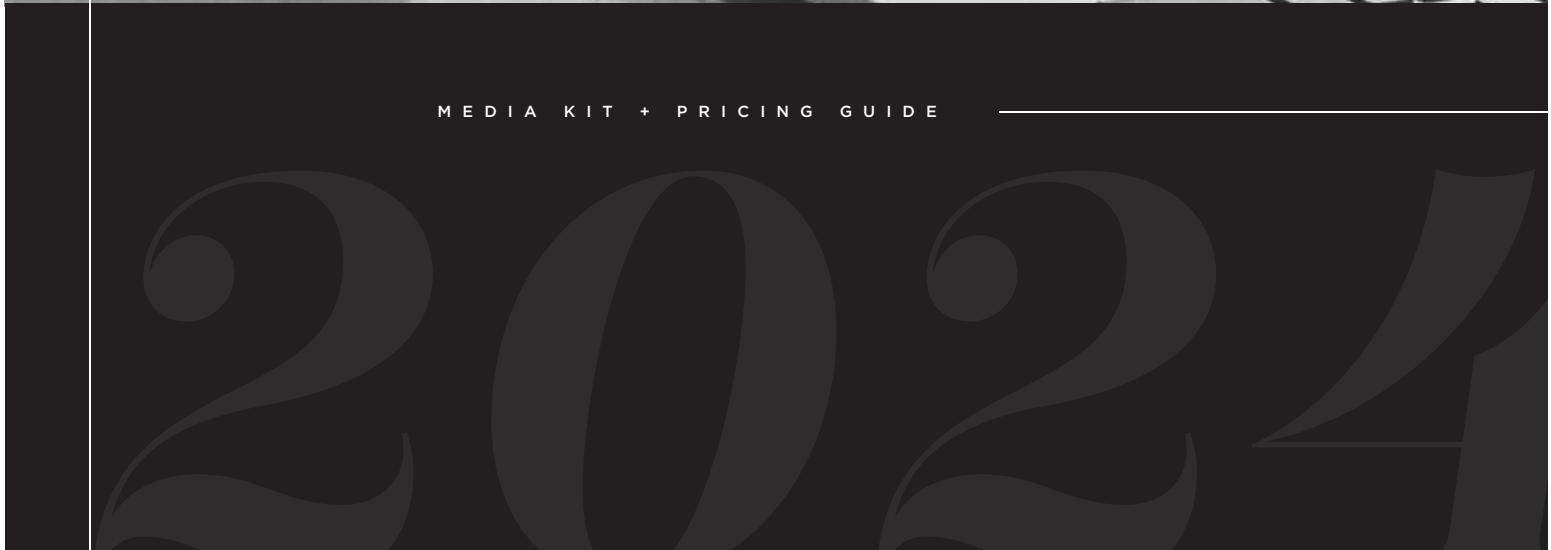


thoughtfully crafted design

Salted Ink
DESIGN CO.

MEDIA KIT + PRICING GUIDE

Salted Ink



custom design services

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BRAND DEVELOPMENT PACKAGE

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BRAND DEVELOPMENT + WEBSITE DESIGN PACKAGE

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ADDITIONAL CUSTOM DESIGN SERVICES

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FAQ

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looking for more?

CHECK OUT THE BRAND BAR BY SALTED INK

The Salted Ink Brand Bar is a unique marketplace of semi-custom premade brands ready to find their perfect match. Brands are sold only once, custom fitted to the purchasing client and ready in 10 business days or less. To check out the current inventory and real success stories, visit saltedink.com/brand-bar

BRAND DEVELOPMENT PACKAGE

building the foundation for your new brand

This package is a personal and thoughtful brand development experience for your business. You will work directly with me as we walk through the branding process from inspiration board to final concept and file delivery. This package includes a full brand design with a detailed branding presentation and revisions, if needed. At the end of this process you will walk away with a beautiful new brand crafted perfectly for you, print files for your necessary marketing collateral to let you hit the ground running and a dropbox full of branded goodies to launch your new look. Most importantly, the confidence of having an end product that accurately and effectively communicates your brand voice.

