



# SAFFRON AVENUE

*Creative*

PRICING GUIDE

2019

ESTD

2019

“

PRESENT *over* PERFECT

QUALITY *over* QUANTITY

RELATIONSHIP *over* RUSHING

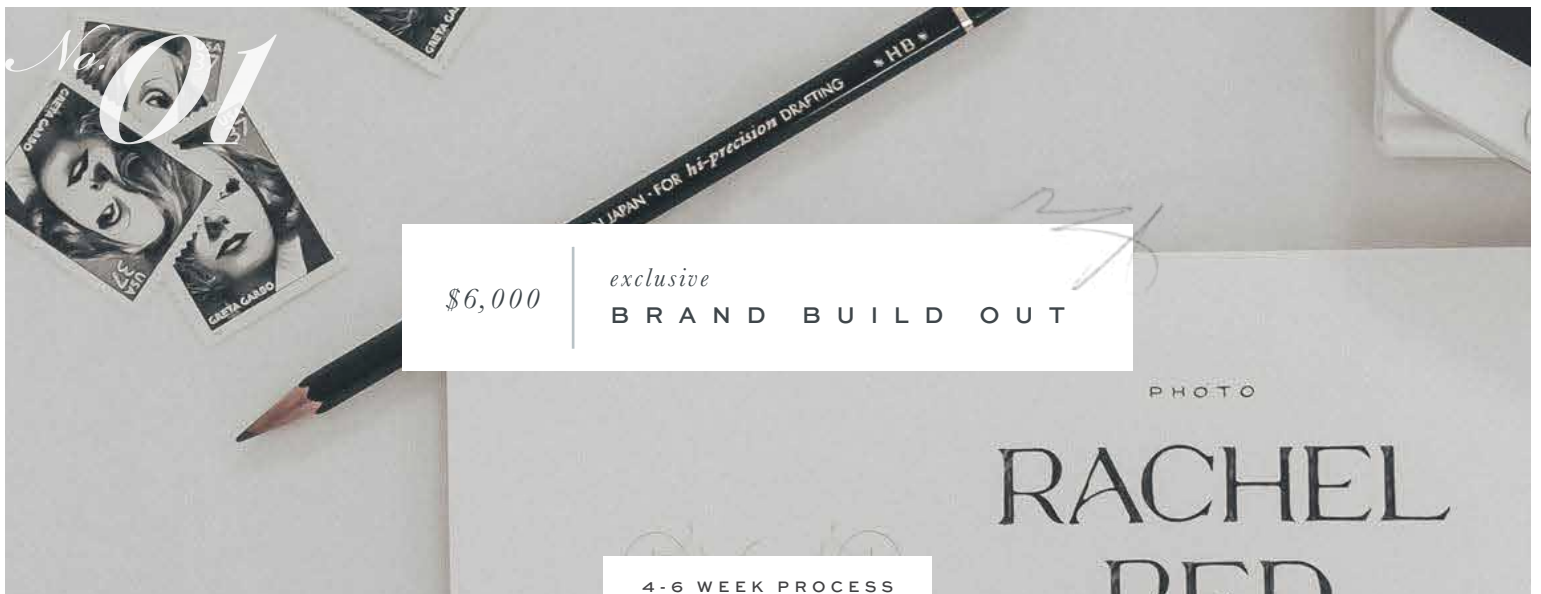
PEOPLE *over* PRESSURE

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.



