

S A F F R O N

# AVENUE

*Creative*

ESTD

2012



T W E N T Y E I G H T E E N

## PRICING GUIDE



“

PRESENT *over* PERFECT

QUALITY *over* QUANTITY

RELATIONSHIP *over* RUSHING

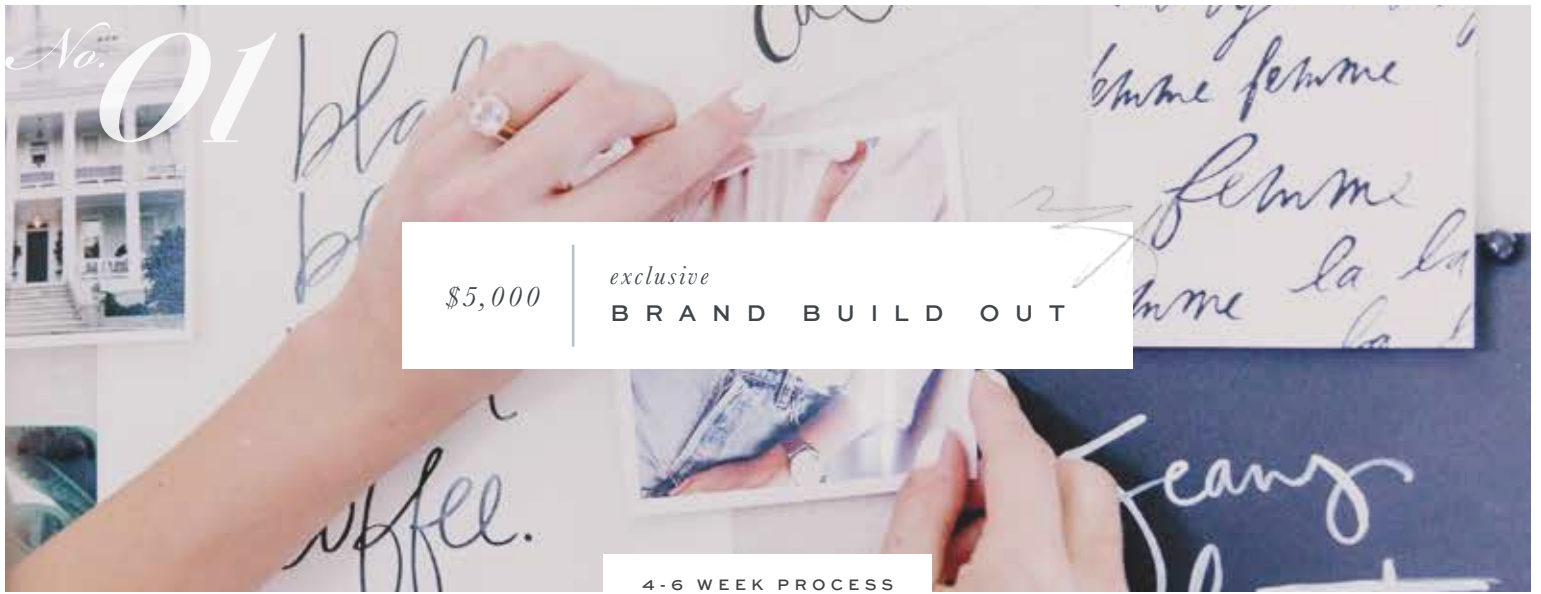
PEOPLE *over* PRESSURE

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.



\$5,000

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: *Four 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 intagram sample feed.*

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

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

No. 02

starts at  
\$4,000

custom  
SHOWIT WEBSITE

3-4 WEEK PROCESS

## .01 SHOWIT 5 WEBSITE

**WHAT IS SHOWIT?:** *Showit is a drag-and-drop website builder that allows you to design creative websites without having to deal with backend coding and development. It gives you total freedom to create and to maintain your web presence.*

**IS IT FOR ME?:** *Showit is a great option for those you have smaller scale websites with around 5-8 pages and not needing additional features (e-commerce, event calendar, online classes, etc). The turnaround is also much quicker.*

**COST AND NEEDS:** *We do require you to have a Showit Subscription (around \$24/mo) which includes hosting and their online support. Additional support and tutorials are offered through their online forum and facebook groups.*

## .02 THE DETAILS

**WEBSITE CONSULT:** *Chat to discuss your needs, your style, wireframe, and recommended content and the process*

**THE DESIGN:** *Based on the initial step you'll receive a mockup of the homepage design, wordpress blog, and 5 interior pages.*

**SHOWIT DEVELOPMENT:** *Once design is finalized, it will be developed and implemented into the showit platform.*

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

**TUTORIAL:** *You'll receive a one hour skype tutorial to walk you through your site and how to use it.*

**LAUNCH:** *Once design has been finalized and final payment made your site will be implemented into your showit account.*

**PARTY TIME:** *Along with the launch you'll receive graphics and mockups to announce your new brand and website.*

*notes*

*Website transferring, domain/hosting/email setup, and support are all charged separately and not included in the package. Saffron Avenue is not responsible for website downtime or hosting. Additional design items require a custom quote (ie: additional pages, e-commerce, e-course, etc).*

*Revisions made after final files are sent are billed separately.*

No. 03

\$4,000

design only

WORDPRESS WEBSITE

3-4 WEEK PROCESS

## .01 CUSTOM WORDPRESS

**WHAT IS WORDPRESS?:** *Wordpress is an open source platform that allows you to have full control from beginning to end. It offers a wide variety of plugins and add-ons that allow you to create a completely custom website without limitations.*

**IS IT FOR ME?:** *Wordpress is recommend for those who require more unique customizations and a larger more robust website, as everything can be custom coded and controlled by you. It can grow with your business and has few limitations.*

**COST AND NEEDS:** *You are required to have your own hosting (\$6/mo) and domain, but other than that the monthly cost is low unless using plugins with monthly fees (e-commerce, events, etc). Support and security add-ons are recommended.*

*Note:* DEVELOPMENT NOT INCLUDED, DEVELOPER RECOMMENDATIONS ARE GIVEN BASED ON YOUR NEEDS

## .02 WORDPRESS WEBSITE - DESIGN ONLY

**WEBSITE CONSULT:** *Chat to discuss your needs, your style, wireframe, and recommended content and the process*

**THE DESIGN:** *Based on the initial step you'll receive a mockup of the homepage design, custom blog, and 5 interior pages.*

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

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

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

**REVIEW:** *You'll receive two hours of website review to send to developer for any small fixes and design edits.*

**PARTY TIME:** *Prior to the launch you'll receive graphics and mockups to announce your new brand and website.*

notes

*Website transferring, domain/hosting/email setup, and support are all charged separately and not included in the package. Saffron Avenue is not responsible for website downtime or hosting. Additional design items require a custom quote (ie: additional pages, e-commerce, e-course, etc).*

*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

## .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).*

\$1,200

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!*

## .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

*farrak    everly    maison    olivia    tinley*

[view more here](#)



A white coffee cup sits on a marbled coaster in the upper right. A stack of magazines is on the left, with the top one showing a woman's face and the word 'POP'. A pair of tortoiseshell glasses and a gold pen are at the bottom. A white box with text is centered.

LOOKING *for* MORE?

MEDIA KIT : *starts at \$800*

PRODUCT PACKAGING : *\$100/hr*

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

SINGLE LETTERED LOGO : *\$500*

CUSTOM TEMPLATES : *\$250 ea*

PHOTO STYLING : *starts at \$800*

*chat with me*

HELLO@SAFFRONAVENUE.COM

THANK YOU