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PACKAGES

&

PRICING





SERVICES

UI & WEB DESIGN

I work with businesses to enhance their current web offerings, implement new and improved web solutions, and create seamless digital designs—whether it's a full website, landing page, or digital campaign.

BRANDING

I offer a range of branding solutions, including logo design, basic brand guidelines, full brand guidelines, and UI kits. I have packages to suit every branding need, no matter the size or scope of your project.

GRAPHIC DESIGN

I offer a range of graphic design services, including poster artwork ranging from live music to comedy gigs and corporate events, brochures, flyers, invitations ranging from wedding invitations to corporate events, packaging design, social media artwork, and email marketing design.

PRICING*

UI & WEB DESIGN

UI/UX IMPROVEMENTS*

eCommerce Website - From \$1,800

Booking Website - From \$1,800
I.e. Travel, Accommodation, Flights etc

Appointment Booking Website - From \$1,200
I.e. Hair, Beauty, Therapy etc

FULL UI & WEB DESIGN

eCommerce Website - From \$3,000

Booking Website - From \$3,000
I.e. Travel, Accommodation, Flights etc

Appointment Booking Website - From \$1,800
I.e. Hair, Beauty, Therapy etc

Information Website Design - From \$1,200

Landing Page Design - From \$600

EMAIL MARKETING

Single Email - From \$350

Multi Email Campaign - From \$700

*Improvements to current website

BRANDING

Logo Design - \$900

Business Card Design - \$230

Email Signature - \$230

Letterhead - \$150

BRANDING PACKAGES

Starter Package - \$1,300

Standard Package - \$1,950

Premier Package - \$2,400

SOCIAL MEDIA DESIGN

Single Tile - \$150

Multi Tile Campaign - From \$350

HOURLY & DAY RATE

Hourly - \$75 - \$85

Half Day - \$400

Full Day - \$700

GRAPHIC DESIGN

Flyer Design - From \$250

Brochure Design - From \$350

Poster Design - From \$250

Presentation Design - From \$200

Packaging Design - From \$350

WEDDING STATIONARY

Engagement Party Invitation - \$225

Save the Date - \$225

Wedding Invitation Package - From \$600

Wedding Invitation - From \$300

RSVP Card - \$225

Finer Details Card - \$225

Wedding Signs - \$150

Bridal Shower & Hens Invitations - \$225

CROSS CHANNEL

Campaign Design - From \$1,200

*Prices do not include GST but it will apply to any final quote and invoice

PRICING*

UI & WEB DESIGN

UI IMPROVEMENTS

eCommerce Website - From \$1,800

Includes:

- Design discovery session
- Full audit of website
- Delivery of 3 concepts including:
 - Basic layout improvements
 - User flow improvement
 - Buttons
 - Fonts
 - Colours
 - Payment gateway improvement
- Up to 4 rounds of revisions

Informational Website - From \$900

Includes:

- Design discovery session
- Full audit of website
- Delivery of 3 concepts including:
 - Basic layout improvements
 - Buttons
 - Fonts
 - Colours
- Up to 4 rounds of revisions

Booking Website - From \$1,800

I.e. Travel, Accommodation, Flights etc

Includes:

- Design discovery session
- Full audit of website
- Delivery of 3 concepts including:
 - Basic layout improvements
 - User flow improvement
 - Buttons
 - Fonts
 - Colours
 - Payment gateway improvement
- Up to 4 rounds of revisions

Appointment Booking Website - From \$1,200

I.e. Hair, Beauty, Therapy etc

Includes:

- Design discovery session
- Full audit of website
- Delivery of 3 concepts including:
 - Basic layout improvements
 - User flow improvement
 - Buttons
 - Fonts
 - Colours
- Up to 4 rounds of revisions

Additional Costs

Can be quoted as part of the project

- Web development and implementation of design
- Font Licenses - Desktop and web licenses if applicable
- Stock Imagery - If needed in your design, images will be purchased after design sign off and included in final invoice

PRICING*

UI & WEB DESIGN

FULL UI & WEB DESIGN

eCommerce Website - From \$3,000

Includes:

- Design discovery session
- Full audit of current website if needed
- Competitor and design trend research
- UX Improvements including site structure and buyer flow
- Delivery of 3 concepts (home page & UI elements)
- Up to 4 rounds of revisions

Informational Website - From \$1,200

Includes:

- Design discovery session
- Full audit of current website if needed
- Competitor and design trend research
- UX Improvements including site structure
- Delivery of 3 concepts (home page & UI elements)
- Up to 4 rounds of revisions

Booking Website - From \$3,000

Includes:

