

CONNIBEE

CREATIVE BRANDING + WEB DESIGN *designs*

a quick introduction
SERVICES + PRICING GUIDE

FOR THE *bold* ENTREPRENEUR
AND SMALL BUSINESS OWNER

HELLO *and* WELCOME

Hey You!

I'm So Glad You Found Us...

Connibee Designs, your creative partner, is a Texas based design studio whose focus is to boldly enhance your business through professional branding, print and digital design, and web design services.

Our goal is to deliver aesthetically pleasing, quality, and creative content for our clients and their business.

We are so excited to have the opportunity to partner with you on building your visual brand. On the following pages, outlined are the basics on how we will work together. Please read the entire document carefully, and if you have questions, comments, or concerns, please let us know. Once you find what you're looking for, follow the steps at the end of the document when you want to collaborate together and make your vision a reality.

Teamwork

Entrepreneurs and Businesses

We work with:

Entrepreneurs and businesses who are serious about their brand and ready to invest

Entrepreneurs and businesses who understand the value and importance of developing a strategic design

Entrepreneurs and businesses who are unafraid of making a bold visual statement that will allow their business to thrive.

We have worked with:

Small Businesses
Crafters
Entrepreneurs
Beauty Service Providers
Non-Profit Organizations
Coaches
and more...

Let's chat and build your brand together!

HELLO *and* WELCOME

Availability *When you can reach me...*

My availability is as follows:

- Monday thru Thursday: 10am - 6pm CST
- Friday: By Appointment Only
- Saturday and Sunday: Closed

Communication *Get in Touch...*

Once we begin working together, all communication will happen through the ClickUp and the Client Portal.

I will make every effort to respond to active projects within 24 hours and new/prospective clients within 24-48 hours during the work week..

Are you Ready! *Let's Talk Money...*

Investments

All package and asset pricing can be found in this guide and are listed in USD. If visual assets you wish to incorporate are not listed, let's talk and I can provide a custom estimate. Once the contract is signed, a deposit of 50% will be required to start work. The remaining 50% will be due at the completion of the project and prior to turning over final documents and/or website transfer.

Payment Methods

Payments are accepted via Paypal

HELLO *and* WELCOME

How we will work *Let's Go...*

Inquire

You've done your part. You're curious and wish to know more about how Connibee Designs can help move your brand forward. Schedule your Let's Chat or Design Your Brand Consultation.

Consultation

Time to pick your brain, get to know you better, and develop a true understanding of your business and future goals. We will have a 30 minute chat to discuss as much as possible and how we can help your business. After the consultation, you will receive a quote/proposal which will list descriptions of services and pricing tailored to your needs. Once your package and add-ons are selected, you will receive your contract, invoice, and access to the Client Portal and Project Management System.

Discover + Collaborate + Inspire

(1-Hour Brand Discovery Call)

You've had your Design Your Brand or Let's Chat Consultation and you're ready to get to work. We'll start with a follow up Brand Discovery call to collaborate and ensure our strategy for your visual design will have a clear meaning and alignment with your vision. In this call, we will discuss how you visualize the designs and the overall direction, as well as, on-board and set up deliverable checkpoints and timelines

Pen to Paper + Mouse to Computer

Before I even start working on a computer, I enjoy mind mapping and hand sketching ideas and concepts for each project. Each deliverable will be provided to you in a digital format through the Client Portal and Project Management System for your review and approval. Once comments are incorporated and designs are refined, we will continue moving forward on the project until all visuals are complete.

Setup + Deliverables

All visuals are being prepped and finalized at this point. Also remember, final payment is due prior to receiving final files and logins.

Implement + Testing + Watch the Magic

The goal is visual consistency! After refining all visual assets, designing, testing, and launching, it's time to celebrate. We will have designed a visual identity that authentically and thoughtfully represents your vision.

THE ESSENTIALS

INVESTMENT: \$1,000
50% deposit required; Split into 2 payments

TIMELINE 2-4 WKS

Ideal for...

New entrepreneurs and business owners that are ready to invest and collaborate with a designer to bring the vision for their brand to life. Your brand will be uniquely tailored and custom to your business and will include all the essentials to start you on the right track to develop an authentic, cohesive, and bold brand identity.

WHAT ALL YOU GET...

Access to Client Portal and Project Management Account
1-Hour Brand Discovery Call | Mood Board and Color Palette (2 Concepts, 1 Revision)
Main and Responsive Logo Designs (3 Concepts, 2 Revisions)
Brand Board | Copyright for Logo Designs Only

DELIVERABLES

Logos and marks will be provided in black and white and full color.
Also, the following file formats will be provided:

Vector/Working/Layered File (AI, EPS) | **Print-Ready** (JPEG - RGB, CMYK; PDF)
Web (JPEG - RGB; PNG) | **Brand Board** (JPEG; PDF)

THE SIGNATURE

INVESTMENT: \$2,200
50% deposit required; Split into 2 payments

TIMELINE 4-6 WKS

Ideal for...

Established entrepreneurs and business owners that are looking for a new and comprehensive visual identity, plus social media templates, and marketing collateral. If you have a vision, are ready to invest, and want to work with a designer, we will collaborate to craft a uniquely tailored and custom to your business visual brand identity that will make you stand out and take your business to the next level.

