



K^c·D

Brand & Web PRICING

PACKAGE PRICING GUIDE

- *Spring/Summer 2018* -

WWW.THEKDESIGNCO.COM



& Hey Lovely Lady!

You've put in the hard work on developing your business' foundation and now it's time to see it come to life! Lucky for you, K Design Co. specializes in helping entrepreneurs do just that! Whether you need a simple logo, complete branding suite or a website, I have options for all stages of your business—Here's the package pricing I put together just for you! If you don't see what you're looking for, just let me know and we can tailor something together that fits your needs.

Hope to hear from you soon!

Kristin Preis

K DESIGN CO.

01

BRANDING PACKAGES

Mini Brand

Your Investment: \$750 • 2-4 Weeks

Here's everything that's included:

- 45-min Discovery Call & Questionnaire
- 2 Logo Design Options
 - 1 Round of Revisions
 - All Final Files (JPG, PNG, AI, EPS)
- Brand Cheat Sheet
 - Fonts & Color Palette Selection
- Choice of One:
 - 1 Business Card Design (+ 1 Revision)
 - 2 Social Page Cover Images or Graphics
 - Postcard or Stationary Design (+ 1 Revision)



colors and fonts that help your brand personality shine!



Who it's For:

- You are wanting to start small and test the waters with your business idea
- You are not sure of next steps or application for your brand
- You are a natural DIY-er. You just need the basics, and can run with the rest
- You aren't anticipating having a website for time being or want to create it yourself

02

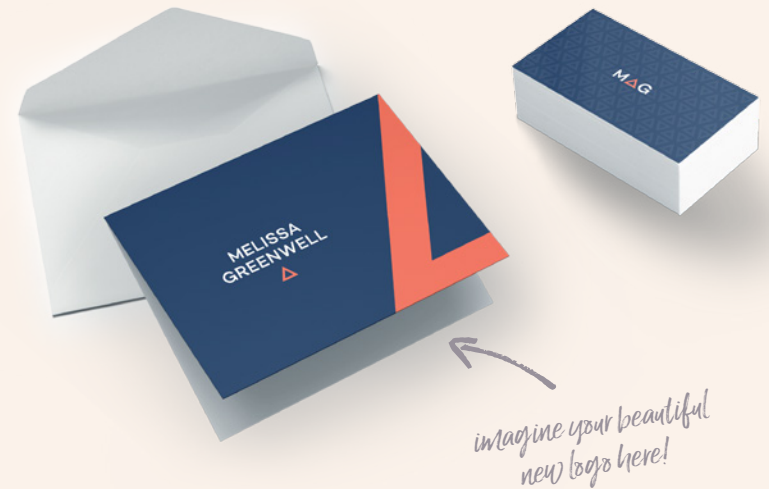
BRANDING PACKAGES

Full Brand

Your Investment: \$1350 • 3-5 Weeks

Here's everything that's included:

- 45-min Discovery Call & Questionnaire
- 3 Logo Design Options
 - 2 Rounds of Revisions
 - All Final Files (JPG, PNG, AI, EPS)
- Brand Inspiration Board
 - Images, Patterns, Styles, Textures, Composition
- Messaging Guide & Branding Style Guide
 - Fonts & Color Palette, Logo Usage & Layout
- Choice of Two:
 - 1 Notecard and Envelope Design (2 Revisions)
 - 1 Business Card Designs (2 Revisions)
 - 2 Social Page Cover Images or Graphics



Who it's For:

- You are anticipating to scale quickly or know there is a great need for your service/product in the market
- You definitely see a website in the near future
- You need more guidance and assistance visually. You may have a lot of ideas, but are not sure how they come together
- You need help focusing your messaging and narrowing in on your values

03

WEBSITE PACKAGES

Mini Website

Your Investment: \$1650 • 3-4 Weeks

Here's everything that's included:

- Single Long-form Homepage Design
- Page Content Strategy
- Custom Design & Development
 - Multi-Device & Cross-Browser Testing
 - Speed Optimization and Retina Compatible
 - Responsive Design
- Source/Edit/Style up to 5 Images or Graphics
- Copyediting Assistance
- Contact Form and/or Email Sign-up
- Website Training and Maintenance Guide
- Launch Promo Social Media Graphics

*a great starter
site for your biz*



Who it's For:

- Your primary goal for your website is to establish credibility and create a presence for your business
- You know you need a web presence, but don't have your services fully figured out
- You want to start capturing lead information and running promotions, but you don't have the strategy or resources yet
- You want to be able to build onto your website as your business grows

04

WEBSITE PACKAGES

Full Website

Your Investment: \$4,800 • 6-8 Weeks

Here's everything that's included:

- Homepage Design + 3 Sub-pages + Blog*
- Website & Content Strategy
- Custom Design & Development
 - Multi-Device & Cross-Browser Testing
 - Speed Optimization and Retina Compatible
 - Responsive Design
- Source/Edit/Style up to 15 Images or Graphics
- Copy-editing Assistance
- Contact Form and/or Email Sign-up
- Website Training and Maintenance Guide
- Launch Promo Social Media Graphics

**An additional subpage can be substituted for the blog.*

*looking for something
a little more robust?*



Who it's For:

- You have your services and offerings well thought out
- You anticipate your business to scale quickly
- You have multiple offerings or complex offerings that require education or disclosing a lot of information on your site
- You plan to consistently blog and push out content
- Your primary goal for your website is engagement and converting visitors to leads

05

Project Steps

Here is an outline of your project:

1. Project Initiation - Contract & Deposit
2. Discovery Phase - Meeting & Research
3. Design
4. Presentation & Feedback
5. Approval
6. Development & Launch

Ready to get started?

If you still have a question about a website or branding package, I'd love to talk with you to answer your questions and create a solution that works for you. Solutions can be customized to fit your business!

Every website and logo is custom designed with you and your business goals at the center! This guide provides base pricing, however final estimates are subject to change depending upon project scope and availability.

A deposit is required for all projects. I will work with you to develop a payment plan that fits the scope of your project and your timeline. Timelines and start dates are determined by my current availability. Book me now to ensure your spot!

[SCHEDULE YOUR FREE CONSULT](#)

*have a question before
we get started?*

06 Stay Connected

Even if you aren't ready to move forward on a project just yet, I'd love to stay in touch with you online! Find me on your favorite social media hangout or on my [website](#) and let's connect! Just click the links below.



Or check out our exclusive Facebook group for Female Entrepreneurs [here!](#)

JOIN THE GROUP!

*hope to see you in
the group!*

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