\$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: *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  
\$5,500

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 informational websites with around 5-8 pages. Ecommerce is an option if using embed codes through Shopify. 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. 04

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).*

\$1,200

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    everly    maison    olivia    tinley*

[view more here](#)

*the*  
CREATIVE  
PROCESS

BRAND & WEBSITE  
DESIGN



NO  
01

V I R T U A L   C O F F E E   D A T E

*Let's get to know each other! We will focus on your current style, your goals (business and personal), how you started, and if you are ready to get started!*

W E L C O M E ,   F R I E N D

*Keep your eye out for a pretty little client packet! It will include the design process, business worksheets, your goals, and what you can expect working with me.*

NO  
02

NO  
03

B R A N D   E X P L O R A T I O N

*Your homework! You'll receive a detailed brand personality questionnaire, a pinterest formula guide for pinning the best images, and a brand guide template to narrow down your brand style. I'll review them further and ask any additional questions.*

C O L O R   I N S P I R A T I O N

*Based on the details in No.3 you will receive an inspiration board with a color palette and thoughtfully chosen images to represent your overall design style.*

NO  
04

NO  
05

L O G O   C R E A T I O N

*Based on the above, five logo variations will be created. Each will be unique from the other to show you a variation of style, lettering, and layouts (2 revisions)*

R E - G R O U P   S E S S I O N

*Want to discuss the logos? Let's hop on Skype and chat through your thoughts and what is needed moving forward (brand board, patterns, stationery, etc) 1hr*

NO  
06

NO  
07

B R A N D   B O A R D

*Let's pull it all together! The brand board will include the primary logo, secondary logo, sub mark, patterns, and recommended fonts for your overall brand (1 revision)*

07

STATIONERY DESIGN

*Design of custom business card, matching notecard and envelope, wax seal mockup, tag design or sticker/label design. (Includes 1 revision and printable files)*

USING YOUR BRAND

*After finalizing, you'll receive a guided brand book PDF with examples on how to use your new branding. (fonts, patterns, sub marks, logos, print)*

08

09

SOCIAL MEDIA

*Design of your Facebook page, 2 Instagram post templates, and an instagram visual guide on image posting examples. All include a canva.com editable template (1 revision)*

SOCIAL MEDIA GUIDE

*Receive a worksheet and guide on how to use your brand on social media. Includes sample posts, social schedule, design ideas, topic suggestions for you to stay branded.*

10

11

LAUNCH KIT

*To be used for a blog post and on social media to share your new look! Includes a mock up of your new logo/brand, styled mockups, website slideshow, etc.*

THANK YOU

*A little gift in the mail and a send-off letter saying thank you! Includes a list of services offered if you're needing additional design!*

12

FINAL PAYMENT

*due before any final files are sent*



01

## WEBSITE DETAILS

*Let's chat and discuss all of your website needs. The number of pages, creative details, you name it. Once done I'll create a wireframe for us and your estimate.*

## THE DESIGN

02

*Before starting, all of your content needs to be finalized. I'll start with the homepage and once it's approved by you I'll create the remaining pages around it. (2 revisions)*

03

## RESPONSIVE DESIGN

*Once the design above is completed I'll start the responsive site design. This will be a condensed and simplified version of the entire site for tablet and phone. (2 revisions)*

## DEVELOPMENT

04

*Hooray! Once all pages have been finalized the website development will begin. I will create it on my own Showit account (if needed) and then move files to your own account for testing.*

05

## COMING SOON

*A custom designed coming soon page can be used and placed on your website while the website is in development. It can include social links and a sign-up. (1 revision)*

## EXTRA, EXTRA

06

*Option to have a customized pop-up designed on your site for capturing emails and building your email list. Additional options are also available (1 revision)*

07

## LET'S LAUNCH

*Hooray, your website is ready to be seen by all! You'll receive a 1 hour tutorial prior to launching on how to use your site (along with resources) and a launch kit to show it all off! (additional tutorial time is available at my hourly rate).*

LOOKING *for* MORE?

MEDIA KIT : *starts at \$800*

PRODUCT PACKAGING : *\$125/hr*

PRINT HANDLING + RESEARCH : *\$125/hr*

SINGLE LETTERED LOGO : *\$500*

CUSTOM TEMPLATES : *\$250 ea*

PHOTO STYLING : *starts at \$800*



*chat with me*

HELLO@SAFFRONAVENUE.COM