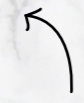


photo styling



website design

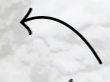


saffron avenue

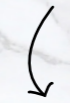
2016 PRICELIST



brand design



calligraphy





LOGO DESIGN PACKAGE

MOOD BOARD :: Creation of a color palette and visual inspiration board of images to narrow down your style and brand. Includes 1 revision.

LOGO VARIATIONS :: Includes 4 (four) logo design variations. Each completely different from one another with a unique style/layout/fonts/etc. Includes 2 revisions.

BRAND STYLE BOARD :: Detailed brand board including the logo, color palette, secondary logo option, a submark or brand element, 2 font recommendations, and 2 pattern recommendations. (1 revision)

FINAL FILES :: You will receive the logo, secondary logo, and submark/elements in .jpg, .png, .png transparent background, .eps, and a watermark. You will receive the color codes and patterns in 12"x12" at 300dpi JPEG. Fonts are not included and design files are an additional charge.

BRAND DESIGN

BUSINESS CARD :: Designed business card based around your brand. Additional card setup \$50 ea.

STATIONERY :: Custom designed letterhead + envelope or a notecard + envelope design of your choice.

STAMP/STICKER :: Design of either a custom wood or wax stamp and a sticker design of your choice.

FACEBOOK PAGE :: Design of a facebook page cover, profile picture, and 3 buttons of your choice. Option to purchase a .psd template for \$125.

LAUNCH KIT:: Complete mockup of brand items and website for social pages, blog, posts, etc. as well as a 'Just Launched' graphic to share on social media. (BONUS: Includes blog tips + tools)!

NOTES :: Each print item receives 1 (one) round of revisions. You will receive PDF files for each piece and .jpg files for the facebook page designs. Print quote available (includes print handling fee) and all illustrator files are an additional cost.

WEBSITE DESIGN + DEVELOPMENT

HOMEPAGE DESIGN :: Can include images slider, scrolling page design, widgetized call to action buttons, social icons, blog feed snippet, testimonials, widgetized footer sections, etc. -- INCLUDES 1 mockup of design and 1 round of revisions (additional revisions billed at my hourly rate of \$100)

INTERIOR PAGES :: Includes the design and content import of 5 (five) interior pages. Ex: About, Services, Gallery, Contact (customized contact form to match). Each site can include a custom built gallery/portfolio (value of \$600). NOTE :: Extra page design/development = \$400 and additional content import is billed at my hourly rate. (Ex, Press/Praise, teams, gallery will have a designed landing page and 1 interior page (of either 1 testimonials or 1 gallery group of 15 images). -- INCLUDES 1 mockup of the 5 pages together, and 1 round of revisions. (additional revisions billed at my hourly rate of \$100).

BLOG DESIGN :: Includes a custom built blog to match your website with a full post blog feed. Can include either left or right sidebar, with up to 4 customized sidebar widgets (ex: about/bio, social icons, call to action button, etc). Blog also includes a clean and easy to navigate archives and categories page.

MOBILE DESIGN :: Custom designed mobile site to match existing design. This is a simplified version of the desktop site and includes the homepage, blog, interior blog posts, and up to 5 pages. (1 revision included).

TEST SITE :: Every site is built on a separate test site and once all content is finalized the site will be transferred to the live site. A coming soon page will be placed up while it is transferring (24-48 hours).

TUTORIAL :: Included in the web package is a 30 minute tutorial and a PDF tutorial to keep. Additional tutorial time or support it will be billed separately at my hourly rate.

EXTRAS TO ADD :: E-COMMERCE = Quote Accordingly | CUSTOM COMING SOON PAGE = \$600
NEWSLETTER DESIGN = \$650 | RSS to EMAIL (mailchimp) setup = \$250 | POP-UP = \$300

Website and blog are built on the widely popular and user friendly wordpress content management system, your website is built completely custom for your business and brand. We design and professionally develop your own personal theme from the ground up to seamlessly match your new or existing brand.

