

2018

Salted Ink

DESIGN CO.

PACKAGES *and* PRICING

THOUGHTFULLY CRAFTED BRANDING SOLUTIONS
FOR PASSIONATE BUSINESS OWNERS



ABOUT SALTED INK

Salted Ink specializes in unique branding solutions for passionate business owners around the world. I listen to your story, get to know your business and create a beautifully crafted 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 year 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 - quality over quantity, always. You work directly with me as we design the perfect brand for your business.

*My work has been published in Fiona Humberstone's popular book, *How to Style your Brand*, released in 2015 and available on Amazon. I have also had the opportunity to design for HGTV's *The Scott Brothers* as well as many other inspiring entrepreneurs around the world.*

All branding companies are different, from our design styles to our processes and packages. With that, this little 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.

meet

SARA DART
owner & designer

MY STORY

After years of experience working for others, I started Salted Ink in early 2013 with a love for design and some wild goals. That leap of faith has allowed me to do what I love and the flexibility to be at home with our two young boys. Life as a business owner and mom is challenging but I am forever grateful for this business and my clients that have trusted me to be a part of their story.

I currently live in Charlotte, NC with my husband, Scott, our two boys and our two chocolate labs. We recently moved to the Queen City for Scott's Orthopaedic Surgery Residency placement at Carolinas Medical Center in the summer of 2015.

When we aren't working (which is rare these days) you can find our crew making trips back to the beach, hanging with the kids at one of Charlotte's awesome breweries or walking to our little neighborhood park with the boys.

the packages

1.

BRAND DEVELOPMENT

*thoughtfully crafted personalized
brand design experience*

2.

HAND LETTERED BRAND

*custom hand lettered logo design
and brand foundation*

3.

WEBSITE DESIGN

*custom website design for a
branded online experience*

Additional design services offered to Salted Ink branding clients include flyers, postcards, gift certificates, product packaging, media kit, price sheets, booklets, wedding branding, etc. All items are custom quoted. Please email saltedink@gmail.com for more details.



1.

BRAND DEVELOPMENT

*thoughtfully crafted personalized
design experience*

The Salted Ink Brand Development Package is a personal and thoughtful brand development experience for your business. Whether you are a new business 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 complete social media kit with brand launch material to make a splash. These packages are limited as I take on no more than 8-10 new clients per year.

BRAND FOUNDATION

- 1. brand consultation call*
- 2. client questionnaire and pinterest collaboration*
- 3. brand inspiration and color board*
- 4. 3-5 main logo concepts*
- 5. client feedback session with revisions*
- 6. brand build out around the main logo selection*
- 7. submark and logo variation*
- 8. font recommendations & brand color guide*
- 9. pattern or texture pairing*

THE BRANDED GOODS

- 1. business cards*
- 2. notecards or letterhead and envelope*
- 3. sticker/stamp design*
- 4. social media profile images*
- 5. twitter and facebook cover/banner designs*
- 6. brand launch material*
- 7. thank you gift*

ALL BRAND FILES DELIVERED VIA DROPBOX DOWNLOAD

4-6 week process

\$4,500
INVESTMENT

limited availability



2.

HAND LETTERED BRAND

*custom hand lettered logo design
and brand foundation*

This package is a streamlined offering for clients that know they are looking for a hand lettered logo by Salted Ink. We focus solely on the custom lettering style of your main logo and coordinating submark and/or secondary logo variation. To make sure you are getting a complete brand foundation I also include color palette and inspiration board creation, brand font recommendations and one pattern or texture to compliment your new look. Additional branding items such as business cards, notecards, stickers, etc may be added on to this package for an additional cost.

HAND LETTERED BRAND DESIGN

- 1. brand consultation call*
- 2. client questionnaire and pinterest collaboration*
- 3. brand inspiration and color board*
- 4. 3 main hand lettered logo concepts*
- 5. client feedback session with one revision*
- 6. brand build out around the main logo selection*
- 7. submark and logo variation*
- 8. font recommendations & brand color guide*
- 9. one pattern or texture pairing*

ALL BRAND FILES DELIVERED VIA DROPBOX DOWNLOAD

2-3 week process

\$2,500
INVESTMENT

limited availability

3.

WEBSITE DESIGN

*custom website design for a
branded online experience*



The perfect brand is always pulled together with a seamlessly designed online experience. I take your new brand and carefully craft a custom website design to compliment your new look. With easy navigation and mobile viewing in mind, I will deliver a website design package that can be given to your developer for coding and completion. I can do a full site design or home page only, depending on your goals and budget.

FULL SITE DESIGN

- 1. website consultation and evaluation*
- 2. client website questionnaire*
- 3. design of home page and interior pages*
- 4. client feedback session with one revision*
- 5. responsive design for mobile and tablets*
- 6. final design files delivered for your development*

starting at \$3,500

3 - 5 WEEKS

HOME PAGE ONLY

- 1. website consultation and evaluation*
- 2. client website questionnaire*
- 3. design of home page*
- 4. client feedback session with one revision*
- 6. final design files delivered for your development*

\$1,500

2 - 3 WEEKS

PACKAGE IS FOR DESIGN ONLY | DEVELOPER REFERRALS INCLUDED

ALL BRAND FILES DELIVERED IN ADOBE ILLUSTRATOR FORMAT
AND AVAILABLE FOR DOWNLOAD VIA DROPBOX

FREQUENTLY ASKED QUESTIONS

LIMITED AVAILABILITY

I only take on 8-10 brand development projects per year to make sure each client gets the attention they deserve. Therefore, I can only take on a small percentage of clients that reach out and I typically book projects 2-6 months in advance.

THE BOOKING PROCESS

To book a project with Salted Ink, please visit my website and fill out my comprehensive contact form so that I may learn a little more about your business. I will then contact you to schedule a brand consultation call to dive further into your goals. This will allow us to be sure that together, we are the best team for your project. If both parties agree to move forward, I will prepare a formal contract for you to sign along with an invoice for the first 1/2 payment to hold your spot in the queue. You will be given an expected project start date, a link to our basecamp project and we will go from there!

PAYMENT PLANS & METHODS ACCEPTED

Total cost of each package is split into two equal payments. One being due to upon booking to hold your spot in my schedule. The final payment being due at the completion of the project and before any design files are sent to client. Invoices are sent via email and payment methods include online secure payment by credit card or bank account. Written and mailed check is also accepted. Initial deposits are non-refundable. Final payments are also non-refundable after final files are sent.

let's do this

READY TO BOOK YOUR PROJECT?

please go to saltedink.com/contact-booking and fill out my contact form to request a consultation or email saltedink@gmail.com with questions

thank you!

