

THE SALTED INK LOGO PACKAGE: \$1,600

The Salted Ink Logo Package is a fun and personal brand development experience for your business or blog. My goal is to create a final product that reflects your style while also delivering an effective marketing tool and solid brand foundation for your business.

THIS PACKAGE INCLUDES:

Brand Inspiration Board: This will set the mood of your new logo and brand design. {2 revision included}

Logo Variations: During this step of the process you will receive 4 unique logo variations. {2 revisions included}

Full Branding Board: Once your main logo design is finalized, we will build a final branding board to incorporate all of the elements of your new brand. {2 revisions included}

Final Deliverables: You will receive your logo in all popular file formats in a convenient dropbox file link for easy download. Your final files will include your logo & all secondary/sub mark logo files and watermarks in all popular formats {also includes original .ai file format for logo}, color palette and guide {includes CMYK, RGB and Pantone color suggestions}, font recommendations, up to 6 matching social media icons and one coordinating pattern or texture in a 12"x12" 300dpi JPEG format.

THE SALTED INK BRAND PACKAGE: \$2,000

Continuing your new brand throughout your print and social media materials is wildly important in the establishment of a strong branding presence. The Salted Ink Brand Package takes your new look to the next level.

THIS PACKAGE INCLUDES:

Logo Design: See above package for details

Business Card Design: Double sided business card design to reflect your new brand. Additional employee card setup is \$30 per card.

Business Stationery Package: Includes either a professional sized letterhead and envelope design or a notecard and coordinating envelope design.

Stamp, Hang Tag, or Sticker Design: This can include your logo or secondary logo design paired with your return address or another saying/layout of your choice.

Facebook Page Design: Includes cover photo, profile picture and 3 matching app buttons of your choice.

Twitter Page Design: Includes banner, background and profile picture to match your new brand.

*All items include one set of revisions. Print ready files (when applicable) are prepared for final delivery for client to print at the printer of their choice (ask Salted Ink for printing recommendations) Any additional revisions will be billed at my hourly rate.

PRINT & MARKETING MATERIAL DESIGN

We can design all types of print collateral for your business, here are just a few examples; flyers, postcards, business cards, menus, sales sheets, brochures, pricing sheets, booklets, event programs, invitations, newsletters, wall decals, banners, full media kits, CVs, etc...you name it and we can probably make it happen! I have included a few of our standard print project pricing in the a la carte menu below. If you don't see your needs listed, please contact me for custom pricing as many print projects vary upon complexity.

BRANDING EXTRAS + PRINT DESIGN A LA CARTE

Want to pick and choose your design extras? Here is a quick menu of design services and pricing when purchased separately. Your project doesn't fit into any of the options below? That's okay, we can still make it happen! Please contact me for a custom project price quote.

FACEBOOK PAGE: \$175

BUSINESS CARD: \$200

TWITTER PAGE: \$150

STATIONERY: \$200

STAMP, HANG TAG, OR STICKER DESIGN: \$100

FLYER | PRICE SHEET | MENU | ETC {FRONT ONLY}: \$250

FLYER | FOLDED BROCHURE | PRICING SHEET | ETC {FRONT AND BACK}: \$350

POSTCARD DESIGN: \$225

BOOKLET DESIGN {8 PAGE}: STARTS AT \$450

HOURLY DESIGN RATE: \$75

*All items include one set of revisions. Print ready files (when applicable) are prepared for final delivery for client to print at the printer of their choice (ask Salted Ink for printing recommendations) Any additional revisions will be billed at my hourly rate.



THE SALTED INK WORDPRESS WEBSITE PACKAGE: \$3,650

Built on the widely popular and user friendly Wordpress Content Management System, your website is built completely custom for your business. We professionally design and develop your own personal theme from the ground up to seamlessly match your new or existing brand. All websites are fixed width and mobile friendly. Our Wordpress website package includes the following:

- Clean, easy to navigate, easy to manage, stylish Wordpress theme consistent with your brand + built just for you.
- Initial design mockup of homepage and one interior page layout for approval by client. Two rounds of revisions to mockups included in package price. Any additional revisions will be billed at our hourly rate.
- Home page design and up to 6 interior styled and formatted pages (banners, buttons, etc) by Salted Ink prior to launch (please see "additional content and pages" in formation in the "website add-ons" section below)
- All sites are built on a test server and then uploaded as a theme to your self-hosted Wordpress website.
- Option for rotating homepage slider emphasizing key calls to action, as well as stylized buttons, news feed, calls to action, etc on home page.
- Image portfolio feature (please see additional portfolio information in "website add-ons" section below)
- Custom social media icons and links
- Initial content input for launch of site (home page and 6 interior pages)
- Installation of Google Analytics (client must provide working gmail address)
- Custom styled interactive blog/news feed easily usable for client posting and updating + custom designed sidebar for your blog
- Clean easy to use, consistent navigation
- Custom designed coming soon page on your domain (if needed)
- One half hour tutorial session on the Wordpress Content Management System to show you how to use your site. Additional time may be purchased by client if needed.

WEBSITE ADD-ONS

Additional Pages and Content: Need more pages for content? You got it! I am happy to add in and style as many pages as you need for an additional hourly rate of \$75 per hour. This may include additional team member profile pages, praise/testimonials page, stylized press page, gallery pages, portfolio pieces, faqs, etc.

Custom Portfolio Buildout and Backend Management Features {starting at \$500}: Are you looking for something more than a simple image portfolio or gallery to show off your work? Do you want to be able to customize how your images and details are displayed and develop an easy way to manage each entry on the backend of your site? I am happy to work with you to develop a more customized approach to your portfolio that will work seamlessly within your site and be just as awesome to manage on the backend. Please contact me if you think this add-on is for you and I will provide you with a custom quote that fits your individual needs.

Former Blog Post Transfer {\$200}: You can purchase this option to transfer your old blog content over (Blogger, Wordpress, Tumblr, etc) to the new blog feed. NOTE: some formatting issues may arise when transferring blogs over from old sites.

Brand Refresh and Style Establishment for your Website {\$300}: This add-on is great for clients that found me after they had already established a strong logo, but need some help building a full brand and overall style to carry through their website moving forward. This package includes your logo or a slight refresh of your logo {if you need some adjustments to bring it up to date with fonts, colors, etc}, a secondary logo or sub mark development for your brand, colors palette, font suggestions, patterns, and elements for your website design. This is not a full logo design, just a refresh of your current look for clients that did not purchase the Salted Ink Logo or full Branding Package. If you would like a complete branding makeover, I would love to help! Please see the details of the Salted Ink Logo and Branding Packages listed on the first page of this price sheet.

Design Templates: Some pages are custom designed using templates (.psd or .ai). These templates are available for purchase if you have access to these programs and want to make any changes in the future on your own. Please ask for a custom quote for these templates.

E-commerce {wordpress & shopify} | Responsive Mobile Sites | Optimized for Retina Displays | Client Portal | Custom Client Questionnaires | etc: If you are interested in adding on any of these additional features to your site, we can make that happen! Please contact me for more detailed pricing information and a custom quote.

IMPORTANT WEBSITE INFORMATION

Domain names, hosting services & email setup: Your domain name as well as hosting and email services must be purchased by you, the client. Salted Ink is not responsible for server downtime, software issues or any other compatibility issue that may arise after the launch of the site. We recommend that you use bluehost.com or network solutions for your domain purchase and hosting services. This contract does not include future Wordpress CMS or framework update and compatibility issues for your site. After the launch of the site, all additional work will be quoted and billed at our hourly rate {currently \$75 per hour and may be subject to change}. Client must provide Salted Ink with FTP access to their server.

Site Content: Please provide all pages titles and site content prior to site design. This will help us design the site specific to your needs from the start and will streamline the design and development process. All content will be uploaded by you to our shared dropbox folder. In that folder; you will provide individual page content, images, passwords, etc. You are responsible for providing all images in proper format, size and quality for your website.

Development Process: All sites are built on a test server and then uploaded as a theme to your self-hosted Wordpress website. Once you give me the approval on the design of your site and we go to the development phase, all future changes to the structure and overall look of the site will be billed separately. If you have any questions regarding this phase please be sure to contact me.

**THANK YOU FOR THE OPPORTUNITY TO
PRESENT MY SERVICES**

Any additional revisions not included in the original package are billed seperately at our hourly rate of \$75. Salted Ink accepts payments by paypal or check made out and mailed to Salted Ink Digital Design Co. 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, please ask Salted Ink for details}. Please note that any delayed project over 30 days due to client revisions or content turnaround will be subject to project price changes. Salted Ink Digital Design Co. has the right to display and market all work completed as a result of this agreement.