LOGO PACKAGE | \$3,500



PACKAGE INCLUDES

MOOD BOARD :: Based on your questionnaire and your pinterest board I will create a color palette and inspiration board to make sure we are on the right track and have the style and palette in place before moving forward. (1 revision)

LOGO VARIATIONS :: Once palette/style is finalized I move onto the 4 (four) logo variations. Each logo will be completely different and include various font/type/layout and styles. You will receive them on one page side by side so you can see the differences. (2 revisions)

BRAND STYLE BOARD :: Once the logo has been finalized I will build a brand board which will include the logo, color palette, a secondary logo option, a submark or brand element, 2 font recommendations, and 2 pattern recommendations. (1 revision)

FINAL FILES :: You will receive the logo, secondary logo, and submark/elements in .jpg, .png, .png transparent background, .eps, and a watermark. You will receive the color codes and patterns in 12"x12" at 300dpi JPEG. Fonts are not included and design files are an additional charge.

DESIGN EXTRAS

DESIGN FILES :: \$250 | HOURLY RATE :: \$100 | MEDIA KIT :: STARTS \$800

PRODUCT PACKAGING :: \$100/HR | PRINT HANDLING + RESEARCH :: \$100/HR

ADDITIONAL DESIGN ITEMS :: BILLED PER ITEM

BRANDING PACKAGE | \$4,000



PACKAGE INCLUDES

LOGO DESIGN PACKAGE :: Includes the LOGO PACKAGE (mood board, logo variations, brand board, and all final files) with 2 revisions. Additional revisions billed at my hourly rate of \$100.

BUSINESS CARD :: Custom designed business card based around your brand. Additional business card setup and design = \$50 a piece.

STATIONERY :: Either letterhead/envelope design or a notecard/envelope design of your choice. Designed around the business card and brand.

STAMP/STICKER :: Design of either a custom wood or wax stamp and a sticker design of your choice.

FACEBOOK PAGE :: Design of a facebook page cover, profile picture, and 3 buttons of your choice. Option to purchase a .psd template for \$125.

LAUNCH KIT:: Complete mockup of brand items and website for social pages, blog, posts, etc. as well as a 'Just Launched' graphic to share on social media. (BONUS: Includes blog tips + tools to build your social presence)!

NOTES :: Each print item receives 1 (one) round of revisions.. You will receive PDF files for each piece and .jpg files for the facebook page designs. Print quote available (includes print handling fee) and all illustrator files are an additional cost.



DESIGN ONLY (NON-DEVELOPMENT)

BRAND STYLE BOARD :: Brand board of your current logo as well as the creation of a color palette, 2 patterns, 2 font recommendations, and a submark or elements to be used on the website (1 revision).

HOMEPAGE DESIGN :: Can include slider of images, scrolling page design, widgetized call to action buttons, social icons, blog feed snippet, testimonials, footer sections, etc. -- INCLUDES 1 mockup of design and 1 round of revisions (additional revisions billed at my hourly rate of \$100)

INTERIOR PAGES :: Includes the design and content import of 4 (four) interior pages or your choice Ex: About, Services, Gallery, Contact. NOTE :: Extra page designs = \$250 each. NOTE: Press/Praise, gallery/portfolio, and team member pages will have a designed landing page and 1 interior page for that item. -- INCLUDES 1 mockup of the 5 pages together, and 1 round of revisions. (additional revisions billed at my hourly rate of \$100).

BLOG DESIGN :: Includes a custom built blog to match your website with optional full post feed, featured post feed, slider at top, right/left sidebar, and up to 4 customized sidebar widgets (ex: about/bio, social icons, call to action button, etc). Blog also includes a clean and easy to navigate archives and categories page. (1 revision additional revisions billed at my hourly rate of \$100).

FINAL FILES :: All files will be sent to you (for your developer) in a layered .PSD file and does not include fonts (as they are a 3rd party license). Any revisions after final files are sent are billed at my hourly rate. You will receive any additional design elements on your brand board in high res files (sub marks, secondary logo, and 2 patterns).



