



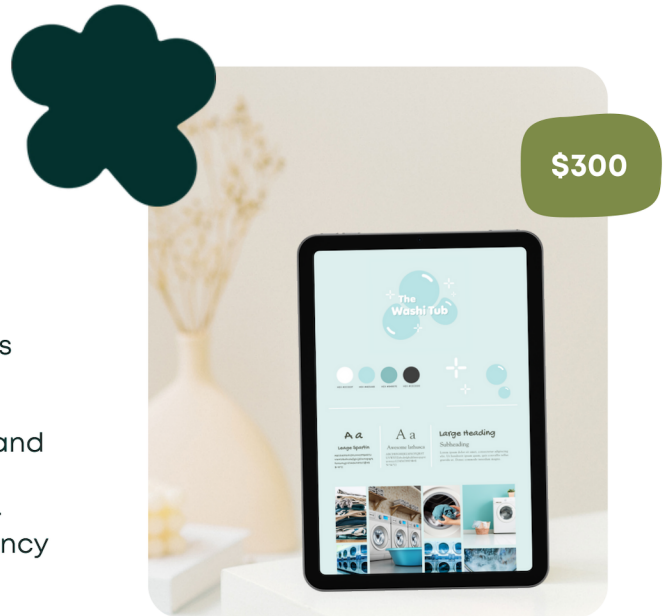
# PRICING GUIDE

## 2024

# BRANDING AND LOGO

## Starter Package

- ✓ Logo Design: Creation of a unique logo to represent your brand.
- ✓ Brand Color Palette: Selection of primary and secondary colors to maintain consistency across all branding materials.
- ✓ Basic Brand Guidelines: Development of simple guidelines outlining logo usage, color schemes, and typography.
- ✓ Social Media Profile Graphics: Basic graphics for social media profiles to maintain brand consistency online.



## Pro Package

- ✓ Everything included in the Starter Package.
- ✓ Stationery Design: Design of letterheads and envelopes with the new branding elements.
- ✓ Brand Style Guide: Comprehensive guidelines covering logo usage, color codes, typography, and brand voice.
- ✓ Email Signature: Customized signature design to reinforce brand identity in all communications.
- ✓ Discounts on website design services and social media services

## Advanced Package

- ✓ Everything included in the Standard Package.
- ✓ Brand Storytelling: Crafting a compelling brand story to connect with your audience on a deeper level.
- ✓ Brand Collateral Design: Design of additional branded materials such as brochures, flyers, or presentation templates.
- ✓ Packaging Design: Custom packaging design for products to enhance brand recognition and appeal.
- ✓ Brand Audit: In-depth analysis of current branding efforts and recommendations for improvement.
- ✓ Discounts on website design services and social media services





# ADD-ON DESIGN PACKAGES



## Complete Logo

STARTING  
FROM/

**\$150**



- Variety of options from logo refresh, logo fixes, new logos, and more
- Multiple file types (PNG, PDF, and SVG vector files)
- Up to 2 additional logo variations (each additional logo is \$50.00)
- Two revision rounds
- Usage Guidelines
- Optimized for web & mobile

## Business Card Design

STARTING  
FROM/

**\$40**

- One-on-one consultation
- Three design concepts to choose and work from
- Revision rounds
- Of site printing
- Digital Version: A soft copy for electronic sharing

## Business Needs Package

STARTING  
FROM/

**\$20**

- Two design concepts
- Select from Letterheads, Infographics, Tags, Menus and more
- Print & digital formats: PDF, JPEG, and PNG for printing and digital use.
- Local printing service through Modern Petal

