



# THE SERIES PACKAGE

**PERFECT FOR...** business owners who are looking to create a full 360 brand identity with a Wix website (that you can maintain on your own) and print or digital advertisements.

## THIS PACKAGE INCLUDES...

Brand discovery session and client questionnaire

Brand style guide PDF

- Project goals
- Mood boards
- Mission and values
- Competitive analysis

Full Brand Design + Library of Elements:

- Logo Suite: Primary Logo + Variations
- Submark / Watermark + Variations
- Favicon
- 5 Patterns / Textures
- 6 Custom Icons / Illustrative Elements
- Font System / Typography Suggestions
- Color Palette

Collateral pieces (8)

4 Stationery Items of Choice:

*Examples: business cards, note cards, letterhead, etc.*

**COST:** \$1300

Split into two equal payments of \$550, first payment required at the onset of the project.

3 Custom digital or print ads for a platform of your choice.

Social Media Images

*An image for each of your platforms, up to 5 total*

Wix Website Design

- Design of homepage + up to 5 interior pages
- Email list connection
- Recorded Wix training and Website Guide PDF, all customized to you
- 1 week support on your site after launch
- Full access to your website, so you can maintain on your own

*Website photos are provided by your photographer, or I can get you in touch with my preferred photographer.*

## POPULAR WEBSITE ADD-ONS:

“Coming Soon” page, image sourcing/curation, additional page designs, email list or opt-in pop-up, and more. Custom quoted.

Website or Print Advertisement Copy

500-700 words \$35

800-1000 words \$60

**APPROX. TIMELINE:** 5-7 weeks

**REVISIONS:** 3 rounds of refinement included for each phase of the project