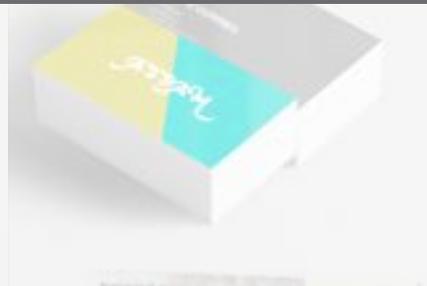




A Creative Nomad

Graphic and Web designer
Services & Pricing





Why me

There are so many options for a graphic and web designer out there... Why would you choose me?

I believe I am passionate, ethical, creative, highly skilled and passionate about strategic marketing and design combined. I feel that is where I stand out. Anyone can create a pretty image but where is that strategy and the reason behind the pretty image. What is your ROI for the design work? It is my priority to know that you will get as much out of the experience as I will.

I work closely with you. Stay in contact, my travels never come before my work. They inspire my work. The world is my muse, it is not my boss, my clients and design work come first.

My careful attention to detail, creative, design obsessed mind will ensure that you get the best result. But more importantly, I pride myself on customer service. I feel that the experience you get from the design is one of the most important parts of my job.



LOGO DESIGN FOR ALL

Let's not beat around the bush here. You need a logo! If you want your business to grow, a logo is essential. The problem is, there is a difference between having a logo and having a good logo. Pay cheap builders to lay your foundations and how long do you think your house will last?

Your professional logo is the symbol that captures the reliability and excellence of your brand. This vitally important image connects positive associations of quality and professionalism with the services and actions of your company. An intelligent, recognisable logo is what distinguishes you from your rivals and gives you that all-important competitive edge over the rest of the market.

With a strong passion for helping small businesses and start up brands, I will go the extra mile to create the best logo for your business using creativity and strategic design and putting in that extra effort to learn about your business and its goals.

How it works

1

Questionnaire

With all logos I start with this branding questionnaire. It enables me to dive deep into your business and strategically design the best possible logo.

3

Constant Contact

During the logo design process I will always be available over Skype or email contact to send you screenshots and updates.

2

Market Research / Competitor analysis

After I get the results from the questionnaire, I start the market research and competitor analysis. This also starts the branding process. I never create logos from templates or logos that are copied. I value the importance of strategic design when it comes to logos and branding. A bad logo never goes un-noticed! A logo must be original and convey meaning of the business.

4

Files in all important formats and colours

After the logo design process, you will receive the final files in ai and eps (perfect for printing) as well as jpeg and png (for web and digital) I will also send the files in transparent background, watermark (for photos) and I will include a favicon.

I will also provide the logo in black and white option, RGB (for web) CMYK (for print) and pantone (for precise print).

PACKAGES TO FIT YOUR NEEDS

The Basic Logo - £200

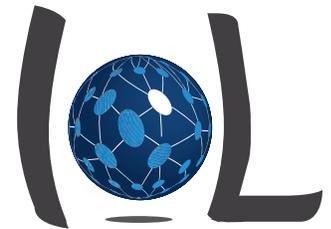
This logo package is best if you have in mind exactly or roughly what you are after with the design. It is a simple budget offer. It is great for font based logos. I never recommend it for complicated illustration designs or the perfectionist. It includes:

- * 2-3 original concepts
- * Up to 5 revisions*
- * Mock-up of how the logo will look
- * All files in formats and colours and services as mentioned on previous page
- * Favicon included



The complete logo - £300

I try to create budgets for all needs. The complete logo is the basic logo package but with unlimited revisions and a watermark. This is best if you just want a logo and are not yet up to needing a complete branding but you want the logo done properly. This package also includes Skype screen shot time. This means that I will have the ability to adjust your logo with you on Skype to me.



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*Extra revisions or concepts are charged at my discounted hourly rate £10 or the upgrade package is offered

LET'S GET PROFESSIONAL!

Professional Branding Solution - £450

This package is best for the complete branding Solution. We will create the complete look and feel for your company. I believe in getting a logo perfect and really working on the right image for the company. I also strongly believe that the logo is simply the face of the company, the branding subconsciously tells people what you are all about and allows people to remember/respect you. This is why this branding package is my favourite.

- * 3-4 original concepts
- * Unlimited revisions.
- * Mock-up of how the logo will look
- * "Happiness insurance" -> I have never had a client need this offer but I will provide an extra 2-3 concepts if after the revisions you are not happy. (I call this my back to the "drawing board insurance").
- * Secondary logo option/alternative display options
- * Watermark, perfect for photos
- * All files in formats and colours and services as mentioned earlier
- * Favicon included

The Bonus

- * Brand board, this will include fonts, colours, patterns and images used for your brand. This will also help with all future designs.
- * Brand style guidelines
- * Business card artwork (print can be organised at extra cost).

