



**Laurie Sullivan Design**  
*a graphic design studio*



#1

## *small business essentials* BRAND DEVELOPMENT PACKAGE

At Laurie Sullivan Design, we specialize in small business branding and design. We will help you and your business stand out in the crowd, with super-cool, totally awesome branding and print materials, without the fancy design firm prices. This package is ideal for a business that is just starting out, or that needs a major facelift. It will give you the basics you need to get up and running, with a brand identity foundation to utilize and grow for years to come.

### {THIS PACKAGE INCLUDES}

**1. Custom Logo**

- 4-6 unique logo concepts to choose from
- 3 rounds of edits
- full set of digital files (.ai, .eps, .jpg, .png, .tif) for CMYK, RGB, Pantone and Grayscale

**2. Custom Business Card Design**

- 2-3 unique, 2-sided concepts to choose from
- 2 rounds of revisions
- information input for up to 3 people (additional inputs will be charged at \$25 per card)
- print-ready digital files

**3. Letterhead, Notecard or Sticker Design**

- 1-2 unique concepts to choose from
- 2 rounds of revisions
- print-ready digital files\*

**4. Facebook and/or Twitter Cover Design**

**5. Final Logo Board, Color Guide, Font Suggestions**

*\* final print-ready files will be delivered to the client...price does not include printing.*

**\$1500**

**ESTIMATED PROJECT TIMELINE**  
**4 TO 6 WEEKS**

A non-refundable 50% deposit is due before commencement of project. Paypal or checks are accepted. The remaining balance is due after final approval, and before final files are delivered to client. Any additional revisions not included in the above package are billed separately at an hourly rate of \$75. Any delays from the client may result in project push backs and additional charges.



910.200.9016 | laurie@lauriesullivan.com | lauriesullivan.com

*let's grow something*



**LAURIE SULLIVAN DESIGN**  
*a graphic design studio*

#2

*small business essentials + web*  
**BRAND DEVELOPMENT PACKAGE**

With a flair for the creative, Laurie Sullivan Design will help you and your business get noticed in a big, beautiful way. This package includes the basics every business needs to start out, including a beautiful website that will fit seamlessly with your logo and printed material.



{THIS PACKAGE INCLUDES}

**1. Custom Logo**

- 4-6 unique logo concepts to choose from
- 3 rounds of edits
- full set of digital files

**2. Custom Business Card Design**

- 2-3 unique, 2-sided concepts to choose from
- 2 rounds of revisions
- information input for up to 3 people (additional inputs will be charged at \$25 per card)
- print-ready digital files\*

**3. Letterhead, Notecard or Sticker Design**

- 1-2 unique concepts to choose from
- 2 rounds of revisions
- print-ready digital files\*

**4. Facebook and/or Twitter Cover Design**

**5. Final Logo Board, Color Guide, Font Suggestions**

**6. Custom Website (built on Squarespace platform)\*\***

- up to 8 pages included, will custom quote anything additional
- 2 rounds of revisions

\* price does not include printing

\*\* price does not include domain, hosting, stock photos or custom graphics

WEBSITE INFORMATION

**Domain, Hosting & Email:**

Your domain name as well as hosting through Squarespace, and email services must be purchased by you, the client.

**Website Maintenance:**

After site launch, all additional work will be quoted and billed at our hourly rate of \$75/hour.

**Content:**

It is the client's responsibility to provide site structure and finalized copy/content prior to site design. All content should be uploaded by you to our shared Dropbox folder for use in the design. Any delays to the submission of this information will cause your project to be delayed.

**Photography:**

All site photography should be completed and uploaded by the client to our shared Dropbox before site design begins. I recommend working with a professional photographer for your website imagery for a more personal and custom feel, but stock photography can be used by the client as an alternative if need be (additional charges apply). Ask me about photographer recommendations if you need to schedule a shoot.

**\$2500**

**ESTIMATED PROJECT TIMELINE  
6 TO 8 WEEKS**

A non-refundable 50% deposit is due before commencement of project. Paypal or checks are accepted. The remaining balance is due after final approval, and before final files are delivered to client. Any additional revisions not included in the above package are billed separately at an hourly rate of \$75. Any delays from the client may result in project push backs and additional charges.



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**LAURIE SULLIVAN DESIGN**  
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#3

*small business deluxe + web*  
 BRAND DEVELOPMENT PACKAGE

If you are starting a business or thinking a total re-brand, this package contains everything you need to dazzle your prospective customers and competition. We will work with you to create a brand that showcases your unique personality and stands out in the crowd. The end result will be a rich, smart, beautiful brand identity that flows seamlessly from print to web and gets you noticed.

{THIS PACKAGE INCLUDES}

- Client Questionnaire**
- Pinterest Board**
- Inspiration Board**
- 4-6 Original Custom Logo Concepts**
- 1-2 Secondary Logo Concepts**
- 1-2 Submarks**
- 2-3 Patterns/Textures**
- 2-Sided Business Card Design\***
- Business Stationery (Letterhead and Envelope) Design\***
- Stamp Design\***
- Facebook/Twitter Cover Image**
- Social Media Icon Set**
- Font Recommendations**
- Branding Board**
- Color Guide and Font Suggestions**
- Custom Website Built on the Squarespace Platform\*\***

\* price does not include printing/production

\*\* price does not include domain, hosting, stock photos or custom graphics

WEBSITE INFORMATION>>

**Domain, Hosting & Email:**

Your domain name as well as hosting through Squarespace, and email services must be purchased by you, the client.

**Website Maintenance:**

After site launch, all additional work will be quoted and billed at our hourly rate of \$75/hour.

**Content:**

It is the client's responsibility to provide site structure and finalized copy/content prior to site design. All content should be uploaded by you to our shared Dropbox folder for use in the design. Any delays in the submission of this information may cause your project to be pushed back.

**Photography:**

All site photography should be completed and uploaded by the client to our shared Dropbox before site design begins. I recommend working with a professional photographer, but stock photography can be used as an alternative if need be (additional charges apply..will discuss with client give quotes before any purchase is made). Ask me about photographer recommendations if you need to schedule a shoot.

**\$3500**

ESTIMATED PROJECT TIMELINE  
**8 TO 10 WEEKS**

A non-refundable 50% deposit is due before commencement of project. Paypal or checks are accepted. The remaining balance is due after final approval, and before final files are delivered to client. Any additional revisions not included in the above package are billed separately at an hourly rate of \$75. Any delays from the client may result in project push backs and additional charges.



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