



PINK CHAMPAGNE DESIGNS

BRANDING GUIDE

your brand.

Your brand is the cornerstone and anchor of your business. You need to feel confident about your visual designs, which tell a lot about your business, both internally to your team and externally to your potential clients, customers, and associates. Our professional graphic design services is just what your business needs to succeed.

From logo design and branding to social media graphics and website images, we can help you do it all! We offer our branding services to small businesses and female entrepreneurs who either need to create a new brand or need guidance with a new look.

Graphic design services include:

LOGO REFRESH

LOGO DESIGN

BRAND BOARD

BRAND STYLE GUIDE

PACKAGING

CUSTOM ILLUSTRATIONS

BUSINESS CARDS

POSTERS

POST CARDS

SOCIAL MEDIA IMAGES

WEBSITE IMAGES

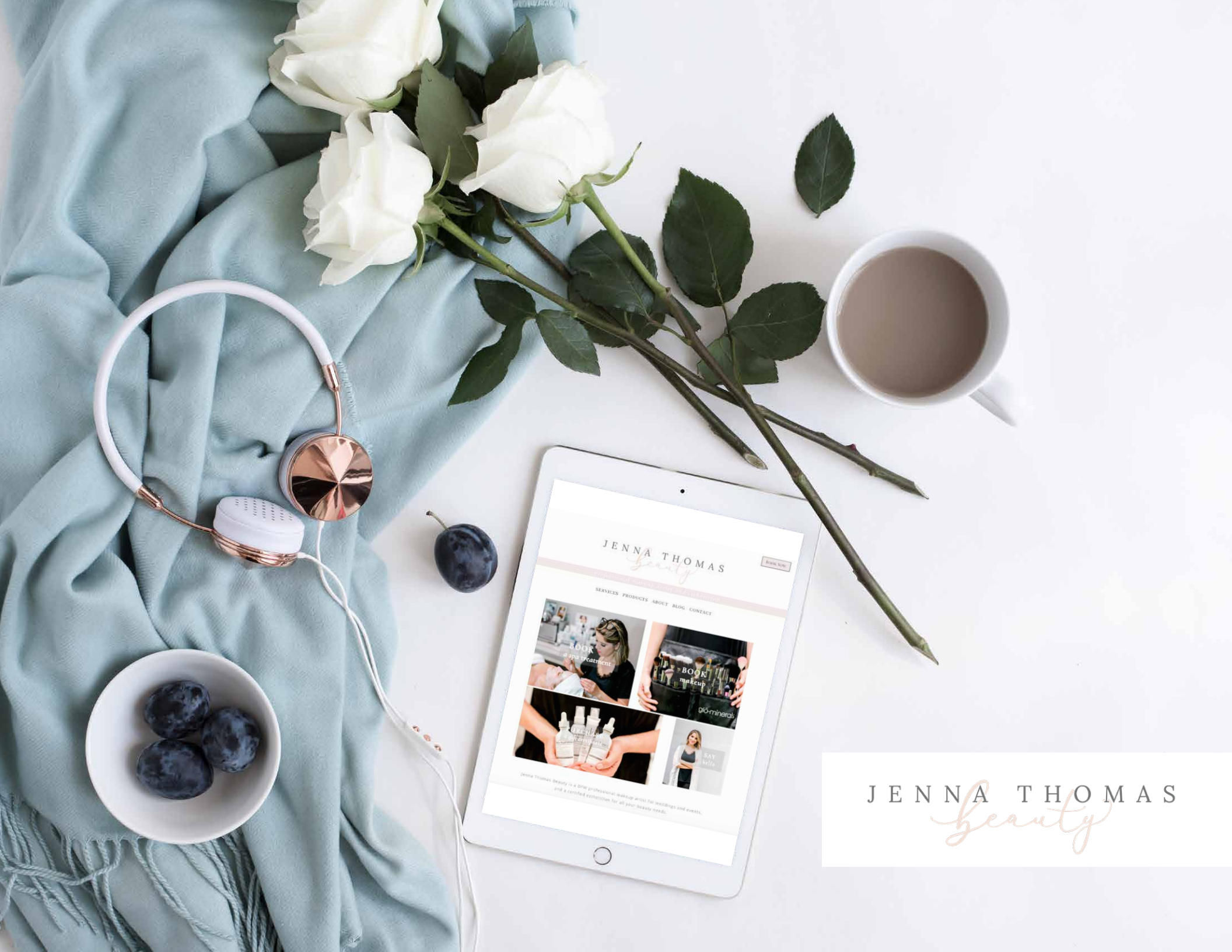
WEBSITE DESIGN

LETTERHEAD

MARKETING MATERIALS

PRINTED DESIGNS

EMAIL SIGNATURE DESIGN



JENNA THOMAS
Beauty

the process.

