4 weeks, while a complete branding package can range from 6-8 weeks. During our initial chat, I'll give you a clearer idea of the expected timeline.

What file types will I receive?

Every project will have a different type of file type deliverable, but most will come with at least a PDF, PNG, and JPG.

Do you provide printing for designs?

Absolutely! I can provide printing from trusted printers for certain projects for an additional fee.

Do you provide support after the project is completed?

Definitely. I believe in nurturing lasting relationships. If you ever have questions or require tweaks post-project, I'm just an email away.

Do you offer monthly installment plans?

Yes! Monthly installment plans are available. During our initial chat, I'll give you a clearer idea of the monthly installment plans that are available and how they'll work.

# Are We A Good Fit?



## We Are A Good Fit If

- ✓ You value communication and collaboration in the design process.
- ✓ You understand the importance of investing in quality design.
- ✓ You're open to feedback and suggestions based on my expertise.
- ✓ You're committed to a timeline and respect the design process.
- ✓ You recognize the power of branding and its long-term impact.
- ✓ You're seeking a partnership, not just a transaction.

## We Are Not A Good Fit If

- ✗ You expect immediate results without iterative refinement.
- ✗ You're seeking the lowest possible price over value and expertise.
- ✗ You prefer dictating every design detail without flexibility.
- ✗ You're unable to commit to timelines or provide timely feedback.
- ✗ You see branding as an optional extra rather than a core necessity.
- ✗ You view our interaction as a one-time engagement with no follow-up.



# Ready to Start a New Project?

If you've got a clear vision and are eager to kickstart your project, let's dive in!

Fill out the Discovery Call form at  
[WWW.JAMIEMARTINDESIGNSTUDIO.COM](http://WWW.JAMIEMARTINDESIGNSTUDIO.COM)

If you're still in the exploration phase or have more questions, no worries at all.

Send any questions you have at: → [info@jamiemartindesignstudio.com](mailto:info@jamiemartindesignstudio.com)