WHAT ALL YOU GET...

Everything in the Essential Package, plus:
Typography (3 combinations to select from) | (2) Patterns/Textures
Custom Iconography/Design Elements (1 Revision)
Mockups | Brand Style Guide | (6) Social Media Post Templates | (3) Marketing Collateral
Copyright for Logo Designs Only

DELIVERABLES

Logos, marks, and icons/design elements will be provided in black and white and full color in the following file formats:

Vector/Working/Layered File (AI, EPS) | **Print-Ready** (JPEG - RGB, CMYK; PDF) | **Web** (JPEG - RGB; PNG)
Typography | OTF, TTF (*may include paid fonts) | **Patterns/Textures** (High-Res JPEGs/PNG) | **Mockups** | High-Res JPEGs
Brand Style Guide (PDF) | **Social Media Templates** (High-Res JPEGs/Canva) | **Marketing Collateral** (Print-Ready PDFs)

ADD-ON BUNDLES

*Must select a brand package first

Custom Products/Assets Add-On | \$500

Select 4 items:

Digital Flyer

Bag Design

T-Shirt Design

Menu

Product Packaging (1 Item)

Social Media Profile Add-On | \$250

Select 3 social media platforms:

Header

Profile Image or Avatar

Highlights

Cover

Landing Page Add-On | \$250

Design a temporary page for your website while we collaborate towards the final website

Email Newsletter/Template Add-On | \$75

Design an email or newsletter template to keep your audience up to date or share new information regarding your business

Product Packaging Add-On | \$450

(3 Items, Same Line)

A LA CARTE

*Minimum purchase of \$500 to start project

Website Design and Development | \$2,000

Wix Platform

Up to 5 pages designed

Mobile-Friendly

Basic SEO Optimization

*Does not include web copy

Landing Page Add-On | \$250

Design a temporary page for your website while we collaborate towards the final website

Single Logo Design | \$500

1-Hour Brand Discovery Call

Mood Board and Color Palette

(2 Concepts, 1 Revision)

Custom Logo Design

(3 Concepts, 2 Revisions)

A LA CARTE CONT.

*Minimum purchase of \$500 to start project

Digital Flyer/Poster Design | Starting @ \$150

Business Card Design | \$150

Product Design | Starting @ \$150

Bags, Apparel, Stickers, Artwork, etc.

Signage | Starting \$200

Product Label | \$100

Product Packaging | \$200

Product Packaging Bundle | \$450

3 Items, Same Line

Email Newsletter/Template | \$150

Social Media Post/Template Design | \$100

1 template

Social Media Post/Template

Design Bundle | \$250

3 templates

Social Media Header | \$100

3 Items, Same Brand

Social Media Profile Image | \$100

3 Items, Same Brand

Social Media Ad | \$150

Social Media Ad Design Bundle | \$250

3 Ads

**DON'T SEE WHAT YOU'RE
LOOKING FOR AND NEED
SOMETHING ELSE?**

contact carly@connibeedesigns.com

*Minimum purchase of \$500 to start project

FREQUENTLY ASKED Questions

What happens once I book a project?

Once you've had a Design Your Brand Consultation and booked a package, you will receive your proposal for approval, followed by a contract that will require your signature, and then an invoice that will require your deposit to save your spot. After that, you will receive a welcome email with access to the Client Portal where there will be instructions on getting started.

Will I own the copyright of the final artwork?

Final artwork for your logo design will transfer to you once final payment is received. Additional artwork created for your brand and website will remain with me, the designer. Written within the contract will be additional explanation. For all additional artwork, you are being given a license to use the graphics for your business only. If you wish to obtain copyrights for the additional artwork, I am happy to discuss that with you.

How long will the project take?

An estimated timeline has been provided in the package list. Please reference the package you are interested in.

What if I need additional work at a later date?

I am happy to fit in smaller projects for previous clients. I understand as a business grows, you many need extra assets. I do suggest adding ala carte assets to the package upfront, as you will get the best deal and simplify the process. Schedule a call to discuss!

Do you have a retainer program?

I have available a limited number of openings to previous clients for a monthly retainer program and website maintenance. This will allow you the opportunity to reserve my time for a set amount of hours each month as needed to complete small design projects and/or maintain and/or update your website. I'd be happy to discuss specifics once with work together.

What is the best way to contact you?

Email is the best way to communicate. We can schedule a Zoom meeting for a more personal conversation, but please make sure to contact me first and set a time.

Past Due Payments

All invoices provided will have a due date. If not previously discussed, all payments are due on the date listed on the invoice. Please notify me 48 hours in advance if you believe a payment will be late per schedule, I am happy to work out an arrangement. If no notification is provided, then I reserve the right to stop work immediately on the project and withhold any and all deliverables. Payments that are not received with 15 days of the due date will incur a 5% late fee. Another 5% late fee will apply 15 days following. After 30 days of non-payment, the project will be canceled and a 25% fee will be required to start the project again.



Ready to Collaborate
LET'S GET TO WORK

or still have questions?

LET'S CHAT DESIGN CONSULTATION TODAY!

BOOK A DESIGN YOUR BRAND CONSULTATION TODAY!

Can't wait to get Started

