



BECKY'S GRAPHIC DESIGN
PRINT & DIGITAL DESIGN

2017

PRICING GUIDE

Logo & Branding Design Packages

At BGD we begin every project with a conversation. It's important to us to spend time listening to your story before we offer any solutions because every business is different. So before we offer final estimates we spend at least 15 minutes with you on the phone brain-storming strategies and solutions that work best for you. We also have you fill out a form about your business so we have your ideas in written form and finally we ask you to create a Pinterest board of your visual styles. These three forms of communication, combined with our knowledge of design and marketing will successfully create a unique brand that will be perfect for your business.

BASIC LOGO DESIGN

It's important as a business to have a clear and appropriate logo to represent your company. However, we understand that small businesses need as small a package as possible to get the seed planted. If you just need a logo, here's where to begin.

This package includes:

- A primary logo designed from up to three options with and without your tagline
- One variation of the logo for alternate applications
- A primary color palette identified to use with the logo
- Final files for digital and print including: *social media sizes, watermark logo, and logo with/without the tagline*
- A one-page reference guide for using the logo

BRANDING PACKAGE

A company's visual brand not only includes the logo, but the graphic elements that surround it. A step up from the logo package, the Branding Package helps you to grow into your brand by providing more customized visual elements to use in a website design or on socials.

This package includes:

- Everything in the **BASIC LOGO DESIGN** package *plus...*
- 2-3 custom images (background patterns and textures)
- Complete branding guide including pairing suggestions for patterns/textures with color palettes
- Three custom pieces, delivered in PDF or .png format. Such as a *business card, letterhead, Facebook cover image or other social media templates, etc.*



BECKY'S GRAPHIC DESIGN

615.562.7148 | 315.254.4983
info@beckysgraphicdesign.com

A LA CARTE

- Business Card: **\$250**
- Rack Card: **\$500**
- Letterhead + Envelope Design: **\$200**
- Brochure Design: **Starts at \$600**
- Social Media Templates: **\$250**
- Email Newsletter Template: **Starts at \$300**
- MailChimp eMail Setup: **\$450**
- Marketing Direction Treatment and Written Content Packages: **Starts at \$600**

SPECIAL PRICE
\$1200

If you're
interested in
working with
us please fill out
[**this form.**](#)

SAVE OVER \$400
\$1850

Small Business Start-Up Packages

If you have a brand new business these are the best options for you. We know you're excited to present yourself in a professional way so we've put these packages to give you just what you need AND save you money.



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BASIC START-UP PACKAGE

This package includes a logo design and print pieces you need to advertise your business locally and offers building blocks to create your social media channels.

This package includes -

- Your Business **BASIC LOGO DESIGN** Package -
- Flyer or Rack card designed and prepped for printing
- Business card designed and prepped for printing

SAVE \$150

\$1800

If you're interested in working with us please fill out [this form.](#)

BRAND & WEB START-UP PACKAGE

For the most effective and comprehensive visual brand, we recommend having both digital and physical aspects of your business represented clearly and consistently.

This ultimate small business starter package includes:

- Everything in Full Business **BRANDING PACKAGE**
- Basic Squarespace website package with up to four pages
- Business card designed and prepped for printing
- Print piece or marketing direction from our a la carte menu

STARTS AT

\$4500



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If you're interested
in working with
us on your website
please fill out
[this form](#).

STARTS AT
\$2000*

See [this page](#) for Becky's Graphic Design requirements and conditions.

Web Design Package

If you're looking for a basic website to get your business on the web, we suggest a Squarespace site. This mobile responsive platform gives you the basics you need with a modern design that compliments your logo and branding.

