

# BRAND PACKAGE PRICING GUIDE

**JEN  
SCHMALTZ.**  
boutique design studio

Makers  
GONNA  
Make

design + branding + magic

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## HELLO THERE!

Graphic Design is at the heart of my story, but I've been known to write myself a new part now and again... happily and frequently embracing such roles as: *Project Manager, Strategic Thinker, Visual Communicator, Copy Writer, Brand Stylist* and *Content Curator*.

Design is where my passion and my purpose intersect, and providing clients with "the goods" to help their businesses soar is a pretty amazing thing to hop outta' bed and do each day!

If you're looking for that kind of up and at 'em for your next design and branding project... **we should really chat.**

*Jen-xo*

Jen Schmaltz, Creative Director | Designer



PACKAGE ONE:

# the SMALL BUT MIGHTY

**AMAZING FOR:**

Solo-preneurs and small businesses that want to leverage the power of cohesive brand positioning to tell their unique story and stand out in the crowd.

**THIS PACKAGE INCLUDES:**

- 30 minute brand discovery "chat"
- Original Logo Design
  - 2 initial logo design concepts to choose from
  - 2 revisions of the selected logo to completely refine the design
  - 1 final logo design, plus one logo variation

- Ownership of all logo files

- Basic Brand Board

Typography/font selection

Colour Palette

*Includes all logos and marks, color palette and font suggestions, to use as a brand style guide to keep your brand looking amazing as you move forward*

- Corporate Identity Suite consisting of:

Business card design

Letterhead (for print + digital)

#10 envelope

*Includes: 2 rounds of revisions after presentation of initial concept and final print ready files.*

**FILES DELIVERED:**

All logos + marks in colour and black, in the following file formats:

- Web + Social Media (JPG, PNG)
- Print-ready (TIFF, JPG)
- Vector (AI, EPS)
- PDF of your NEW Brand Board
- Print-ready PDF of Business Card
- Print-ready PDF of Letterhead
- Print-ready PDF of Envelope

**TIMELINE: 6 WEEKS**

I'll need approximately 6 weeks from beginning to end, depending on when feedback is received at each milestone.

**YOUR INVESTMENT: \$3999 + HST/CAD**

**2 PAYMENTS OF \$1999.50 EACH**

## PACKAGE TWO: *the* **HAPPY MEDIUM**

### **GREAT FOR:**

Small to medium size businesses looking to enhance their brand image with a synchronized suite of identity materials backed up by key promotional pieces.

### **THIS PACKAGE INCLUDES EVERYTHING FROM PACKAGE ONE PLUS+**

- Addition of tag-line to Logo/Mark
- Curated Brand Board with the following additional items

1 Hero image + 5 supporting stock image photos, 3 textures/backgrounds plus iconography in your brand colours

- **Epic Brand Ad**

Epic brand ad with integration of existing brand photography or curated stock photography, includes design and copy-writing from concept to completion

*Includes: 2 rounds of revisions after presentation of initial concept and final print ready files.*

- **4 Page A4 Brochure**

Design and layout of product and/or services brochure, from concept to completion. With use of client supplied photography and/or (above) curated stock photography. Includes copywriting from client supplied information to be distilled, polished and crafted to tell your unique brand story.

*Includes: 2 rounds of revisions after presentation of initial concept and final print ready files.*

- **Postcard (or Note card)**

Design and layout of 2-sided 4x6 brand postcard (or note card), to be used to WOW your customers, stay in touch and nurture client relationships in a unique way.

*Includes: 2 rounds of revisions after presentation of initial concept and final print ready files.*

### **FILES DELIVERED:**

All logos + marks in colour and black, in the following file formats:

- Web + Social Media (JPG, PNG)
- Print-ready (TIFF, JPG)
- Vector (AI, EPS)
- PDF of your NEW Brand Board
- Print-ready PDF of Business Card
- Print-ready PDF of Letterhead
- Print-ready PDF of Envelope
- Print-ready PDF of Brand Ad, ready to send to Print Vehicle of Choice (resizing for additional publications billed additionally/hourly)
- Print-ready PDF of Brochure, cost of printing not included.
- Print-ready PDF of Postcard

### **TIMELINE: 8 WEEKS**

I'll need approximately 8 weeks from beginning to end, depending on when feedback is received at each milestone.

