

FAVATA DESIGN PRICING BREAKDOWN AND DETAILS

LOGO DESIGN PACK #1 | Starts at:\$450.00

Conceptualize an icon, type-graphic, word-mark, or pictorial mark to associate with your unique brand. Pricing varies depending on how detailed the design is. Includes 1 round of revisions based on the first set. Final "Logo Design Pack #1" Rendering: PDF/Vector files, PNG files, B&W, and Color

Example of Timeline:

Step 1: Consultation meeting

- Discussion of the vision of the logo: is it word-based, pictorial-based, an emblem, a mixture of all of these? Examples are encouraged!

Step 2: Approve and sign pricing estimate

Step 3: Brainstorming, mood-boarding, sketching logo ideas

- This step starts as soon as pricing estimate is signed by client

Step 4: Present first set (Brainstorm) of ideas to client, discuss its requested edits/revisions (this is Round 1 of edits)

Step 5: Complete Round 1 of revisions and edits [rough draft]

Step 6: Present and discuss Finished Round 1 [draft] of logo design.

[Further revisions *after* this would be considered Round 2.]

Additional charge will be added after Round 1 of revisions for time spent on further research, edits, final touches, etc.

Step 7: Export and send Final "Logo Design Pack" Rendering: PDF/Vector files, PNG files, B&W files and Color files contained and sent in a zip folder via Wetransfer.

BRAND-BUILDING BUNDLE #1 | Starts at \$750.00

This package is suggested for someone still building their brand from the ground up. I will walk you through the conceptualization of your brand's **identity, design, tone, and vision**. The final project will include a **brand kit / style guide**, covering the essential brand elements that will establish brand recognition. This bundle can also be useful for a re-positioning of an existing brand.

- Three main elements of a branding kit: the color palette, logo(s), and typography. Additional key players can range from where the logos

should be placed, what color schemes can be used and when, and the type of verbiage a brand will use.

- To protect the privacy of my clients, I do not share the entirety of my work on my profile. Here is an example of one I did for fun:

<https://www.favatadesign.studio/portfolio/yankee-doodle-coffee-%7C-brand-package-kit>

LOGO PACKAGE ADD-ON | \$50.00- \$150.00

Made on an as-needed basis, this package addition will give you extra collateral [YouTube Banner, Facebook Cover Photo, Phone Screen Background, Email Blast or Newsletter, Banner Ads, Printed Stationery, Business Cards, etc.] associated with your brand.

An already established brand concept will work best for this package.

Includes 1 round of revisions based on the first set. *written copy provided by client*

- This is material used for in-house purposes only and not for profit.
- Portfolio Example:

https://www.favatadesign.studio/portfolio?pgid=kuctev11-the-bennett-deyrup-estate-email-blast_5

MERCH/ APPAREL DESIGN | Starts at \$150.00

Customized designs for printed T-Shirts or other apparel/ products requested by the client. This can be non-related to your logo. Client's responsibility to proceed with apparel production & shipping with their preferred service. Includes 1 round of revisions based on the first set.

- This material would be used toward a final product made for the client to sell and receive a profit from.
- Portfolio Example:

<https://www.favatadesign.studio/portfolio/weibaba-t--shirt-%26-poster>

SOCIAL MEDIA MANAGING & CONTENT CREATING | \$1,175.00 per month

- Content Calendar Planning through CMS (Later, Planoly, Canva, HootSuite or Google Suite)
- Account Set-Up and Highlight Badges

- Social Media Management- including responding to messages and comments, account outreach and engaging with target audience as well as similar brands
- 4 Unique Posts Per Week
- 4 Unique Stories Per week
- Ongoing research on hashtags, SM marketing strategies, and an understanding of the industry to suggest ideas for client
- Weekly analytics and performance reporting via the instagram insights tool
- Portfolio Example: <https://www.favatadesign.studio/portfolio>

SOCIAL MEDIA STRATEGY GUIDE | \$200.00 flat rate.

This kit would be a useful tool or extension of one's branding kit. An established brand with a solid understanding of who they are and what their goals are is best for this next step to grow on social media. It would consist of the research on hashtags, SM marketing strategies, and an understanding of the industry to suggest ideas for clients as well as a social media visual/tone guide to apply to the brand's social media presence.

- Currently works best with Instagram but can be applied to other platforms as well
- Does not include the management or creation of content for client's social media pages/platforms
- Portfolio Example:
<https://www.favatadesign.studio/portfolio?pgid=12nm205v-9b43a8fb-9406-4d4b-8609-b0ecb0f77e3e>

Updated 9.26.2022

NOTICE: My designs are my intellectual property—until I sell my ownership rights to a client, they are not available to use without my documented permission.

Prices Negotiable Upon Project

FAVATA DESIGN STUDIO