



GET
OUT
OF
YOUR
OWN
DAMN
WAY.

REVERIE

2020

PRICING GUIDE

FEATHERLITEDESIGNS.COM



I BELIEVE IN
THE POWER OF STORYTELLING,
AUTHENTICITY AND ACCEPTANCE.
IN FOLLOWING YOUR INTUITION,
BEING PRESENT AND INTENTIONAL.
CREATING SPACE FOR MEANINGFUL CONNECTIONS
AND
DESIGNING WITH PURPOSE.

Lavi



DESIGN THAT HAS YOUR BACK

THE SIGNATURE BRAND PACKAGE

4-6 weeks

There is such power in design, in knowing the ethos of your brand so intimately that you are simply bursting with confidence and excitement to share your business with the world. I've witnessed it through countless brand transformations & website launches over the years — design has the power to spark, shape and reinvigorate your business.

THE SIGNATURE BRAND

Your business has the power to make an emotional connection with your people, setting the stage for everything that is to come. From colour psychology to finding your brand voice, and each of the remarkable visual elements that make your brand memorable — your design is rooted in a place of meaning, purpose & clarity for where you are headed.

1/ CLIENT QUESTIONNAIRE

2/ PINTEREST GATHERING & STYLE EXPLORATION

3/ BRAND STRATEGY

business history, target clientele, brand words, seasonal personality, visual strategy, mood board & palette

4/ DESIGN CONCEPT PRESENTATION

3 design concepts based on our work together. Includes logo & mockups of each brand in use to guide you in making your selection

5/ EXPAND + REFINE

expanding your brand with secondary logo, submarks, patterns, font pairing recommendations & 2 collateral items of your choice (2 rounds of refinement)*

STARTING AT

\$4000

divided into 3 installments

BRAND STRATEGY DOC

PRIMARY LOGO

SECONDARY LOGO

COLOUR PALETTE

MARK(S)

BRAND PATTERN

BRAND FONT SYSTEM

2 COLLATERAL ITEMS*

SOCIAL MEDIA ICON

LAUNCH KIT

BRAND GUIDELINES PDF

**your choice of business cards, notecard, envelope letterhead, sticker, hang tag, up to 4 custom icons or social media templates.*



STRATEGICALLY BEAUTIFUL WEBSITES

CUSTOM WEB DESIGN

6-8+ weeks

Your website is the first point of contact for potential customers, the online headquarters for your brand. Now more than ever, audiences are expecting a higher level of design and a website experience that connects with them personally and impresses them professionally.

WEBSITE DESIGN & DEVELOPMENT

A cohesive and comprehensive immersive online experience designed with your audience in mind. *note this package does not include branding or logo design however I welcome clients with pre-existing logos and always include personal touches to expand upon what you have. Websites are built on your choice of Wordpress or Showit.

Please inquire for other platforms & e-commerce quotes.

1/ CLIENT QUESTIONNAIRE

2/ WEB STRATEGY & CONTENT GUIDANCE

target audience summary, visual style direction, mood board & palette & content prep recommendations

3/ DESIGN

PDF mockup of the individual pages on your site, includes homepage design + 5 interior pages. Additional page designs \$250 ea (2 rounds of refinement)

5/ DEVELOPMENT

upload & implementation of your website content, custom coding, coming soon page, basic SEO integration, email opt-in design (1 round of refinement)

6/ LAUNCH

launch images for social media & resources, 3 canva templates, video tutorial series and 30 days post-launch support

STARTING AT

\$6000

divided into 3 installments

WEBSITE QUESTIONNAIRE

WEBSITE MOCKUP DESIGN

CUSTOM LAUNCH IMAGES

DESIGN STRATEGY

DEVELOPMENT UP TO 6 PGS

3 CANVA TEMPLATES

WEBSITE CONTENT PLANNER

VIDEO TUTORIAL SERIES

30 DAYS SUPPORT

ADDITIONAL DESIGN SERVICES

EXPANDING YOUR BRAND

A la carte design services are typically reserved for existing Featherlite clients as we will have the foundation necessary for the design to succeed, however sometimes exceptions are made. If there is something you do not see listed here, please inquire.

1-PAGE WEBSITE OR HOMEPAGE-ONLY DESIGN

\$1750

perfect for new businesses

PACKAGING DESIGN

starting at \$250

WEBSITE MAINTENANCE

\$50/month

VIRTUAL SUPPORT PACKAGES

starting at \$175/m

HOURLY DESIGN RATE

\$75/h

and more...

STATIONARY DESIGN

VIRTUAL SUPPORT

SOCIAL MEDIA SUPPORT

DIGITAL TEMPLATES

ECOMMERCE WEBSITES

TEMPLATE CUSTOMIZATION

look now

LIMITED AVAILABILITY

A woman with long blonde hair, wearing a light pink off-the-shoulder sweater and wide-leg tan trousers, stands barefoot in a doorway. She is smiling and looking to her left, with her hands clasped in front of her. The background shows a bright, minimalist interior with white walls and a wooden floor. A white electrical outlet is visible on the wall to the right of the doorway.

READY TO JOIN ME?

*Thoughtfully fill out the contact form and tell me a
little about yourself!*

FEATHERLITEDESIGNS.COM/CONTACT