

DRY *ink* DESIGNS

Branding and Website Bundle - \$5000

LOGO DESIGN (VISUAL BRAND)

\$2500

What's included:

- Receive up to 6 initial options of your logo after discussing your vision for your brand, your story and your goal.
- Colors and logo edits are discussed while narrowing down your visual brand to reflect what you want. 2-3 round of edits are included

Once the design is complete, you'll receive all of the following:

- Your new logo in color AND in black & white
- Your new logo in all needed layouts, formats and file types
- Your brand sheet including a guideline for your fonts and color designations
- Primary Color Selection

Add-ons and Options for your new brand design:

- Design Elements to correspond with your brand (i.e., digital patterns, backgrounds, wallpaper, etc.) (+\$150 each)
- Logo elements (parts or corresponding designs based from your logo design to be extracted for extra use on websites, marketing pieces, email signatures, etc.) to correspond with your brand (+\$150, includes up to 3 additional logo elements)
- Secondary color palette (+\$150)
- Custom Social Media icons. (+\$150 each)
- Brand Messaging: Think elevator pitch! This Includes brand value proposition, mission statement, brand mantra/promise, buzzwords, brand story, brand extensions/headlines and potential tagline (price TBD)

WEBSITE DESIGN

\$2500

What's included:

- Up to 3 initial home page and 1 sub page design options to choose from
- Consultation on page navigation and website flow to match your ideas and vision for your brand/company

- Content/Photos provided by Client OR Stock images can be purchased if needed, paid for by the client (Additional design with any graphics will be completed by Dry Ink Designs)
- A test site will be available for viewing before launch.
- SEO will be completed on the site
- Website will reflect your visual brand standard logo, design and colors as detailed in your brand and logo sheet
- Mobile and Tablet friendly design

Upon Completion, you will receive all of the following:

- You will have a fully functioning 5-7 page website that reflect your company's brand
- After final design is completed, you will have one month of FREE updates/changes to site
- Access to back end of website can be given if you wish to make your own updates after design is complete Design changes can be made moving forward billed at \$85/hour
- You will have access to the blog, email marketing and application
- Price does not include annual hosting – additional \$180 per year
- Price does not include domain – Access to your current or new domain will need to be granted upon the start of the design process
- Price does not include website text and/or brand/company messaging

Additions to website design can included:

- Additional website pages (starting at +\$150 per page)
- Email Marketing – This will be designed using the Wix format and includes one opt in on the footer or header and one pop-in option (+\$250)
 - Current Email Contacts Transfer, ie., MailChimp, Constant Contact, etc. (price TBD)
 - Branded Email Templates for Email Marketing (price TBD on design)
- Messaging: Website text and brand messaging (+\$75/per page, including up to 3 edits)
- Additional opt-ins (pop ups to gather email addresses)
- Blog Page Set-Up Creation (price TBD on content and design)
- Online Application (+\$150 plus annual hosting fee)
- Online Store (price TBD for set up & design, plus cost of e-commerce hosting through website)

Don't need both? Contact us for a price quote to get exactly what YOU need.
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