



TERESA MAGNUSON
BRANDING & SURFACE DESIGN

BRANDING PACKAGES

Get the WOW factor when you brand your creative business.

LUCKY DOG Logo Package \$595

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The Lucky Dog Package is the beginning of your branding. Start here to get your logo, you lucky dog, and add more later.

- Creative Collaboration
- Visual Inspiration Mood Board
- Custom Logo Concept
- 2 Revisions

Deliverables

- Main Logo
- Secondary Logo
Stacked to fit square area if main logo is more horizontal in nature.
- Logo Suitcase.
Logo files delivered via Dropbox in standard file formats (EPS, PDF, PSD, SVG, JPG)
- Format Guide
What file types are included and when to use them.
- Copyrights Release.
Includes \$150 release to full copyrights of logo. Designer retains rights for portfolio/promotional purposes.

SMART DOG Logo Package \$995

2

The Smart Dog Logo Package is designed to give you the print and digital pieces you'll need most with your re-branding. Smart thinking. Smart dog.

- Creative Collaboration
- Visual Inspiration Mood Board
- 1-3 Custom Logo Concepts
- 2 Revisions to first round pick

Deliverables

- Main Logo
- Secondary Logo.
Stacked to fit square area if main logo is more horizontal in nature
- B&W Version of Logo
- Branding Style Guide as PDF
- Design Elements or Branded Icons
- Color Swatches & Formulas
- Fonts (if no free version available, customer will have to purchase their own copy of fonts)
- Logo Suitcase. Logo files delivered via Dropbox in standard file formats (EPS, PDF, PSD, SVG, JPG)
- Format Guide
What file types are included and when to use them
- Copyrights Release.
Includes \$150 release to full copyrights of logo. Designer retains rights for portfolio/promotional purposes.

Brand Essentials

No templates, no cookie-cutter designs.

- Profile image for social media
- Digital Ads- Set of 2, 4x4
- Choice of: Tradeshow Banner (2x4ft), Wooden Rubber Stamp, or Business Card (1-sided, 100pc)
- Print Suggestions for Materials such as Handouts, Postcards, Rack Cards, Hang Tags, Stickers, Brochures



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TOP DOG
Logo Package
\$1895

3

The *Top Dog Logo Package* is designed to get you off the porch and running with the big dogs, in other words, complete your branding efforts at the start so you'll have more time to focus on the business itself.

The Process

- Creative Collaboration
- Visual Inspiration Mood Board
- 1-3 Custom Logo Concepts
- 2 Revisions to first round pick

Deliverables

- Main Logo
- Two Submarks or Secondary Logos
Stacked to fit square area if main logo is more horizontal in nature.
- Logo Suitcase. Logo files delivered via Dropbox in standard file formats (EPS, PDF, PSD, SVG, JPG)
- Format Guide What file types are included and when to use them
- Copyrights Release. Includes \$150 release to full copyrights of logo. Designer retains rights for portfolio/promotional purposes.
- B&W Version of Logo
- Branding Style Guide as PDF
- Design Elements or Branded Icons
- Design Element Files. Delivered via Dropbox in standard file formats for print & digital (EPS, PDF, PSD, SVG, JPG)
- Color Swatches & Formulas
- Fonts (if no free version available, customer will have to purchase their own copy of fonts)

Brand Essentials

(No templates, no cookie-cutter designs.)

- Social Media Kit
One Facebook profile image + cover image branded for your business
Set of (3) 1200x1200px Digital Ads designed for FB
- Business Card
Designed and printed, 2-sided, Qty: 100
- Postcard Handout or Rack Card
Designed and printed,
Postcard 4.25" x 6" or 5" x 7", 2-sided, Qty: 100
Rack Card 3.67" x 8.5", 2-sided, Qty: 100
- Tradeshow Banner or Wooden Rubber Stamp
Banner 2ft x 4ft, designed and printed.
Stamp sized to fit your logo, appx 1" x 2"
- Custom Pattern Design
Your logo or branded icons custom designed into a repeatable pattern [seamless tile] to use as tissue/wrapping paper, dressing room curtains, website wallpaper background, etc
- Hang Tags or Stickers
Designed and Printed
Hang tag: 2-sided up to 2.75" x 5", Qty 100
Stickers: 1.5" dia round, Qty: 150 (30 per sheet)



TERESA MAGNUSON
BRANDING & SURFACE DESIGN

DESIGN SERVICES

Get the WOW factor when you brand your creative business.

BUSINESS CARD DESIGN

\$65 1-sided BC (4c or BW)

\$95 2-sided BC (4c or BW)

BRANDING STYLE GUIDE

(For Clients who have an existing logo.)

\$195

Color Guide as Swatches or Pantone Colors

Fonts (if no free version available, will have to be purchased separately.)

Profile/Cover image for Facebook

Icons or Patterns for your branding on website or printed pieces

Submarks

Vectorized logo (if none currently exists)

LOGO VECTORIZED

(For Clients who have an existing logo.)

\$50 A vectorized logo in native AI/EPS format so you always have a hi-res version.

PATTERN DESIGN - BRANDED

\$200 Your logo or branded icons custom designed into a repeatable pattern to use as tissue/wrapping paper, dressing room curtains, website wallpaper background, etc.

DIGITAL ADS/POSTS

\$45 up to size 1200 x 1200px

\$95 Set of 3, 1200 x 1200px ads

SOCIAL MEDIA SET-UP

\$95 One Facebook profile image + cover image branded for your business

PRINT ADS

\$55 Small- up to 4"x6"

\$130 Medium- 5" x 7" to 8.5" x 11"

\$195 Large- 9" x 12" to 16"x20"

TRADESHOW BANNER DESIGN

\$85 Size 24" x 48" Fits your table or backdrop. Price includes finished banner, with grommets for hanging.

TRI-FOLD BROCHURE

\$265 Size 8.5" x 11" flat, 2-sided, full-color

POSTER/FLYER HANDOUT

\$65 1/4 page (4.25" x 5.5") full-color/bw

\$130 8.5" x 11" 1-sided, full-color

\$195 8.5" x 11" 2-sided, full-color

RACK CARD

Size varies, typically 3.7" x 8.5" vertical.

\$160 1-sided card

\$195 2-sided card

POSTCARDS

\$65 As 1-sided handout 4.25" x 6" or 5" x 7"

\$125 2-sided handout or mailing 4.25" x 6" or 5" x 7"

\$95 As 1-sided handout 6" x 9"

\$155 2-sided handout or mailing 6" x 9"

HANG TAGS

\$65 1-sided, up to 2.75" x 5"

\$95 2-sided up to 2.75" x 5"

CREATIVE CONSULTATION

BILLED @ \$65/HR

FYI: THE NITTY GRITTY

Prices do not include printing.

Your charge will only be 10% above my cost when I get the printing done for you.

Projects listed allow for two revisions. Additional revisions are billed separately at \$75/hr.

A 50% deposit is required to begin work and the remaining 50% is due upon completion of project. Print files are not released until payment is made. If working files are needed, I charge a flat fee of \$50 per printed piece.

All pricing and project details are subject to change. Certain substitutions can be made, simply contact me via email.