

Salted
ink

DIGITAL DESIGN CO.



MEDIA KIT 2015





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A PUBLISHED DESIGNER

HELLO THERE AND WELCOME

THANK YOU

FOR YOUR INTEREST IN MY BRANDING SERVICES

Salted Ink specializes in unique branding solutions for awesomely passionate business owners around the world. I listen to your story, get to know your business and create a beautifully unique brand that both reflects your personal style and serves as an effective marketing tool for years to come. I take on a very limited number of new clients per month to ensure that each project receives the time and attention it deserves. My business model focuses on excellent client service and personalized creative branding strategies. You work directly with me as we design the perfect brand for your business.

All branding companies are different, from our design styles to our processes and packages. With that in mind, this little pricing pdf will help explain how I work here at Salted Ink. Each package includes pricing, timeline and deliverable details so that you may find the product that best fits your needs.



PACKAGE INDEX

full details on each package are enclosed

- ▶ 1. BRAND DEVELOPMENT PACKAGE
- ▶ 2. HAND LETTERED LOGO PACKAGE
- ▶ 3. WEBSITE DESIGN PACKAGE

Salted Ink is honored to announce our two brand design features in Fiona Humberstone's widely popular "How to Style your Brand" book along side some of the industry's most talented designers. Released in May 2015, this book has remained among the top 20 best sellers in Amazon.com's Marketing for Small Business & Entrepreneurship and is packed full of gorgeously designed brands, helpful tips and beautiful brand style guidance for businesses and designers alike.



▶▶▶ OWNER AND DESIGNER // SARA DART ◀◀◀

I currently live in Charlotte, NC with my awesome husband, Scott, our newest little dude, Marshall, and our two lovable chocolate labs, Finley and Bailey. We recently moved to the Queen City for Scott's Orthopaedic Surgery Residency placement at Carolinas Medical Center this summer and are enjoying our new home and navigating our lives as first time parents. I am so grateful to have found a career that I not only love, but also provides the flexibility for me to stay at home with my little guy - my toughest boss to date! Thank you so much for your interest in my work and I look forward to the opportunity to brand your business.

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BRAND DEVELOPMENT PACKAGE



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The Salted Ink Brand Kick-Start Package is a personal and thoughtful brand development experience for your business. Whether you are a new to the scene and looking to establish your presence or an established player in search of a new look, this package has what you need to make a statement. My goal is to create a final product that reflects your personal style while delivering an effective marketing tool for your business for years to come. This package includes a full brand design experience along with matching print collateral and a full social media kit with brand launch material to make a splash.

THIS PACKAGE INCLUDES THE FOLLOWING



BRAND DEVELOPMENT:

- PROJECT LAUNCH AND BRANDING CONSULTATION CALL
 - CLIENT QUESTIONNAIRE
 - PINTEREST BOARD COLLABORATION
 - BRAND INSPIRATION BOARD
 - 3-4 ORIGINAL LOGO CONCEPTS
 - 3 ROUNDS OF REVISIONS TO PERFECTION
 - SUBMARK DEVELOPMENT
 - CORRESPONDING PATTERN OR TEXTURE
 - FONT RECOMMENDATIONS
 - FULL BRANDING BOARD & STYLING GUIDE
 - COLOR GUIDE - CMYK, WEB & PANTONE SUGGESTIONS
 - ALL LOGO, SUBMARK AND DESIGN ELEMENTS DELIVERED IN POPULAR FILE FORMATS
- (including original design files in vector format, delivered via dropbox shared file)*

PRINT AND SOCIAL DESIGN:

- BUSINESS CARDS
- BUSINESS STATIONERY
- RETURN ADDRESS STAMP DESIGN
- HANGTAG OR STICKER DESIGN
- PROFILE IMAGE OPTIONS FOR ALL SOCIAL MEDIA PLATFORMS
- FACEBOOK COVER PHOTO AND APP BUTTON DESIGNS
- TWITTER BANNER DESIGN
- PRINT SETUP AND PRINTER SUGGESTIONS FOR ALL PRINT MATERIAL

BRAND LAUNCH MATERIAL:

- NEW BRAND LAUNCH PROMO IMAGES FOR YOUR BLOG AND/OR SOCIAL MEDIA PLATFORMS
- (instagram sized photo, facebook launch banner, full branding board sized for sharing on blog, etc.)*

Need more branding material? You got it! Additional branding material (media kits, flyers, price sheets, packaging design, etc) design services are available to each Salted Ink branding client and quoted separately based on the individual project complexity.

TOTAL COST: \$3,750.00

PROJECT TIMELINE: 4 TO 6 WEEKS

PAYMENTS

MADE VIA PAYPAL OR MAILED CHECK

KICK-START YOUR BRAND

MOST POPULAR PACKAGE >>>

PAYMENT DETAILS

Package total is divided into 2 equal payments of \$1,875. The first payment is due upon contract signing and required to hold your spot in the queue (non-refundable). The second and final project payment is due at project completion/design approval from client and before any final logo/branding files are delivered to client.



All pricing and project details listed in this price sheet are subject to change. This informational sheet is a quote only and services are not limited to the list above. Please contact Salted Ink for a custom quote on your project. Any additional revisions not included in the original package are billed separately at our hourly rate of \$90. Please note that I ask all clients to stay on time with their responses, feedback and client responsibilities such as completed questionnaires, website content, images, etc. Any delays from the client may result in project push backs and additional charges. Salted Ink has the right to display and market all work completed as a result of this agreement.