**YOUR INVESTMENT: \$6999 + HST/CAD**

**3 PAYMENTS OF \$2333.00 EACH**



PACKAGE THREE:

# the BIG PICTURE

**PERFECT FOR:**

Small to medium size businesses and established organizations who want every single brand component strengthened by one powerfully succinct voice.

**THIS PACKAGE INCLUDES  
EVERYTHING FROM PACKAGE TWO PLUS+**

**- Web Strategy Session**

1-hour collaborative session to outline goals, discuss content and establish time-lines.

**- Website Copywriting**

Building on the copy from brochure AND generating new copy to populate the site in a brand appropriate and audience engaging voice.

**- 5-Header WIX Website [HOME/ABOUT/SERVICES/CONTACT/OTHER]**

Create an easy-to-navigate, engaging and responsive website on the WIX platform using a WIX template. Design includes homepage and up to 8 interior pages (on-line shop, blog or booking platform not included and quoted separately).

The site will be desktop, mobile + SEO friendly!

Also Includes: publishing, and connection of the domain. Future changes after the website goes live to be billed separately.

**- Facebook Ad**

**- Facebook Cover Image**

COST OF MONTHLY WIX HOSTING NOT INCLUDED.

**FILES DELIVERED:**

All logos + marks in colour and black, in the following file formats:

- Web + Social Media (JPG, PNG)
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- Vector (AI, EPS)
- PDF of your NEW Brand Board
- Print-ready PDF of Business Card
- Print-ready PDF of Letterhead
- Print-ready PDF caof Envelope
- Print-ready PDF of Brand Ad, ready to send to Print Vehicle of Choice (resizing for additional publications billed additionally/hourly)
- Print-ready PDF of Brochure, cost of printing not included.
- Print-ready PDF of Postcard
- JPEG of Facebook Cover Image
- Assets for Facebook Ad (JPG + copy)
- Admin access to your WIX website upon completion

**TIMELINE: 12 WEEKS**

I'll need approximately 12 weeks from beginning to end, depending on when feedback is received at each milestone.

**YOUR INVESTMENT: \$10999 + HST/CAD** | 4 PAYMENTS OF \$2749.75 EACH

## GOOD TO KNOW! *the FINE PRINT*

### MY PROMISE:

Once we begin crafting your beautiful new brand, I will do my level best to keep the project on time and on budget.

### PRICES MAY CHANGE

Prices and project details are subject to change. Prices may also change if the project scope is modified and/or the deliverables are altered.

### TIME-LINES + START DATES

Time-lines associated with each package are approximate and dependent upon when feedback is received at each milestone. Time-lines will also be affected by holidays, etc. To complete the work outlined in the project scope, I'll need the approximate number of weeks indicated for each package from beginning to end, depending on when feedback is received at each milestone.

### COMMUNICATION

I am always available by email for questions, concerns and any sticking point requiring a confab to move the project forward. Specific meeting times will be set at the offset of your project so you will know what to expect and how much and how often we will be in touch.

### CLIENT RESPONSIBILITIES

This process is collaborative and as such, we both have responsibilities to help ensure a beautiful and successful final product. I will respect your time and work to our established schedule, and I ask all my clients to do the same by providing timely feedback, content that is on time, etc. Major delays in client response time may result in your project being pushed back in my schedule.

### REVISIONS

Each step in the design process includes 1-2 rounds of revisions. Additional revisions are charged at an hourly rate.

### WHY WIX?

WIX is my web-jam, if you want to know why I LOVE it... you can [learn more here](#).



# JEN SCHMALTZ.

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## LET'S do THIS!

Feel like we might be a perfect fit? Drop me a line and share your thoughts and dreams about your brand, and we'll get the conversation started!

**CLICK HERE TO SEND ME  
AN EMAIL AND GET THE  
CONVERSION STARTED  
ABOUT YOUR PROJECT!**



Jen Schmaltz Boutique Design Studio

[www.jenschmaltzdesign.com](http://www.jenschmaltzdesign.com)

[info@jenschmaltzdesign.com](mailto:info@jenschmaltzdesign.com)

905.401.8264

