



**lisa
w/rake**
DESIGNS
FOR BUSINESS

PACKAGES & PRICES

**CUSTOM DESIGNED
CONTENT, BRANDING
& WEB SOLUTIONS FOR
GROWING BUSINESSES
& ENTREPRENEURS.**





VISUAL CONTENT

Producing well designed and interesting content is key to telling your brand story and essential for effective marketing.

Where ever your customer meets your brand; on the high street, on-line, or at an event you need to be telling a consistent brand story.

This is where I can help, through graphic design and illustration applied to banners, merchandise, stationary or flyers and brochures, and more importantly through social media platforms in the form of instagram and Facebook styling and post design.

The following packages are by no means exhaustive so do get in touch if there's something not listed here.

FACEBOOK STYLING

Facebook is so important for business nowadays and more often than not, is the first place a new customer will find you, in fact many small businesses no longer build a website but rely on social media alone. So it is very important to make sure your profile and cover images are well designed and on-brand.

Another valuable part of this package is the development of your current logo into a sub-mark suitable for social media profile images, so it's also great low cost introduction to my branding services.

PROCESS

1. Consultation telephone/Skype
2. Client provides logo and any brand assets,
3. 1 visual developed and presented.
4. Client feedback and 1 revision.

DELIVERABLES

- 1 Facebook profile and 1 cover image in JPG format.

COST: £75
SCHEDULE: 1 DAY



9 GRID INSTAGRAM POSTS

9 styled Instagram posts in the favoured 9 post grid - setting out your theme and finding a style that matches your brand story. These 9 posts will be a combination of images, (animated) quotations and brand visuals, designed specifically to make your feed look amazing. I will provide you with guidance to continue this yourself, or if you prefer, keep me on board but at a much reduced rate for the next sets of posts.

PROCESS

1. Consultation telephone/Skype
2. Client provides brand assets, photography if possible, and 3-5 written posts for me to illustrate.
3. 1 visual theme developed and presented.
4. Client feedback and 1 revision.
5. 9 ready to post images created and delivered.

DELIVERABLES

9 x ready to post JPG images

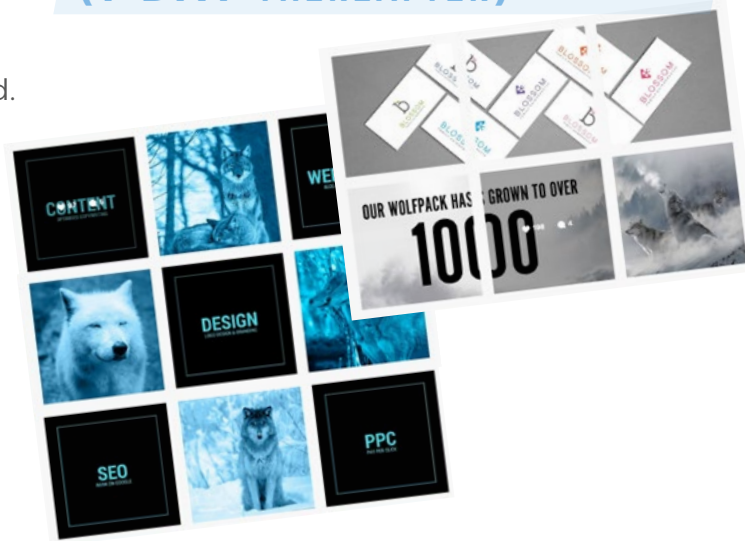


COST: £150

(£75 THEREAFTER)

SCHEDULE: 3 DAYS

(1 DAY THEREAFTER)



ON-SITE EVENT KIT

Many print houses will offer this service but to be quite honest with you, the design can often be a bit, well, meh. Particularly if you don't have strong brand guidelines to give them (read on for that service!) so I offer this package which will provide you with the kit you need when presenting at events and exhibitions. I can also arrange the printing at a small extra cost.

This is a great package to go for if you only have a logo and not much else, as I will also produce a visual style that may be useful if you decide to develop your full brand identity in the future.

PROCESS

1. Consultation telephone/Skype
2. Client provides logo, copy and any brand assets,
3. 1 visual developed and presented.
4. Client feedback and 1 revision.
5. Presentation of final items

DELIVERABLES

1x banner design and 1x double sided flyer/handout delivered in a print ready format



COST: £199

SCHEDULE: 1 WEEK

Other design services available to my clients include Facebook advert design, book and brochures, merchandise and packaging, stationary (including Word templates), poster and flyer design. Prices quoted on a project by project basis.

BRANDING

Developing a brand is always an exciting process, and very much a collaboration between us both. My aim is to fully understand your objectives, then to produce a product on schedule and in budget that reflects your brand style for years to come.

Whether you are new and looking to make an immediate impact with stand-out visuals, or an established business in need of some brand TLC, I aim to make the branding experience relaxed, enjoyable and effective.

I also understand that budgets can be tight, so I have developed the following pricing structure to enable clients to scale up or down.

These packages are flexible and can be tailored further to meet your specific needs, even during the design process.

Schedules are an estimate and generally depend on the speed of client feedback.

Payment can be spread out into 2 instalments, with 50% due when you return the brand questionnaire, and the final 50% payable on approval of the final deliverables.

Artwork will be delivered via a shared Dropbox folder.

FULL BRAND KIT

The full brand package with all the end deliverables you need to make an impact with plenty of feedback sessions to ensure the brand is perfectly tailored to your business.

The consultation process allows me to understand your business and market place, the brand questionnaire will define your goals and serve as a useful reference point throughout the entire process.

I can then start the research and development stage which leads into producing the first set of ideas in the form of mood boards and brand inspiration. You may also want to collaborate during this phase and we can set up shared Pinterest boards.