THE FINE PRINT

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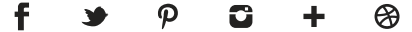
HAND LETTERED LOGO PACKAGE



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This package was created out of popular demand for hand lettering services. It's a fantastic fit for businesses that desire a custom handwritten logo in a certain style but already have a beautifully established brand they would like to work around. The Handwritten Logo package focuses on a certain style of hand lettering at the clients request (calligraphy, brush pen, watercolor, etc). I then deliver 3 handwritten options within that style, all with slightly different variations. We then perfect it through the revision process and deliver a beautifully crafted one-of-a-kind logo in all popular file formats.

THIS PACKAGE INCLUDES THE FOLLOWING



HAND LETTERED LOGO DESIGN

- SIMPLIFIED CLIENT QUESTIONNAIRE FOR STYLE OF HAND LETTERING
(client must decide on one particular style of handlettering to be a candidate for this package)
- 3 HANDWRITTEN LOGO VARIATION CONCEPTS IN YOUR CHOICE OF STYLE
(styles include modern calligraphy, brush pen, watercolor, etc)
- 2 ROUNDS OF REVISIONS TO PERFECTION
- SUBMARK DEVELOPMENT IF APPLICABLE
- TAGLINE FONT SUGGESTION IF APPLICABLE
- ALL LOGO AND SUBMARKS TO BE DELIVERED IN POPULAR FILE FORMATS
(including original design files in vector format. delivered via dropbox shared file)

TOTAL COST: \$2,500.00

PROJECT TIMELINE: APPROX 2-3 WEEKS

PAYMENTS

MADE VIA PAYPAL
OR MAILED CHECK

HAND LETTERING

CUSTOM HANDLETTERING ▶▶▶

PAYMENT DETAILS

Package total is divided into 2 equal payments of \$1,250. The first payment is due upon contract signing and required to hold your spot in the queue (non-refundable). The second and final project payment is due at project completion/design approval from client and before any final logo/branding files are delivered to client.



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WEBSITE DESIGN PACKAGE



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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 newly designed brand. All websites include a Google Mobile-Friendly Test approved corresponding site design. We also include a tutorial session to teach you how use and manage your site content so you can take the keys.

THIS PACKAGE INCLUDES THE FOLLOWING



WEBSITE DESIGN AND DEVELOPMENT INCLUDES

- Clean, easy to navigate, easy to manage, stylish Wordpress theme consistent with your brand + built just for you.
- Custom built backend features using the Wordpress Content Management system for easy website updating and management.
- Includes home page design, seamlessly integrated blog design, up to 4 additional styled pages (examples: contact, about, portfolio, services, etc), a full width page template and first level drop down styling
- Includes a Google Mobile-Friendly Test approved corresponding mobile site design
- All sites are built on a test server and then uploaded as a theme to your self-hosted Wordpress website by our development team
- Custom designed coming soon page on your domain during transfer or prior to launch if domain is empty at time of development
- Former Blog Post Transfer (please note some formatting issues may arise when transferring blog post over from old sites and we are not responsible for those issues)
- 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.

*Additional page designs and features can be added for an additional cost. Please contact Salted Ink for a custom quote.

IMPORTANT WEBSITE INFO

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 hostgator.com for your domain purchase and hosting services. Client must provide Salted Ink with FTP access to their server & hosting services.

Website Maintenance Plan: 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. You will have the opportunity to purchase a wordpress website maintenance plan for \$50 per month through my development partners and more information can be presented to you if you are interested. This plan (or any equivalent plan by a provider of your choice) is highly recommended for the security and function of your new website moving forward.

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 and customize the design process. All content will be uploaded by you to our shared dropbox folder for use in the mockup design. You are responsible for providing all images in proper format, size and quality for your website design. Any delays to the submission of this information will cause your project to be delayed and, in some cases, may result in additional charges.

Site Photography: All site photography should be completed and uploaded by the client to our shared dropbox before site design begins. I always recommend working with a professional photographer for your website imagery for a more personal and custom feel but stock photography can be purchased and used by the client as an alternative if need be.

Development Process: All sites are built on a test server and then uploaded as a theme to your self-hosted Wordpress website. Once you provide your 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.

STARTING AT: \$5,500.00

PROJECT TIMELINE: APPROX 6 WEEKS

PAYMENTS

MADE VIA PAYPAL
OR MAILED CHECK

WEBSITE DESIGN

WEB DESIGN SERVICES ▶▶▶

PAYMENT DETAILS

Website package total is divided into 3 equal payments. The first payment is due upon contract signing and required to hold your spot in the queue (non-refundable). The second is due before development phase and final project payment is due at project completion/launch. If purchased with the branding development package, the full amount of the project is split into 4 milestone payments due across the course of the project.



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THE FINE
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THANK YOU

FOR YOUR INTEREST AND THE OPPORTUNITY TO PRESENT MY SERVICES.

If you are ready to start your branding journey with Salted Ink, please contact me through my website at www.saltedink.com/contact-booking/ for availability and consultation requests. I am so pumped to learn more about you, your business and your vision. Chat soon!

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