INCLUDES

LOGO DESIGN :: If wanting 1 (one) calligraphy or custom lettered logo you will receive a brand board with the logo design, secondary logo, sub mark, color palette, and 2 pattern recommendations. You receive 1 revision and additional revisions are billed at my hourly rate. **\$2,000**

CALLIGRAPHY WORDS :: Additional words for marketing, websites, promotional, etc. is billed at \$35 per each word (revisions billed hourly). You will be sent the word in a vector .eps file in black and white watermark.

INVITATION CALLIGRAPHY :: Calligraphy or lettering for custom invitations start at **\$750** and will be sent to you as a vector file with 1 revision. (Includes invitation calligraphy, response card, return address/reply card address).

INVITATION CALLIGRAPHY + DESIGN :: Includes custom calligraphy and design of a custom Invitation, response card, and return/reply address (2 revisions), based on your wedding style and design (sent digitally, printing priced separately). - **\$1,500**

CUSTOM PROJECT :: Calligraphy or lettering needed for custom projects (canvas, custom prints, collaborations, mugs, wood sign, etc) is priced at my hourly rate of \$100 and based on project needs.

SEE MY INSTAGRAM HERE
FOR EXAMPLES!



overhead styling

INCLUDES

OVERHEAD STYLING :: As seen above can include custom styling of branded images to be used on your website, social media, and designed graphics. This can include images with blank space to add text, branded print items, or products of your choice that reflect your brand. - \$1,000 - (5 images of one overhead style variation).

STYLED LIFE IMAGES :: As seen in below image these can include angled shots/settings of a desk, office, computer, hands, etc. These are typically used as graphic additions to websites or marketing pieces. - \$1,500 (6 images/angles of one setting).

PRODUCT MOCKUPS:: As seen on the lower right, can be used for shop products, print items, branded pieces, etc. This Includes 1 mockup of your choice which allows you to edit the artwork within the mockup through smart objects in Photoshop. - \$600 EA

NOTES

PROCESS :: Before booking you will fill out a detailed questionnaire to make sure we are a good fit and we have a timeframe in mind. All products used can be sent to me or can be included within a product styling budget we create. All items sent or purchased will be sent back to you. Images are sent in high resolution or .psd format (for mockups). If you require additional edits/revisions/images it will be billed accordingly at my hourly rate.

GET A QUOTE :: For more information regarding styled photography please contact me to setup a time to chat about your needs and which styled variations is best for you. Each styled option is billed separately and can be customized!

SEE MY INSTAGRAM HERE FOR EXAMPLES!

styled life



styled mockups





A BIG THANK YOU

Thank you so much for thinking of Saffron Avenue for your project! Please keep in mind that if we are always available for any type of project and are not limited to what you see within this price list! If you ever have questions you can reach me below! Thanks again!!

[CONTACT ME](#) | [INSTAGRAM](#) | [FACEBOOK](#) | [MY BLOG](#)

SOME FINE PRINT

HOSTING/DOMAIN :: Domain name and hosting services must be purchased by client. Saffron Avenue is not responsible for server downtime, software issues or any other compatibility issue that may arise after the launch of the site. Please note there is a downtime when transferring your website (about 24-48 hours, plus more if you also are changing domains/emails). We recommend that you use hostgator.com or bluehost.com for your domain purchase and hosting services. This contract does not include future Wordpress CMS compatibility issues for your site, but do offer website maintenance for an additional fee. (CMS updates, plugin updates, etc) After the launch of the site, all additional work and updates to the site will be quoted and billed at our hourly rate {currently \$75 per hour + subject to change}.

SOME FINE PRINT CONT.

All pricing and project details are subject to change | this pricing sheet is a quote only services are not limited to the list above please contact saffron avenue for a custom quote on your project. Any additional revisions not included in the original package are billed seperately at our hourly rate. Please note that any project delays will be charged accordingly, if client is holding up project due to response and content turn-times weekly charges will incur due to delays. Saffron accepts payments by paypal or check made out and mailed to Scheffer Designs Inc.. Payment for packages and projects are split into two parts, half being paid prior to project start and the final half is paid before any final files are delivered to client/website is launched {other payment plans available}