eleven AND west
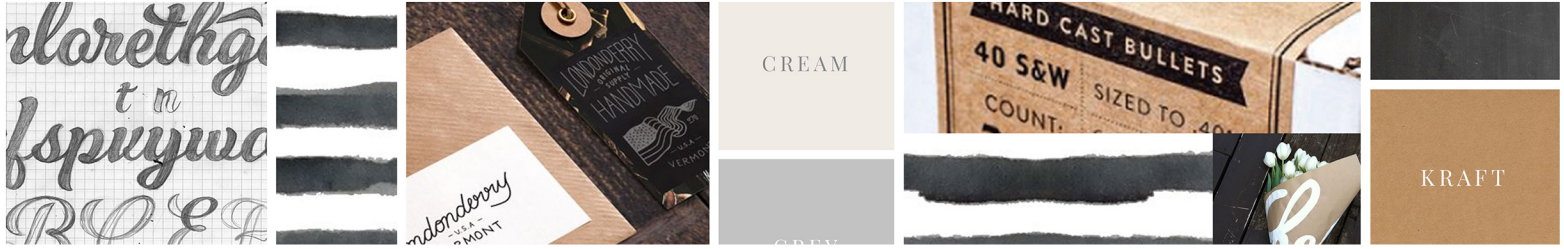*calligraphy, lettering & creative studio*

LOGO DESIGN PACKAGE $800
INCLUDES:

- - - MOOD BOARD // CREATION OF A COLOR PALETTE AND VISUAL INSPIRATION BOARD OF IMAGES TO NARROW DOWN YOU STYLE AND BRAND.

- - - LOGO VARIATIONS // INCLUDES 4 (FOUR) LOGO DESIGN VARIATIONS. EACH COMPLETELY DIFFERENT FROM ONE ANOTHER WITH A UNQIUE STYLE/LAYOUT/FONTS/ETC. INCLUDES 2 REVISIONS.

- - - BRAND STYLE BOARD // DETAILED BRAND BOARD INCLUDING THE LOGO, COLOR PALETTE, SECONDARY LOGO OPTION, A SUBMARK OR BRAND ELEMENT, 2 FONT RECOMMENDATIONS, AND 2 PATTERN RECOMMENDATIONS. (1 REVISION)

- - - FINAL FILES // YOU WILL RECEIVE THE LOGO, SECONDARY LOGO, AND SUBMARK/ELEMENTS IN .JPG, .PNG, .PNG TRANSPARENT BACKGROUND, .EPS, AND A WATER MARK. YOU WILL RECEIVE THE COLOR CODES AND PATTERNS IN 12"X12" AT 300DPI JPEG. FONTS ARE NOT INCLUDED AND DESIGN FILES ARE AN ADDITIONAL CHARGE.

BRAND DESIGN $1,800
INCLDES:

- - - BUSINESS CARD // DESIGNED BUISINESS CARD BASED AROUND YOUR BRAND. ADDITIONAL CARD SETUP $50 EA.

- - - STATIONERY // CUSTOM DESIGNED LETTERHEAD + ENVELOPE OR A NOTECARD + ENVELOPE DESIGN OF YOUR CHOICE.

- - - STAMP/STICKER // DESIGN AND CREATION OF CUSTOM WOOD STAMP

- - - FACEBOOK PAGE // DESIGN OF A FACEBOOK PAGE COVER, PROFILE PICTURE, AND 3 BUTTONS OF YOUR CHOICE. OPTION TO PURCHASE A .PSD TEMPLATE FOR $125.

- - - NOTES // EACH PRINT ITEM RECEIVES 1 (ONE) ROUND OF REVISIONS,. YOU WILL RECEIVE PDF FILES FOR EACH PIECE AND .JPG FILES FOR THE FACEBOOK PAGE DESIGNS. YOU WILL RECEIVE A 2X2" STAMP WOOD STAMP. PRINT QUOTE AVAILABLE (INCLUDES PRINT HANDLING FEE) AND ALL ILLUSTRATOR FILES ARE AN ADDITIONAL COST.

CALLIGRAPHY & HAND LETTERING

- - - LOGO $250 // 1 (ONE) CALLIGRAPHY OR CUSTOM LETTERED LOGO (OR SECONDARY LOGO OR SUBMARK) WILL INCLUDE A MOOD BOARD WITH THE LOGO DESIGN. YOU RECEIVE 1 REVISION AND ADDITIONAL REVISIONS ARE BILLED AT MY HOURLY RATE.

- - - WORDS $20 // ADDITIONAL WORDS FOR MARKETING, WEBSITES, PROMOTIONAL, ETC. ARE BILLED AT **$20 PER EACH WORD** (REVISIONS BILLED HOURLY). YOU WILL BE SENT THE WORD IN A VECTOR .EPS FILE IN BLACK AND WHITE WATERMARK.

- - - FINAL FILES // YOU WILL RECEIVE THE LOGO (OR SECONDARY LOGO, AND SUBMARK/ELEMENTS) IN .JPG, .PNG, .PNG TRANSPARENT BACKGROUND, .EPS, AND A WATER MARK. ANY FONTS USED ARE NOT INCLUDED AND DESIGN FILES ARE AN ADDITIONAL CHARGE.

WEB STYLING & BUILD - $2,000
ALL WEB DESIGN AND BUILD OUTS ARE CURRENTLY BEING HOSTED BY SQUARESPACE:

- - - ANALYSIS // IN DEPTH REVIEW OF YOUR WEBSITE, CURRENT CAPABILITIES AND IDEAL FUNCTIONALITIES OF YOUR SITE

- - - DESIGN // AFTER ANALYSIS, A MOCK DESIGN IS DRAWN UP TO ADDRESS THE MOST IDEAL WEBSITE STYLE AND LAYOUT FOR YOUR BUSINESS

- - - BUILD OUT // I DIVE INTO SQUARESPACE AND TWEAK TEMPLATES TO MATCH YOUR BUSINESS NEEDS

- - - FINAL DELIVERY // LIVE WEBSITE CUSTOMIZED TO FIT YOUR BUSINESS NEEDS HOSTED BY SQUARESPACE

- - - NOTES // CLIENT IS RESPONSIBLE FOR ALL HOSTING AND DOMAIN REGISTRATION FEES. UPON COMPLETION OF WEBSITE, UPDATES AND MODIFACITONS ARE CLIENTS RESPONSIBILITY FROM THERE OUT. $200 OFF ANY PACKAGE COMBINED WITH LOGO DESIGN PACKAGE.