## Design Icons and Graphics Package

STARTING  
FROM/

**\$250**

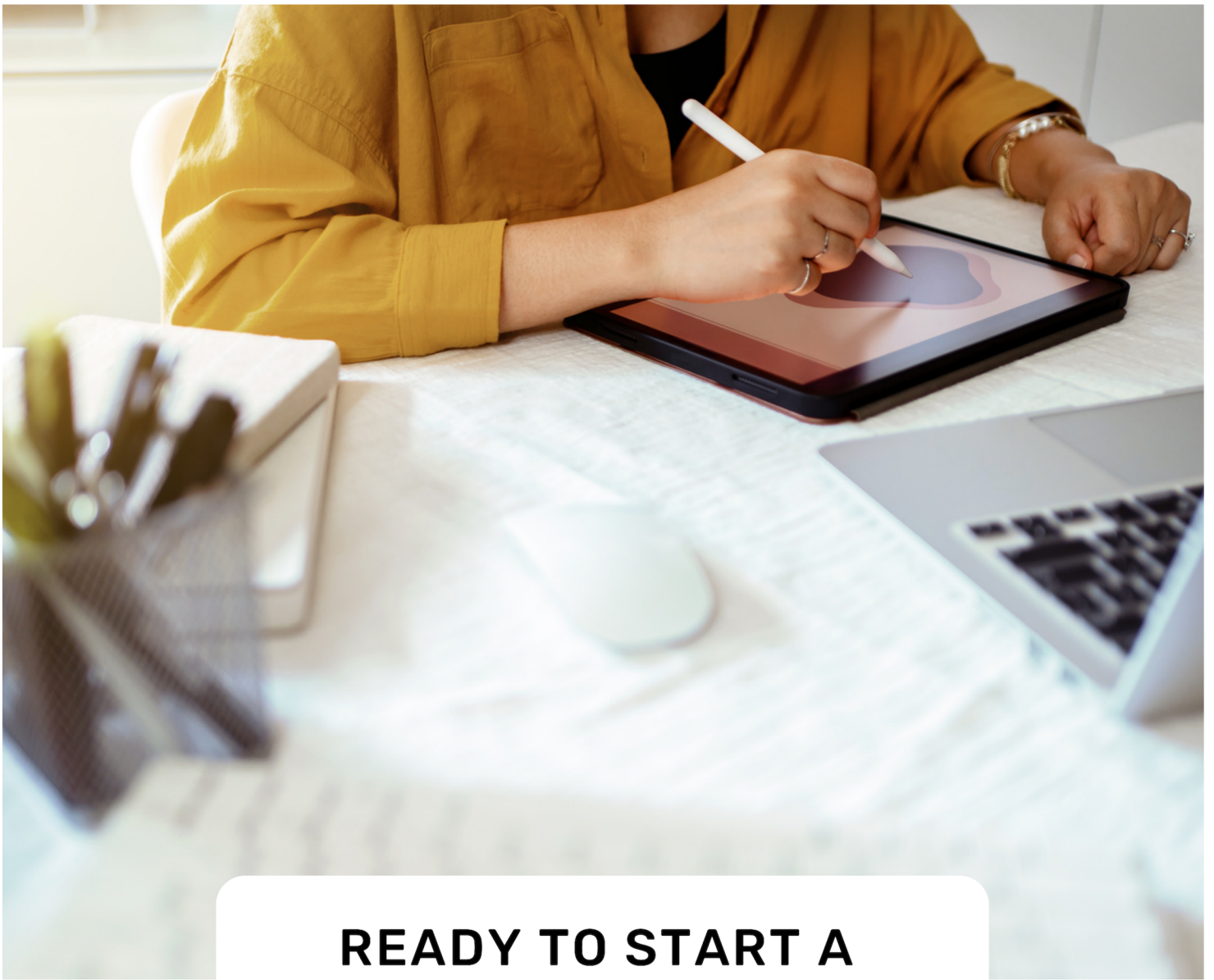
- 3-6 Graphic icons (simple to intricate designs depending)
- Multiple file types (PNG, PDF, and SVG vector files)
- Color pallets for branding and design
- Local printing service through Modern Petal

## Merchandise Design Package

STARTING  
FROM/

**\$10**

- 5 Designs on product of your choosing (t-shirts, mugs, etc.)
- Easy future reordering process
- Two design concepts for each product
- Three Revision Rounds
- Local printing service, shipped directly to your business



READY TO START A

# NEW PROJECT?

If you've got a clear vision and are eager to kickstart your new project, let's dive in!

Fill out the contact form at [modernpetalstudio.com](https://modernpetalstudio.com)

we will send a project inquiry to you shortly after!

If you're still in the exploration phase or have more questions, no worries at all.



Send any questions you have at:  
[modernpetalstudio@gmail.com](mailto:modernpetalstudio@gmail.com)