SQUARESPACE WEB DESIGN

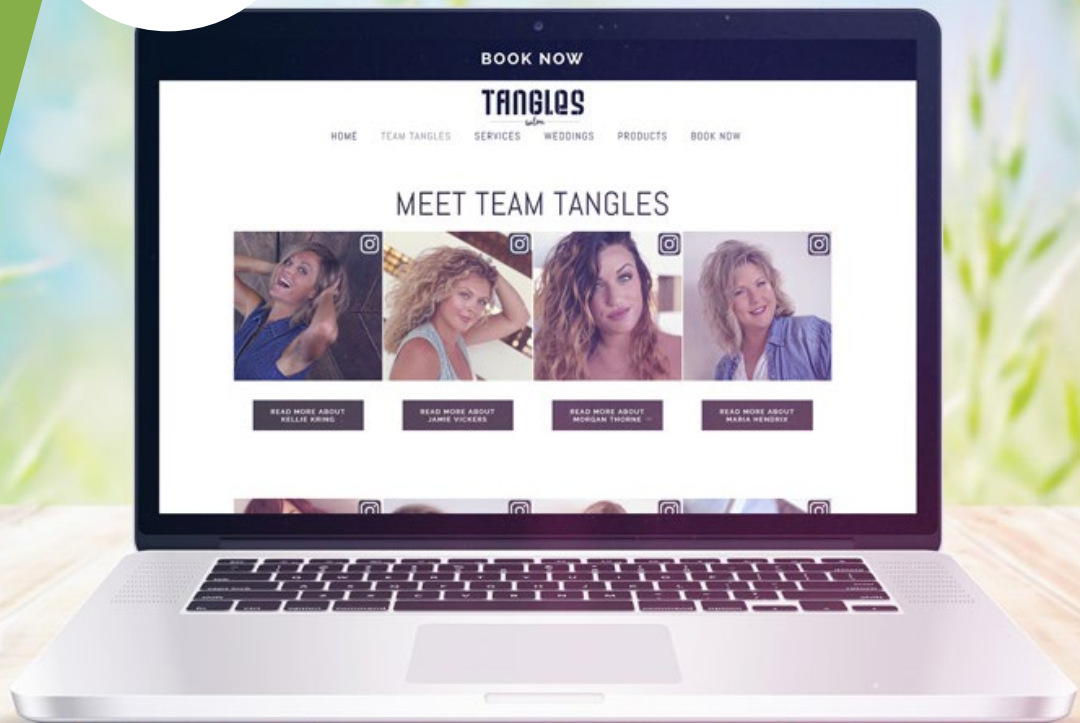
So you have all the elements: logo, brand, socials. Now you need a place for all of them to come together. We have a Squarespace Circle Member on our team who can create a simply-sophisticated website to represent your business.

Using your existing branding, this package includes:

- Design up to five pages (About, Services, Blog, Contact, etc.)
- Connection of social media accounts to website
- Mapping of URL to new site
- This includes up to 1 hour tutorial of backside of website

Optional: Add commerce, up to 5 products: EXTRA \$500 charge

**Does not include Squarespace domain hosting monthly fees*



Book Design and Layout

Authors are some of our favorite people - and over the course of our 25 years we have had the joy of bringing many manuscripts to life. We know all the tricks to getting a book published, from layout and printing to ISBN assignment and administration.

BOOK DESIGN

Basic Book Design - Book layout in InDesign including TOC, title pages, and copyright page

- Recommendations for printing options
- Front and back cover design
- ISBN and barcode assistance and placement
- Interior layout in InDesign
- Prep and upload of book to printer

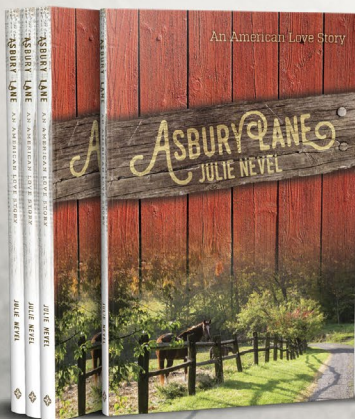
AUTHOR BRANDING PKG.

For the author with BIG plans! Does your book speak to a larger purpose you're passionate about? Maybe you'd like to present yourself as a speaker, or you're planning special events surrounding your finished manuscript release! Let us help you brand not only your book, but yourself as an author!

Author Branding Package includes:

- Book Design - *see above* Book layout in InDesign including TOC, title pages, and copyright page
- Wordmark Logo
- Basic Marketing Package plus...
- Author Website - up to three pages
- Setup of basic MailChimp email list

See below for an example of a marketing piece we created for one of our clients



SHINEWORTHY PUBLISHING
NASHVILLE | TENNESSEE

Announcing

...the launch of Julie Nevel's
first book in the series, ASBURY LANE!

AVAILABLE FOR PURCHASE NOW AT ShineworthyTea.com



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STARTING AT
\$1500

If you're
interested in
working with us
please fill out
[this form.](#)

STARTING AT
\$4500



CHILDREN'S BOOK DESIGN PACKAGE

As a company run by a grandma who loves to read to her grandchildren, books for children are some of our favorite designs to work on! This package brings your story idea to life in a finished product you'll be proud to read to the little ones in your life!

- Assistance with storyboard layout
- Assistance with choosing the best printer for your book
- Instructions and assistance with ISBN and bar code acquisition
- Cover design, front and back spread created with ISBN and bar code as required by selected printer
- [Prepared Illustrations placed into book layout](#)
- Text of story placed appropriately into layout
- Prep and upload of book to printer

STARTS AT
\$1200