Artful Cafe



Can be used to support headings or quotes



Heading Text

General Text

Smaller Text

Special Text



Artful Cafe Black



OvercastW



arm grey colour



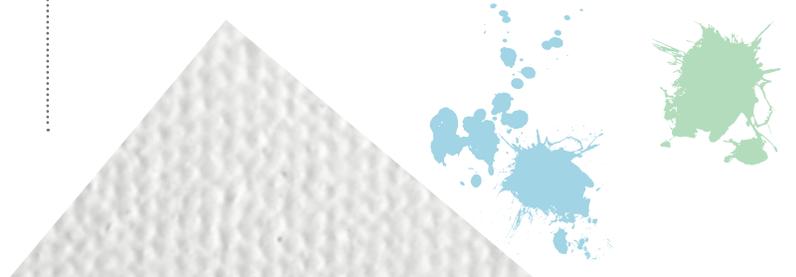
Minty Green



Chill blue



Deep blue



FIND THE RIGHT LOGO FOR YOU

Finding the right logo for you

It is you who has come up with this business idea. It is your baby, you love it, you want it to happen, you depend on it happening. You have spent sleepless nights and countless hours on your business. You have all your hopes and dreams on this... You know which logo is for you... Which price is for you... What kind of idea you have.

My strong advice is that if you are going to do a logo, do it right the first time. Make it right at the beginning. This is when the customers come in and when they start to remember you....

First impression is everything!

Which service is best for me?	Basic logo	Complete logo	Complete Branding
Questionnaire	√	√	√
Market research	√	√	√
Competitor Analysis	√	√	√
Free Skype consultation	√	√	√
.ai, .eps, PDF, .jpg, .png formats	√	√	√
RGB, CMKY, Pantone, B&W	√	√	√
Watermark		√	√
Favicon	√	√	√
Concepts	2-3	3-4	3-4
Revisions	5	Unlimited	Unlimited
Mock up file	√	√	√
"Happiness insurance"			√
Additional display options			√
Brand board			√
Style Guide lines			√
Business cards			√

GET YOUR BUSINESS ONLINE

Lets face it, to be anyone or anything now-a-days, you need to be online. The world is moving in a fast pace and online services are just the norm now. If you own a business and people can't find you online, you will be missing out on a strong percentage of potential business.

Blogging is the new newspaper. It allows for anyone to get their voice, product, service out there. Social media is strong but having your own space is vital!

Online shopping is becoming more and more of "the norm" but without a professional, secure website, nobody will be likely to trust your product and offer you their hard earned cash. I work with both Shopify and Wordpress, as well as Magento to create the best online store for you.

Maybe you don't need to be online just yet, perhaps you are just starting but need an online presence. A Landing or Sales page is the best option for you....

1

Business website

The business website is designed to ensure your business is findable. The business website package focuses on using content to inform your potential clients about your services, but more importantly, it focuses on being findable!

2

E-commerce

Using the internet to start a business, selling items is a fantastic way to go about things. The E-commerce websites ensure your products are easily loaded, your site is easily findable and no-body will have a problem checking out and purchasing your products.

3

Blogging platform

The blogging platform mostly focuses around the design, social media links, SEO and ensuring the main blogging plug-ins are loaded onto your website.

4

Landing pages/Sales pages

You don't have a complete website yet, maybe you don't need one. Having an online presence is still important. The landing pages/sales pages focus on a nice clean look, incorporating your branding. Focus on collecting emails and focus on informing your potential customers about your business. Having strong findability is also important.

BUSINESS WEBSITE

Landing page/Sales page: £200

A slick, modern and clean design to match your branding. The sales page or landing page is a place for your potential clients to land, learn about your services and subscribe.

It's a great way to capture email leads and keep people informed with your product or service. This package includes:

- * Wordpress set-up
- * Design to your branding
- * 1-5 design concepts
- * Unlimited revisions
- * One page - > as much or little information as you wish
- * Complete SEO and Google analytics
- * Social media set-up
- * Mobile optimized
- * Connect to mail chimp or email collector of your choice
- * Skype/email and Facebook contact, replies within 24 hours.
- * 30% discount on your next web or print services purchase. (I have been involved this far, I want to help take your business further).

Blog platform £350

Get your voice out there! I love helping bloggers get their blog up and running. I have had my fair share of blogs myself and I find them exciting, creative and a way of life. Maybe you are not sure where to even begin.... This is where I come in

- * Wordpress set-up
- * Design to your branding
- * 1-5 design concepts
- * Up to 5 revisions on the design (see add ons)
- * Basic SEO (see add ons)
- * up to 5 pages on the menu
- * Social media set-up
- * Mobile optimized
- * Wordpress manual
- * Skype/email and Facebook contact, replies within 24 hours.
- * Category set up
- * Website options/functions pages include:
 - * Home page
 - * Contact page
 - * About page
 - * Blog
 - * Slider (images to be provided)
 - * Blog roll
 - * Gallery/Portfolio
 - * Basic Blogging plug-ins (I will explain)
 - * Basic blogging training manual with resources, tips, contacts and more.