- Design discovery session
- Full audit of current website if needed
- Competitor and design trend research
- UX Improvements including site structure and booking flow
- Delivery of 3 concepts (home page & UI elements)
- Up to 4 rounds of revisions

Landing Page Design - From \$600

Includes:

- Design discovery session
- Mood board set up for design inspiration
- Delivery of 3 concepts including
- Up to 4 rounds of revisions

Appointment Booking Website - From \$1,800

Includes:

- Design discovery session
- Full audit of current website if needed
- Competitor and design trend research
- UX Improvements including site structure and booking flow
- Delivery of 3 concepts (home page & UI elements)
- Up to 4 rounds of revisions

Additional Costs

Can be quoted as part of the project

- Hosting plans
- Custom domain setup
- Web development and implementation of design
- Font Licenses - Desktop and web licenses if applicable
- Stock Imagery - If needed in your design, images will be purchased after design sign off and included in final invoice

PRICING*

UI & WEB DESIGN

EMAIL MARKETING

Single Email - From \$350

Includes:

- Design discovery session
- Reverse brief - to collate correct copy & imagery
- Competitor and design trend research
- Delivery of 3 concepts
- Up to 4 rounds of revisions

Multi Email Campaign - From \$700

Includes:

- Design discovery session
- Reverse brief - to collate correct copy & imagery
- Competitor and design trend research
- Delivery of 3 concepts of initial email
- Up to 4 rounds of revisions
- Design of subsequent emails in campaign

eNewsletter Template - From \$400

Includes:

- Design discovery session
- Reverse brief - to collate correct base content & imagery
- Competitor and design trend research
- Delivery of 3 concepts
- Up to 4 rounds of revisions

CROSS CHANNEL

Campaign Design - From \$1,200

Includes:

- Design discovery session
- Design across different media including;
 - Email Marketing
 - Social Media Tiles
 - Landing Page Banners
 - Web Banners
 - Print Media
- Reverse brief - to collate correct content & imagery
- Competitor and design trend research
- Delivery of 3 concepts
(We usually start with the initial Email)
- Up to 4 rounds of revisions

Additional Costs

Can be quoted as part of the project

- Stock Imagery - If needed in your design, images will be purchased after design sign off and included in final invoice
- Font Licenses - Desktop and web licenses if applicable
- Export and building of email (in your email marketing platform)
- Set up of Email Marketing Platform including set up of account, admins and import of subscriber lists
- HTML Web Banner build if included

PRICING*

BRANDING

Logo Design - \$900

Includes:

- Design discovery session
- Mood Board set up on Pinterest
- Competitor and design trend research
- Delivery of 3 concepts
- Up to 4 rounds of revisions
- Design of Favicon for website
- Design of Icon for use on Social Media etc
- Export of various file types for different applications

Secondary Logo Design - \$200

Includes:

- Delivery of 3 concepts
- Up to 4 rounds of revisions
- Export of various file types for different applications

Business Card Design - \$230

Includes:

- Design discovery session
- Mood Board set up on Pinterest
- Competitor and design trend research
- Delivery of 3 concepts
- Up to 4 rounds of revisions
- Final artwork export

- Printer suggestions if needed
- Printing costs not included

Letterhead - \$150

Includes:

- Design discovery session
- Mood Board set up on Pinterest
- Competitor and design trend research
- Delivery of 3 concepts
- Up to 4 rounds of revisions
- Export of various file types for different applications

Email Signature - \$230

Includes:

- Design discovery session
- Mood Board set up on Pinterest
- Competitor and design trend research
- Delivery of 3 concepts
- Up to 4 rounds of revisions
- Export of final artwork as PNG **OR** building of live email signature for Gmail or Outlook

PRICING*

BRANDING

BRANDING PACKAGES

Starter Package - \$1,300

Includes:

- Design discovery session
- Mood Board set up on Pinterest
- Competitor and design trend research
- Delivery of 3 logo design concepts
- Delivery of 3 colour palette concepts
- Delivery of 3 typographic concepts
- Up to 4 rounds of revisions
- Design of favicon for website
- Design of icon for use on Social Media etc
- Export of various file types for different applications
- Final Brand Guidelines include;
 - Basic Logo usage
 - Basic colour palette
 - Selection and usage of complementary typography

Standard Package - \$1,950

Includes:

- Design discovery session
- Mood Board set up on Pinterest
- Competitor and design trend research
- Delivery of 3 logo design concepts
- Delivery of 3 colour palette concepts
- Delivery of 3 typographic concepts
- Up to 4 rounds of revisions
- Design of favicon for website
- Design of icon for use on Social Media etc
- Design of secondary logo
- Export of various file types for different applications
- Final Brand Guidelines include;
 - Logo usage
 - Colour palette
 - Selection and usage of curated typography
 - Selection of 6 branded Icons + usage
 - Selection of 6 Stock Images aligned with brand + usage
 - 2 Social media templates
 - 2 brand mock ups for visual application