You will come away with a fully functioning brand identity, as well as a number of key items so you can immediately introduce yourself on-line and in print.

PROCESS

1. Consultation telephone/Skype/in person
2. Client brand questionnaire
3. Brand inspiration and colour board
4. 3-5 main logo concepts
5. Client feedback sessions with 3 revisions
6. Build brand around main logo selection
7. Sub-mark and logo variations
8. Font recommendations & brand colour guide
9. Client feedback and 1 revision
10. 2+ Patterns / textures

DELIVERABLES

1. Brand guidelines
2. All Brand assets packaged up in PSD, EPS & JPG format.
3. Email signatures
4. Business cards
5. Letterhead & comp slip (print ready or word templates)
6. Sticker/stamp design
7. 1 Social media profile image & 1 cover design



COST: £1399

SCHEDULE: 3-5 WEEKS

2 STARTER BRAND KIT

A stripped down package giving you the essentials you need to get started, and guidelines for you to build your own marketing assets. The consultation process is as extensive as with the full brand kit, but we reduce the amount of concepts delivered and bring the feedback and review sessions down to 2.

This is a great package if you are confident to build up your own stationary and social media sets, or want to delay the delivery of these assets to a later date.

PROCESS

1. Consultation (telephone/Skype/in person)
2. Client brand questionnaire
3. Brand inspiration and colour board
4. 2 main logo concepts
5. Client feedback with 2 revision
6. Build brand around main logo selection
7. Sub-mark and logo variations
8. 1 x pattern / texture
9. Font recommendations & brand colour guide

DELIVERABLES

1. Brand guidelines
2. Brand assets package in psd, eps, jpg format



COST: £850

SCHEDULE: 2-3 WEEKS

3 LOGO TO GO

This is perfect if you have a strong vision of what you want, but need to see it professionally visualised with some extra ideas thrown in. You will still have the full consultation and brand questionnaire to ensure the designs fit your strategy.

This is also a good option if you are not on a tight schedule and are happy to commission the extra brand elements as you require them.

PROCESS

1. Consultation (telephone/Skype)
2. Client Brand questionnaire.
3. 1-2 Logo concepts designed to your specific ideas
4. Client feedback and 1 revision
5. Final logo & sub-mark built around selection

DELIVERABLES

Logo package in psd, eps, jpg format.



COST: £350

SCHEDULE: 1 WEEK

Other branding services available to my clients include brand strategy development, brand health-checks, brand support for existing designers, and written brand guidelines for existing corporate identities. Please get in touch to discuss options.



WEBSITES

A website is a complex piece of interactive design, with multiple end purposes and many technical requirements, before one even thinks about visual design. And that is often why they come with such an expensive price tag.

Whilst I love to offer my clients the **Custom Design & Build** service and have a team of programmers in Bristol for this purpose, I also understand how budget restrictions make many small businesses consider building their own sites.

Hence the explosion of low-cost self-build options through platforms like WIX or Pagecloud. These can be great and are more and more user friendly, but it is still essential to start with the right foundations in place, which is why I also offer a **Planning & Design** service.

My aim, whether you build it or I do, is to make sure you end up with a website that functions well, is fit for purpose, converts visitors to customers, and of course, is on-brand and looks great.

These packages are flexible and can be tailored further to meet your specific needs, even during the design process, and are great ad-ons to the brand packages.

Schedules are an estimate and generally depend on the speed of client feedback.

Payments can be spread out into 2 (or more) instalments, with 50% due when you return the website questionnaire, and the final 50% payable on approval of the final deliverables.

Please don't hesitate to call if you have any questions about the following packages..

1 PLANNING & DESIGN

This package aims to provide you with a solid foundation for you to build your own website in which ever platform you prefer. It will give you the site map (what pages you need), content architecture (what goes on each page and where) and 2 fully designed pages for you to work from.

Having this information will streamline your build, whether you do it yourself or take it to your programmer of choice.

PROCESS

1. Website questionnaire completed
2. Consultation; telephone/Skype/in person.
3. Site map and content framework designed.
4. Client feedback session with 1 revision.
5. Client to provide photography (if relevant) and 1st draft copy for homepage.
6. 1 homepage concept designed and style guide presented.
7. Client feedback session with 1 revision.
8. 1 internal page design presented.
9. Client feedback session with 1 revision.

10. Final designs presented for sign-off
11. Responsive versions designed
12. Client feedback session with 1 revision.

DELIVERABLES

1. PDF of site map and content architecture.
2. PDF of homepage and internal page design.
3. Web assets package in psd, & web-safe jpg format



COST: £499

SCHEDULE: 2-3 WEEKS

2 FULL CUSTOM BUILD SERVICE

This package will give you a fully functioning responsive website with an easy to use content management system (CMS). You will have access to the site as it is built enabling you to work on your content. We will go live once the site is tested across all platforms and browsers, and upload to our servers or the hosting platform of your choice.

PROCESS

1. Web design and structure as above (1-12)
2. Final designs delivered to developers with draft content from yourself.
3. Site development and build.
4. Final copy and content from client.
5. Site presented for testing and sign-off
6. Approved site uploaded to servers
7. CMS tutorial

DELIVERABLES

Fully functioning website uploaded to our servers or servers of your choice.

OPTIONAL DELIVERABLES

1. SEO **£99 p/m + £250 set up fee**
2. Server hosting **£20 p/m**
3. On going site management (P.O.A)

COST: P.O.A.

SCHEDULE: 6-8 WEEKS

Lisa WRAKE
DESIGNS
FOR BUSINESS

**READY TO BOOK YOUR
PROJECT? GIVE ME A CALL
TODAY!**

THANKYOU

LISA@LISAWRAKE.COM +44 (0) 7818 064 148 LISAWRAKE.COM

