

saffron avenue

design . lettering . lifestyle



ESTD

2012

PRICING
AND
SERVICES

www.saffronavenue.com

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Shauna

“

PRESENT *over* PERFECT

QUALITY *over* QUANTITY

RELATIONSHIP *over* RUSHING

PEOPLE *over* PRESSURE

MEANING *over* MANIA

· *shauna niequist* ·

”

I'm offering only 10 EXCLUSIVE BRAND SPOTS this year. Allowing me to focus on each project, design with more intention, and create from the heart.

No. 01

\$6,000

exclusive

BRAND BUILD OUT

4-6 WEEK PROCESS

10 spots available

.01 STYLE EXPLORATION

VIRTUAL COFFEE DATE: *Brand focus, questionnaires, pinterest gathering, personal and business goals.*

WELCOME GIFT: *Customized binder with the brand process, your goals, business tools, brand guide, etc.*

COLOR INSPIRATION: *Brand board with color palette and overall style, includes brand breakdown.*

LOGO DESIGN: *Five custom logo concepts, based on your brand style and includes digital logo mockups.*

.02 BUILDING THE BRAND

REGROUP SESSION: *Let's chat and discuss logo revisions and the additional items moving forward.*

BRAND BOARD: *Pulling it together and creating coordinating secondary logo, submark, patterns, etc.*

STATIONERY DESIGN: *Design of business card, notecard + envelope, wax seal, tag or label design.*

BRAND STYLE GUIDE: *How to use your branding board. (fonts, patterns, sub marks, logos, and print)*

.03 PUTTING IT OUT THERE

SOCIAL MEDIA: *Design of your facebook page, 2 instagram templates, and a mailchimp template.*

SOCIAL GUIDE: *Worksheet/Guide on how to use your brand online (sample posts, social schedule, etc)*

LAUNCH KIT: *Sharing your new brand with everyone! Includes mockups of your brand, styled images, etc.*

THANK YOU GIFT: *A little customized gift for you because you my friend deserve it!*

No. 02

\$4,000

exclusive
WEBSITE DESIGN

3-4 WEEK PROCESS

.01 CONTENT CREATION

WEBSITE DETAILS: *Chat to discuss your needs, your style, wireframe, and recommended content.*

THE GOODS: *Receive dropbox link for designated folders to place page content and images within.*

WEBSITE DESIGN: *Design of your homepage and five interior pages to reflect your brand style.*

RESPONSIVE: *After step above is completed a responsive site is designed for phone and tablet.*

FINAL FILES: *All completed and finalized design files are sent to you for your development.*

.02 ADDITIONAL DESIGN

COMING SOON PAGE: *Custom splash page designed with a sign-up, welcome snippet, and socials.*

POP-UP AND NEWSLETTER: *Creation of a website pop-up and basic newsletter template*

LAUNCH + IMPLEMENT: *2 hours of website review to send to developer and mockups of your new site!*

note

PACKAGE IS FOR DESIGN ONLY AND INCLUDES
DEVELOPEMENT REFERRALS.

Additional design items require a custom quote (ie: additional pages, e-commerce, e-course, etc). Final files can be in illustrator or photoshop. Revisions made after final files are sent are billed separately.

custom | LETTERING and CALLIGRAPHY

.01 SINGLE 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 one revision and additional revisions are billed at my hourly rate.

\$2,000

CUSTOM

.02 CUSTOM PRODUCTS

From custom coffee mugs, binders, wedding party gifts, home gifts, custom calligraphy art, watercolor items, etc. All products are quoted based on project needs, time, and materials. Please email me with what you are looking for!

.03 WEDDING INVITATION

Includes custom calligraphy and design of an invitation suite that matches your wedding style. Design also includes a response card, reply and invitation envelope, and one additional card design. (sent digitally, printing priced separately and includes 2 revisions).

\$1,250

CUSTOM

.04 DAY-OF ITEMS

From custom signage, escort/place cards, menus, napkins, bar items, table numbers, welcome bags, bridal gifts, etc. All items are priced separately based on the item, quantity, and size. Please email and contact me with what you are looking for!

A FEW STYLES

farrah erily maison olivier tinley

view more here

LOOKING *for* MORE?

MEDIA KIT : *starts at \$800*

PRODUCT PACKAGING : *\$100/hr*

PRINT HANDLING + RESEARCH : *\$100/hr*

PRODUCT DESIGN : *custom quoted*

CUSTOM TEMPLATES : *\$250 ea*

PHOTO STYLING : *starts at \$800*

chat with me

HELLO@SAFFRONAVENUE.COM

thank you