



# PRICING GUIDE

## 2024

# ILLUSTRATIONS AND STATIONARY

## Custom Illustration

STARTING  
FROM/

**\$40**

- Variety of Styles: Pet, House, Business, and more!
- Multiple File Types (PNG, JPEG, and SVG)
- Great for gifts and unique event favors
- Print options are available including **stickers!**
- Optimized for web & print

## Invitation Suite Design

STARTING  
FROM/

**\$3.50**

- 5x7 and custom sizes available
- One-sided main and details page included
- Options of upgrades: Save the Date and RSVP cards
- Print & digital formats - print yourself or shipping available
- Multiple envelope options are available

## Invitations

STARTING  
FROM/

**\$2.00**

- Custom design invitations for all occasions
- 4x6, 5x7 - Multiple paper options available
- Plain white envelopes included, upgrades available
- Two revision rounds for quality and corrections
- Front is included, Back side is available as an add-on option

## Signage and Posters

STARTING  
FROM/

**\$30**

- Multiple sizes available
- Different print options, machine or handmade
- Multiple options of finishes and quality paper
- Custom design, great for gifts and signage for events
- Shipping is optional, can be delivered locally (McHenry area)

## Event Design Package

STARTING  
FROM/

**\$50**

- Can be included with any invitation suites and custom designs for design consistency throughout your event
- Custom Designs including fonts, Images, and graphics
- All vector files included
- Option to print yourself or shipping available
- One-on-one consultations for all your design needs
- Choose from signage, menus, thank-you cards, apparel, and more!

# 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

# ADD-ON WEBSITE DESIGN PACKAGES



## Logo Add-On

STARTING  
FROM/

**\$100**

- Variety of options from logo refresh, logo fixes, new logos, and more
- Multiple file types (PNG, JPEG, and SVG)
- Up to 2 additional logo variations (each additional logo is \$50.00)
- Basic Brand Guidelines: Development of simple guidelines

## Business Photo Package

STARTING  
FROM/

**\$200**

- Receive up to 20 professional photos of your business for your website and marketing needs
- For Northern Illinois businesses only, please
- Edited and resizable optimized for web and print (PNG, JPEG)
- Branding, and social media marketing photos included

## Design Add-On Package

STARTING  
FROM/

**\$150**

- Standard and custom sizes for shapes and logos
- up to 6 editable graphics to use throughout branding
- Two revision rounds
- Print & Digital formats PDF, PNG, JPEG, and SVG
- Color pallets for branding and design

## Social Media Kit Package

STARTING  
FROM/

**\$250**

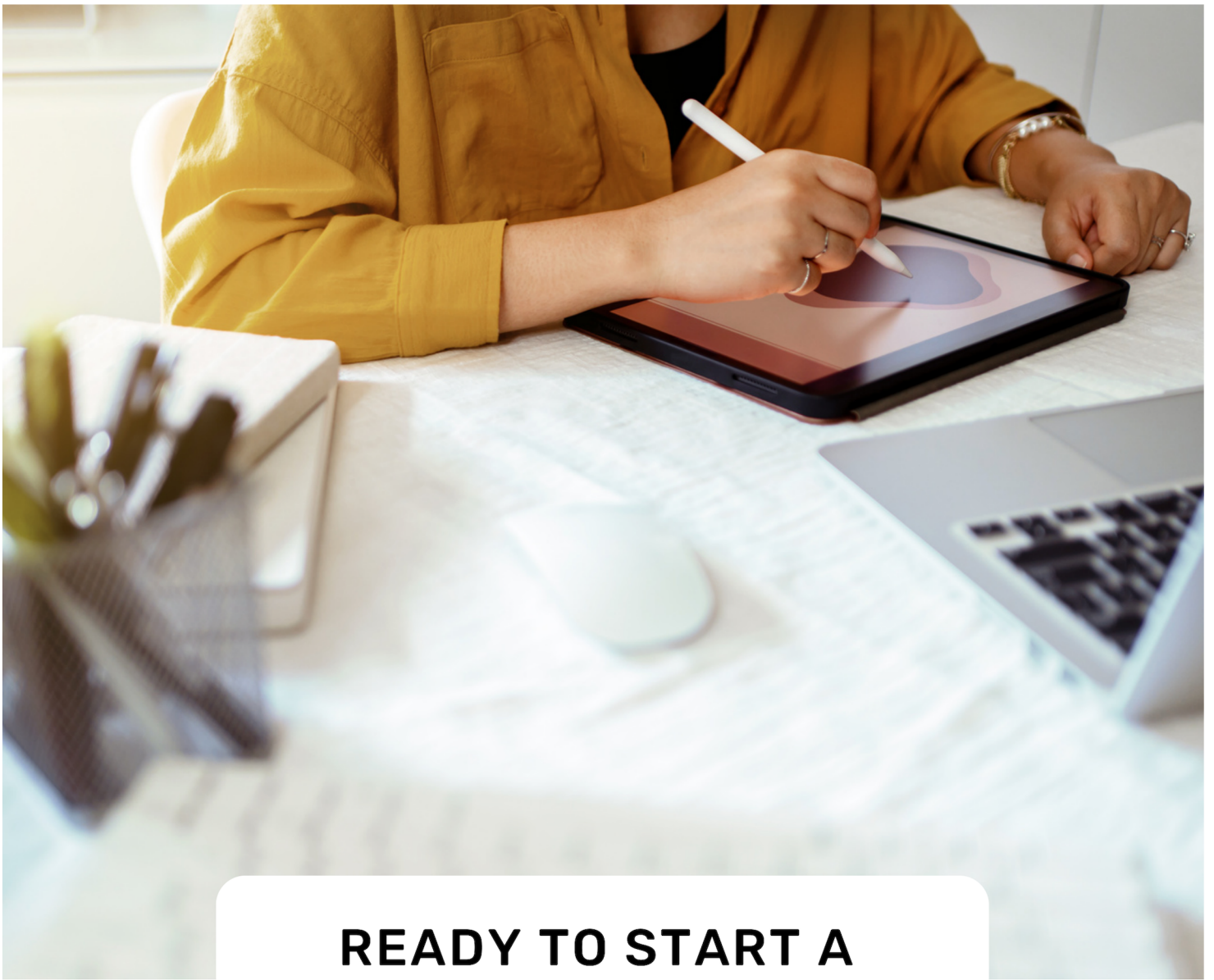
- Basic graphic design or image sourcing for posts
- Sized to Facebook and Instagram social platforms
- Community Management: Basic responses to comments
- Content Strategy: Development of a tailored content plan based on brand goals and audience analysis

## E-Commerce Page Add-On

STARTING  
FROM/

**\$250**

- Custom E-commerce Website Design: Creation of a simple and functional e-commerce website with essential features
- Product Catalog Setup: Integration of up to a specified number of products with basic categorization
- Mobile Responsiveness: Ensuring the website is optimized for viewing on mobile devices.
- Usage guidelines & more



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)