Premier Package - \$2,400

Includes:

- Design discovery session
- Mood Board set up on Pinterest
- Competitor and design trend research
- Delivery of 3 logo design concepts
- Delivery of 3 colour palette concepts
- Delivery of 3 typographic concepts
- Up to 4 rounds of revisions
- Design of favicon for website
- Design of icon for use on Social Media etc
- Design of secondary logo
- Export of various file types for different applications
- Final Brand Guidelines include;
 - Logo usage
 - Colour palette
 - Selection and usage of curated typography
 - Selection of 12 branded Icons + usage
 - Selection of 12 brand aligned stock Images + usage
 - 4 Social media templates
 - 2 brand mock ups for visual application
 - 2 Email marketing mock ups
 - 2 Additional print designs if needed

*Prices do not include GST but it will apply to any final quote and invoice

PRICING*

GRAPHIC DESIGN

Flyer Design - \$250

Includes:

- Design discovery session
- Mood Board set up on Pinterest
- Reverse brief - to collate correct copy & imagery
- Delivery of 3 concepts
- Up to 4 rounds of revisions
- Final artwork export including PDF & JPG

Presentation Design - From \$200

Includes:

- Design discovery session
- Mood Board set up on Pinterest
- Reverse brief - to collate correct copy & imagery
- Delivery of 3 concepts
- Up to 4 rounds of revisions
- Final artwork export to PPT and/or Google Slides

Brochure Design - From \$350

Includes:

- Design discovery session
- Mood Board set up on Pinterest
- Reverse brief - to collate correct copy & imagery
- Delivery of 3 concepts
- Up to 4 rounds of revisions
- Final artwork export to PDF

Packaging Design - From \$350

Includes:

- Design discovery session
- Mood Board set up on Pinterest
- Reverse brief - to collate correct copy & imagery
- Delivery of 3 concepts
- Up to 4 rounds of revisions
- Final artwork export to PDF

Poster Design - From \$250

Includes:

- Design discovery session
- Mood Board set up on Pinterest
- Reverse brief - to collate correct copy & imagery
- Delivery of 3 concepts
- Up to 4 rounds of revisions
- Final artwork export including PDF & JPG

Additional Costs

- Stock Imagery - If needed in your design, images will be purchased after design sign off and included in final invoice
- Font Licenses - Desktop and web licenses if applicable
- Printing costs
- Printer suggestions if needed (no charge)

PRICING*

WEDDING STATIONARY

Engagement Party Invitation - \$225

Includes:

- Mood Board set up on Pinterest
- Reverse brief - to collate correct copy
- Delivery of 3 concepts
- Up to 4 rounds of revisions
- Final artwork export including PDF

Wedding Invitation - From \$300

Includes:

- Mood Board set up on Pinterest
- Reverse brief - to collate correct copy
- Delivery of 3 concepts
- Up to 4 rounds of revisions
- Final artwork export including PDF

Wedding Signs - \$150

Includes:

- Mood Board set up on Pinterest
- Reverse brief - to collate correct copy
- Delivery of 3 concepts
- Up to 4 rounds of revisions
- Final artwork export including PDF

Save the Date - \$225

Includes:

- Mood Board set up on Pinterest
- Reverse brief - to collate correct copy
- Delivery of 3 concepts
- Up to 4 rounds of revisions
- Final artwork export to PDF

RSVP Card - \$225

Includes:

- Mood Board set up on Pinterest
- Reverse brief - to collate correct copy
- Delivery of 3 concepts
- Up to 4 rounds of revisions
- Final artwork export including PDF

Bridal Shower & Hens Invitations - \$225

Includes:

- Mood Board set up on Pinterest
- Reverse brief - to collate correct copy
- Delivery of 3 concepts
- Up to 4 rounds of revisions
- Final artwork export including PDF

Wedding Invitation Package - From \$600

Package Includes:

- Main wedding invitation
- RSVP Card
- Finer Details Card
- Map & Directions Card if needed

Design Process Includes:

- Mood Board set up on Pinterest
- Reverse brief - to collate correct copy
- Delivery of 3 concepts
- Up to 4 rounds of revisions
- Final artwork export including PDF

Additional Costs

- Stock Imagery - If needed in your design, images will be purchased after design sign off and included in final invoice
- Font Licenses - Desktop and web licenses if applicable
- Printing costs
- Printer suggestions if needed (no charge)



LET'S WORK

TOGETHER

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