Each brand is different and we treat each client with the utmost unique care and attention. Whether it be designing your logo, refreshing your brand, or creating a business card, we will be in constant communication with you about your branding every step of the way. Below is a general process for logos and branding, but subject to change based on the complexity and depth of the project.

- 1) **DISCOVERY & DESIGN BRIEF** We first get a better understanding of your branding goals and needs. This can be over email or phone. A questionnaire may be suggested depending on the scope of the work. We will then email you a personalized strategy with custom proposal and timeline.
- 2) **EXPLORATION** Visuals are created and presented to gain a deeper understanding of the direction of your new brand.
- 3) **REFINEMENT** Concepts are refined, perfected, and presented.
- 4) **VIOLA!** As soon as we release your files to you, you're ready to use them as you please. You will own full distribution rights with copyright ownership.

ARISE
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ARISE
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offerings.

SINGLE LOGO DESIGN

- (1) Concept design exploration and presentation for brand logo including primary logo with colors and one logo variation. Mood boards may be presented if necessary. Limit 2 rounds of revisions. Usually 3 concepts
- (2) Final design refinement for primary logo, submark, and one logo variation. Limit 2 rounds of revisions. Released images include all logo file types in color and b/w.
- Starting at \$1200. Timeline 6-8 weeks

LOGO DESIGN PACKAGE

- (1) Concept design exploration and presentation for the primary logo, logo variation(s), and brand elements with additional branded assets like color palette, brand patterns, spot illustrations and iconography (where appropriate). Mood boards may be presented if necessary. Limit 3 rounds of revisions.
- (2) Final design refinement for primary logo concept, accompanying variation(s), and brand assets. Brand Board included. Limit 3 rounds of revisions. Released images include all logo file types and styles, such as primary logo and variations in color and b/w.
- Starting at \$1800. Timeline 6-8 weeks

BRAND BOARD

- Single-page style board showcasing the brand mood and visual style including brand elements with colors, typography, logos, and brand assets. Limit 2 rounds of revisions.
- Starting at \$450. Timeline 2-4 weeks

BRAND STYLE GUIDE

- In depth manual of how to use and communicate your brand including brand elements, colors, typography, logos, and icons. Limit 2 round of revisions.
- Starting at \$1400. Timeline 4-5 weeks

BRAND RESEARCH

- Deep-dive exploration of the company and the competitive landscape with multi-page presentation which demonstrates: a thorough understanding of the company, the marketplace, current and longterm goals, offers a strategic approach to achieving those goals through design deliverables. Preliminary style boards are presented at the end of the presentation to segue to the following design concept phase. Limit 2 rounds of revisions.
- Starting at \$1600. Timeline 4 weeks

BRAND PACKAGING DESIGN

- (1) Concept design exploration for the brand packaging needs. Client should provide dieline if possible. Limit 3 rounds of revisions.
- (2) Final design refinement for 1 mechanical. Limit 3 rounds of revisions. Client provide copy information if applicable.
- Starting at \$2500. Timeline 4-6 weeks

SOCIAL MEDIA OR WEBSITE IMAGES

- Images for screen display on social media platforms or web page. Limit 2 rounds of revisions. Released files include all web size files.
- Starting at \$75. Timeline 1-2 weeks

BUSINESS CARD

- Design of double-sided business card with client provided copy information. Limit 2 rounds of revisions. Released file includes all file types for printing production.
- Starting at \$175. Timeline 1-2 weeks

LETTERHEAD OR EMAIL SIGNATURE DESIGN

- Design of letterhead or email signature with client provided copy information. Limit 2 rounds of revisions. Released file includes all file types for printing production for letterhead and email web size for email signature.
- Starting at \$125. Timeline 1-2 weeks

MARKETING MATERIALS

- Design of simplified notepads, folder, or note card; Design of single-sided post card, flyer, or poster with client provided copy and visual information. Limit 2 rounds of revisions. Released file includes all file types for printing production.
- Starting at \$75 and \$350. Timeline 1-2 weeks

CUSTOM ILLUSTRATIONS

- Custom illustrations using watercolor, digital, or pencil medium. Limit 2 rounds of revisions. Released file includes all file types for print and web.
- Starting at \$300 per illustration. Timeline 1-2 weeks

WEBSITE DESIGN + DEVELOPMENT

- Design and development of Wordpress or Squarespace website with client provided copy information and images. Slight SEO included and custom coding. URL and hosting separate.
- Starting at \$2500. Timeline 6-8 weeks

HOURLY SERVICES

- We also offer our graphic design services for a select projects at an hourly rate. Please contact us for details.
- Average \$125/hour.



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We look forward to working with you!

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