

FREDERICK JAY
BRAND DESIGNER

*design
pricing guide*

Designing your brand is one of the most important things you could do for your business. In a fast-paced world saturated with competitors using every trick in the book to catch your attention, you have to make sure that your window of opportunity is not missed. Whether it be through physical brick & mortar locations or through the latest trends of Social Media and online web-presence, the first impression your business makes needs to count.

◆ LOGO DEVELOPMENT: \$250

Our logo production includes an original iconic/symbollic, logotype, and combination mark offered in .ai, .eps, .svg, .tiff, .pdf, .psd, .jpg, and .png formats (.jpg and .png filetypes will be provided in RGB, CMYK, and Grayscale color modes).

- Additional layout(s) of logos for varying space requirements (flat, horizontal, stacked)
- Two concepts presented with unlimited revisions on your chosen concept
- Branding style guide showcasing font information, pantone color selections, watermark instructions, as well as tips for printing and showcasing.

Estimated Time: 2-3 Weeks

◆ LOGO DESIGN & PRINT FRAMEWORK: \$500

Our logo production includes an original iconic/symbollic, logotype, and combination mark offered in .ai, .eps, .svg, .tiff, .pdf, .psd, .jpg, and .png formats (.jpg and .png filetypes will be provided in RGB, CMYK, and Grayscale color modes).

- Additional layout(s) of logos
- Watermarks or monograms
- Original Pattern Stylings
- Custom Stationary Package including Business Card, Rack Card & Letterhead Design*
- Branding style guide showcasing font information, pantone color selections, watermark and pattern instructions, and additional printing tips.

*Project is design-only and does not include print materials

Estimated Time: 3-4 Weeks

◆ WEDDING & EVENT STATIONERY*: \$250

Our stationary productions include two-sided 4.5"x6.25"(A6) designs offered in .ai, .eps, .svg, .tiff, .pdf, .psd, .jpg, and .png formats (.jpg and .png filetypes will be provided in RGB, CMYK, and Grayscale color modes).

- Custom hand-picked typography
- Original Pattern Stylings
- Stationery style guide showcasing font information, pantone color selections, watermark and pattern instructions, and additional printing tips.

**Project is design-only and does not include print materials*

Estimated Time: 2-3 Weeks

PRINT COLLATERALS: \$100

Business Card • Facebook Banner • Web or Blog Banner • Letterhead • Price List • Gift Card • Brochure • Stickers • Rack Cards • Full-Page Ads • Thank You Cards • Certificates

If you're interested in something you don't see here, contact me at the information provided below!

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