BUSINESS WEBSITE

Business Website: £450

Let the world know who you are and how to get in contact with you. How can your potential clients find you if you are not online? The business website includes:

- * Wordpress set-up
- * Design to your branding
- * 1-5 design concepts
- * Unlimited revisions
- * Complete SEO and Google analytics
- * Social media set-up
- * Mobile optimized
- * Connect to mail chimp or email collector of your choice
- * Skype/email and Facebook contact, replies within 24 hours.
- * Unlimited pages
- * Unlimited functionality.

E-commerce platform £450

I remember a time when online shopping was taboo. No one trusted it. My how time has changed! Online sales far out number retail sales and it is simply more profitable to be running an online store then paying for retail costs. A good E-commerce platform is a useful tool. I believe my package is a great package for E-commerce:

- * Wordpress set-up
- * Design to your branding
- * 1-5 design concepts
- * Up to 5 revisions on the design (see add ons)
- * Basic SEO (see add ons)
- * Up to 5 pages on the menu
- * Social media set-up
- * Connect to Paypal or system of your choice
- * Mobile optimized
- * Wordpress manual
- * Skype/email and Facebook contact, replies within 24 hours.
- * Shop set up.



PRINT DESIGN SERVICES

All print needs for your business

You already have a company logo and a defined brand message, but need help with your company's collateral materials... I can help develop your company stationery, catalogs, sales kits, brochures, postcards, pocket folders, annual reports, retail displays, package design and more.

Let me be the resource for your ongoing design needs. I can also offer you the best quality of printing, sourcing the lowest price. Your blue will be blue, not purple, when your new postcards arrive. The paper and finishes will match your business standards and will wow your customers

Services include but are not limited to:

- * Postcards and direct mail campaigns, catalogue etc
- * Flyers, single sided or double sided
- * Brochures, Tri fold, A4, DL and more
- * Editorial and Magazines - Layouts and covers
- * Annual Reports
- * Advertising
- * Point of Sale material, signs and banners
- * Event and retail merchandise
- * E books
- * Album covers
- * Stationary design
- * T-shirts, Promotional items etc...
- * Vehicle wraps
- * Poster design
- * Powerpoint presentations
- * Templates
- * Art design
- * Calendar design
- * Invitation design for corporate and personal events and weddings
- * Illustration
- * Label and packaging design
- * Menu design
- * Photo retouching
- * Bulk photo editing
- * Photo Manipulation
- * Sticker design and more...

Get in contact to discuss your needs, deadlines and budget: rebecca@acreativenomad.com

DIGITAL DESIGN & SERVICES

It is the world of the digital and I can assist with all your digital design needs and services

From digital designs to digital services, I can help with it all. Keeping up with your digital marketing is a part time, sometimes full time job if you don't know what you're doing. Let me help you with the upkeep of your website, your SEO, your social media management. I can help with email campaigns and advertising. Let have a chat about your digital marketing needs.

Services include:

- * UX/UI services
- * SEO and analytics
- * Social Media Management
- * Analytics reports and assessment
- * Facebook advertising
- * Email marketing management
- * Blog management
- * Wordpress Support
- * SEO

Designs include:

- * Custom slider images and design
- * Iconography
- * Custom buttons
- * Custom menu design
- * Custom form design
- * Typography for quotes Pinterest and other social media
- * Social media branding, design and management
- * Email marketing design
- * Infographics
- * Web banner and advertising
- * Digital email invitation design
- * E book design, PDF design
- * App design
- * E-commerce uploading

Get in contact to discuss your needs, deadlines and budget: rebecca@acreativenomad.com

What I would need to get started

If you wanted to go ahead with either of these packages I would need 50% as a deposit to get started (or negotiable 30% deposit).

For logos, the questionnaires need to be completed

Any examples of design work that inspires how you want your brand/website to look. Any colours or fonts you particularly like. (Pinterest or Google images is great for inspiration).

Any deadlines that are particularly important or urgent.

For a website I would need the hosting and domain details, I can always recommend someone if you don't have one yet. Examples of looks you like is also helpful in this scenario.

I want something done that is not mentioned here?

Have a look through my "other services" pages in this PDF, most of the services you may need are listed, however if you need something that is not listed, Shoot me an email: rebecca@acreativenomad.com. I have package and hourly rates available for almost any project.

How long will my project take?

Typically, a complete branding or web package takes 4-6 weeks from start to finish. This depends on your feedback and how detailed the project is. For other printing jobs, I am happy to try and work to your deadline. If you do need something urgent, I am happy to try and accommodate, just let me know.

Do your prices include printing?

My prices do not include printing, however, I am happy to be a one-stop shop and sort out quotes and printing for you upon request. My service opts to be the best possible!

What if i have another question?

I am happy to answer any questions you may have, send me an email at:

rebecca@acreativenomad.com.

I'm excited to hear from you!

Contact

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