

STEFANIEYNIGUEZ.COM

Stefanie
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digital graphic design

PRICE SHEET 2021



Developing a brand is such an exciting venture, and I am happy to help small business owners, fellow creatives, blogger entrepreneurs – anyone – create the perfect solution for manifesting their visual identity.

a little bit about me

My name is Stefanie and I've been designing for over fifteen years. I have a background in fine art, with a concentration in abstract expressionist painting – but my start in design began on the web in the early 2000s. I love thinking about how different combinations of colors, shapes, and textures can communicate so many different things, and evoke unique emotional experiences within us. I believe in designing with detail and depth, intertwining form with function, asking questions, solving problems, and doing so in the most beautiful way I can – for every client and every project.



custom design packages

personal brand identity | \$150

- Client questionnaire
- 3 Original logo concepts
- 2 Rounds of revisions towards logo finalization
- 1 Logo variation optimized for social media or watermark
- Final files in most popular formats (.jpg, .png, transparent .png, .pdf, .eps)

logo & business card | \$250

- Client questionnaire
- 3 Original logo concepts
- 2 rounds of revisions to logo concepts
- 1 Logo variation optimized for social media or watermark
- 2 Business card concepts
- 2 round of revisions to business card finalization
- Final files in most popular formats (.jpg, .png, transparent .png, .pdf, .eps)

small business starter | \$500

- Client questionnaire
- Inspirational mood board
- 6 Original logo concepts
- 3 Rounds of revisions to logo concepts
- 4 Logo variations (horizontal, dark background, social media, watermark)
- 1 round of revisions to logo variations
- 2 Business card concepts
- 2 round of revisions to business card finalization
- Color palette, custom patterns, and textures
- Complete brand identity board showcasing brand identity components and moodboard
- Final files in most popular formats (.jpg, .png, transparent .png, .pdf, .eps)

brand identity + stationery suite | \$1500

- Client questionnaire
- Inspirational mood board
- 8 Original logo concepts
- 4 Round of revisions to logo concepts
- 4 Logo variations (horizontal, dark background, social media, watermark)
- 1 round of revisions to logo variations
- Style guide with color palette, patterns & textures, typography, and restrictions
- 2 Business card, letterhead, envelope, and presentation folder concepts each
- 4 rounds of revisions for the above pieces total
- Final files in most popular formats (.jpg, .png, transparent .png, .pdf, .eps)

A LA CARTE DIGITAL DESIGN

logo	\$75
business card	\$50
letterhead & envelope	\$25
presentation folder	\$25
banner (signage with minimal text)	\$25
flyer (one-side)	\$40
poster	\$40
tri-fold brochure	\$75
menu	\$100
t-shirt	\$40

A la carte prices are for one design concept and one revision only. Any additional revisions will be billed separately at an hourly rate of \$50. Does not include printing. Full payment must be made before commencing work.

DON'T SEE WHAT YOU NEED?

I work on a variety of projects that include (but are not limited to) brochures, booklets, newsletters, powerpoint presentations, menus, banners, labels, and packaging design. Pricing depends on the scope of each project. If you'd like a quote, feel free to email me with your project details.

When I am not working on logo and brand identity projects, I absolutely love designing invitations and party printables for weddings, birthdays, baby showers, and other occasions. I still enjoy painting from time to time, and am open to commissions.

I'd love to hear from you! Just email me at

studioyniguez@gmail.com



The process



CONSULTATION

We'll start off with a client questionnaire which will allow me to get acquainted with you, your company, and your vision. We'll talk about brands you love and what kind of lifestyle aesthetic appeals to you, what colors you like, what you want your brand to communicate to your clients, etc. From there I can begin to visualize your new brand's mood and start brainstorming.



CONCEPTUALIZATION

Within 1-2 weeks of receiving your completed questionnaire, I will send you a set of logo concepts for you to review. We can talk about what works for you and what doesn't, and we'll go through a round of revisions or two. Once a design is approved, we will move on to the next step.



VARIATIONS

Depending on your design package, I will create a set of logo variations (may include horizontal, dark background, for social media, or watermark) that will allow your brand identity to maintain its integrity throughout its various applications.



FINALIZATION

If also included in your package, we will continue the same design process with other branding assets, such as the brand board, or business cards and other stationery. You will receive at least 2 rounds of revisions for these components. Once everything is finalized, I will prepare all the files for delivery, and send them to you in a zip file. And there you have it! Your very own custom brand identity!



PAYMENT

A 50% deposit is due upon signing the Letter of Agreement before any work commences. The remaining balance will be due when I provide you with your final deliverables. Please note that additional revisions not included in the original package will be billed separately at an hourly rate of \$50. I will send you an invoice via PayPal, but I also accept payment via Venmo (@Stefanie-Yniguez).

RETAINER SERVICES

Need marketing materials on a monthly basis?
Don't want to hire a full time designer?
A retainer program is the perfect solution.

retainer options

BASIC

- 10 hours per month (2.5 hours per week)
- 8% discount (You save \$40!)
- Priority service in projects

\$460/month

PLUS

- 15 hours per month (3.75 hours per week)
- 12% discount (You save \$90!)
- Priority service in projects

\$660/month

DELUXE

- 20 hours per month (5 hours per week)
- 15% discount (You save \$150!)
- Priority service in projects

\$850/month

PREMIUM

- 40 hours per month (10 hours per week)
- 20% discount (You save \$400!)
- Priority service in projects

\$1600/month



RETAINER BENEFITS

- Discounted rate compared to normal hourly rate and a la carte pricing.
- Guaranteed amount of work each month.
- Set design fee amount each month for the duration of your contract.
- Access to a professional designer without the overhead costs of an employee.

RETAINER DETAILS

- 3 month minimum commitment. At the end of 3 months, we will re-evaluate the program to ensure the number of hours are fitting your business needs. After that, we can move to 6, 9, or 12 month commitments.
- Billed on the first day of each month. Invoice includes the monthly retainer rate for that month and any additional charges from previous month.

DESIGN SERVICES OFFERED

- Print Materials – flyers, sales sheets, direct mailers, brochures, event programs, signage
- Digital Materials – email templates, social media graphics, presentations, blog banners, and other web graphics
- Ad Design - print and web ads
- Services do not include additional costs like stock photography & fonts
- Additional services are available upon request.
- Please note: Services do not include logo design. Logos will be charged at hourly rate of \$50/hour.



disclaimer | the fine print

ALL PRICING AND PROJECT DETAILS LISTED IN THIS PRICE SHEET ARE SUBJECT TO CHANGE. THIS INFORMATIONAL SHEET IS A QUOTE ONLY AND SERVICES ARE NOT LIMITED TO THE FOLLOWING DETAILS. PLEASE CONTACT ME FOR A CUSTOM QUOTE ON YOUR PROJECT. ANY ADDITIONAL REVISIONS NOT INCLUDED IN THE ORIGINAL PACKAGE ARE BILLED SEPARATELY AT MY HOURLY RATE OF \$50. PLEASE NOTE THAT I ASK ALL CLIENTS TO STAY ON TIME WITH THEIR RESPONSES, FEEDBACK AND CLIENT RESPONSIBILITIES SUCH AS COMPLETED QUESTIONNAIRES, CONTENT, IMAGES, ETC. ANY DELAYS FROM THE CLIENT MAY RESULT IN PROJECT PUSH BACKS AND ADDITIONAL CHARGES. I RETAIN THE RIGHT TO DISPLAY AND MARKET ALL WORK COMPLETED AS A RESULT OF THIS AGREEMENT.