THE BRANDED GOODS

1. BRAND CONSULTATION CALL

2. CLIENT QUESTIONNAIRE

4. INSPIRATION BOARD

3. BRAND PRESENTATION THAT INCLUDES:

main logo design + options

submark + variations

client feedback session with up to 2 revisions if needed

font recommendations

brand color guide

branded pattern or texture

4. BRANDED GOODS:

business card design

notecards design

sticker/stamp design

social media profile images

instagram launch pack

facebook cover/banner designs

** all final brand files are delivered via dropbox*

** cost does not include printing costs of marketing items designed*

4-6 week process

\$4,500

INVESTMENT

limited availability

split into 2 equal payments

BRAND DEVELOPMENT PACKAGE + WEBSITE DESIGN

the full brand experience

* PRICE DOES NOT INCLUDED WEBSITE DEVELOPMENT COST - DESIGN ONLY *

Let's pull your whole in-person and online brand together with a beautiful new custom designed website perfectly crafted for your business. This package includes all of the details listed in The Brand Development Package with the addition of a stunning custom website designed around your new look. It includes a home page design plus 5 interior page designs (may add more for an additional cost). With easy navigation and mobile viewing in mind, I will deliver a website design in adobe illustrator format that can be given to your developer for coding and completion. Please note that this package does not include website development costs but we are happy to give you a quote from our preferred developers.

THE BRANDED GOODS

1. BRAND CONSULTATION CALL
2. CLIENT QUESTIONNAIRE
4. INSPIRATION BOARD
3. BRAND PRESENTATION THAT INCLUDED:

*main logo design + options
submark + variations
client feedback session with up to
2 revisions if needed
font recommendations
brand color guide
branded pattern or texture*

4. BRANDED GOODS:

*business card desing
notecards design
sticker/stamp design
social media profile images
instagram launch pack
facebook cover/banner designs*

- * all final brand files are delivered via dropbox
- * cost does not include printing costs of marketing items designed

THE WEBSITE DESIGN

1. CLIENT WEBSITE QUESTOINNAIRE
2. WEBSITE DESIGN INCLUDES

*home page design
plus up to 5 interior page designs
more interior pages designs can be added
for an additional cost*

3. CLIENT FEEDBACK SESSION WITH 1 REVISION
4. RESPONSIVE DESIGN FOR MOBILE + TABLETS
5. FINAL DESIGN FILES DELIVERED VIA DROPBOX

*delivered in adobe illustrator format
development costs not included*

ADD-ON SERVICES

*additional page design - \$250 per page
email pop-up design - \$125*

2-3 month process

\$7,500
INVESTMENT

limited availability

split into 3 equal payments

ADDITIONAL CUSTOM DESIGN SERVICES

additional brand design services

* PRICE DOES NOT INCLUDED PRINT COSTS - DESIGN ONLY *

I love taking your brand and implementing it across your marketing material. From lookbooks to media kits and beyond, we will make sure your brand is seamlessly integrated through it all. This services is typically only offered to Salted Ink branding clients as I like reserve my time for clients that have trusted me with their brand development, although some exceptions may be made. Projects are typically quoted on an individual basis by the hour and an estimate is given to the client prior to the project start for acceptance.

Standard marketing item design fees are listed below and others may be quoted on an individual basis.

DESIGN PRICING

DOUBLE SIDED FLYER

8.5x11 \$350

8.5x5.5 \$250

LOOKBOOK

starting at \$600

PRODUCT PACKAGING

\$150/hour

MEDIA KITS

starting at \$800

SINGLE HAND LETTERED LOGO DESIGN

\$2000

includes brand guide with secondary logo design, colors + one pattern/texture

WEBSITE HOME PAGE DESIGN ONLY

\$1750

HOURLY DESIGN RATE

\$150

and more...

CONTACT SALTEDINK@GMAIL.COM

to recieve a custom quote for your project

FREQUENTLY ASKED QUESTIONS

LIMITED AVAILABILITY

As a business owner, wife and mom of 3, I do have limited branding spots available. I only take on a limited number of new clients per year to make sure each client gets the attention they deserve. I typically book projects 2-6 months in advance. I believe in quality over quantity, always.

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 and vision for this project so that we can be sure that we are a good fit. If both parties agree to move forward, I will prepare a formal contract for you to sign along with an invoice for the first 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 or three equal payments depending on your package of choice. The first being due to upon booking to hold your spot in my schedule. The final payment is 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.

READY TO BOOK YOUR PROJECT?

let's do this

please go to saltedink.com/contact and fill out my booking request form to request a consultation.

