

# DESIGN MEDIA KIT

REGINACHERIDESIGNS@GMAIL.COM



WWW.REGINACHERI.COM

COPYRIGHT 2018





## CLEAN AND CLASSIC BRAND DESIGN AND WEBSITE DEVELOPMENT FOR THE MODERN AGE.

I specialize in creating beautiful brand identities from distinct brand stories for businesses of all sizes and demographics. A beautiful branding solution grows your audience and builds a successful brand. My philosophy is simple - beautiful brand identities with easy-to-use strategic practices that are designed to scale as you grow. Other designers work with developers to have their designs come to life. But, I do both - the design and development. As a developer, my expertise translates into design that is SEO-effective and technically complete. I ensure that your site is easy for you to manage and update. You have one place to go for design and development - me!



## FULL SERVICE BRAND + WEB DEVELOPMENT

### \$2500 | SIX WEEK ENGAGEMENT

This package provides you with a complete brand presence in order to grow your audience and maximize your brand's potential. You will receive a custom logo, complete website design, and Wix.com web development, as well as a thorough strategy brief that outlines how you can implement your design best practices into the content you create after your new site launches!

#### 1. BRAND STRATEGY

- Virtual coffee date strategy meeting (1-1.5 hours)
- Extensive brand and tech assessment
- Strategy and implementation brief

#### 2. LOGO IDENTITY

- Custom logo design: presentation of three concepts with matching sub marks
- Two corresponding patterns/textures
- Brand guideline: strategic brief on what fonts, colors, and patterns to use in your content
- Final art and project files (JPG, PNG, PDF)

#### 3. BRAND ASSETS

- Custom media kit (Indesign)
- Custom business cards and notecard
- Social Media: profile image for all platforms, Facebook cover, and Twitter banner
- Launch graphics: Four promo images for your blog and social media platforms
- Printer suggestions for all print materials
- Envelope recommendations

#### 4. WEBSITE DESIGN + DEVELOPMENT

- Custom domain name (if needed) and one year subscription to Six hosting platform
- Comprehensive website audit with brand, tech, and SEO improvements to optimize your brand
- Wireframe design: Includes home page and contact page
- Easy-to-use and manage Wix theme built completely custom from the ground up
- Development on backend then published upon completion (no surprises, you'll know exactly how your site will look)
- Responsive design for mobile and tablet devices
- Email Integration: Subscription form set up
- One hour tutorial session reviewing specific features of your site dashboard

---

## LOGO + BRANDING ONLY

### \$1000 | TWO WEEK ENGAGEMENT

My brand design package is a personal and thoughtful brand development experience for your business. Whether you are a new business and looking to establish your presence or an established player in search of a new look, this package has what you need to make a statement. My goal is to create a final product that reflects your personal style while delivering an effective marketing tool for your business for years to come. This package includes a full brand design experience along with matching print collateral and a complete social media kit with brand launch material to make a splash.

#### 1. BRAND FOUNDATION

- Virtual coffee date (30 mins -1 hour)
- Client questionnaire and Pinterest collaboration
- Brand inspiration and color palette

#### 2. LOGO IDENTITY

- Custom logo design: presentation of three concepts with matching sub marks
- Two corresponding patterns/textures
- Brand guideline: strategic brief on what fonts, colors, and patterns to use in your content
- Final art and project files (JPG, PNG, PDF)

#### 3. BRAND ASSETS

- Custom business cards and notecard
- Social Media: profile image for all platforms, Facebook cover, and Twitter banner
- Launch graphics: Four promo images for your blog and social media platforms
- Printer suggestions for all print materials
- Envelope recommendations

## WEBSITE DESIGN + DEVELOPMENT ONLY

### \$2000 | FOUR WEEK ENGAGEMENT

I take your new brand and carefully craft a custom website design to compliment your brand's look and feel. With easy navigation and mobile viewing in mind, I will deliver a website design. Upon approval of the design, I build out from scratch a fully functional web site from coding to completion. I can do a complex e-commerce design or simple homepage portfolio, depending on your goals and budget.

#### 1. WEBSITE DESIGN + DEVELOPMENT

- Custom domain name (if needed) and one year subscription to Six hosting platform
- Comprehensive website audit with brand, tech, and SEO improvements to optimize your brand
- Wireframe design: Includes home page and contact page
- Easy-to-use and manage Wix theme built completely custom from the ground up
- Development on backend then published upon completion (no surprises, you'll know exactly how your site will look)
- Responsive design for mobile and tablet devices
- Email Integration: Subscription form set up
- One hour tutorial session reviewing specific features of your site dashboard



---

## ADDITIONAL SERVICES

MEDIA KIT | \$200  
PRODUCT PACKAGING | \$60/hr  
BUSINESS CARDS, LETTERHEADS, NOTECARDS | \$125  
INVOICES, CONTRACT, RESUMES | \$100  
EMAIL NEWSLETTERS | \$125  
SOCIAL MEDIA PROFILE STYLING | \$60/hr  
SOCIAL MEDIA MARKETING | \$80  
PRINT MARKETING | \$60/hr  
E-BOOK, MAGAZINE, ETC | \$60/hr  
CONTENT DEVELOPMENT | \$100/hr

## MONTHLY RETAINER PACKAGE

\$500 | MONTHLY ENGAGEMENT

For visually established brands who require ongoing design services, I offer my monthly design service package. For the price above, you will receive monthly unlimited graphic design services to promote your brand on and offline. Any of the above a la cart services are eligible for this package.

## TIMEFRAME

I create a personal and concrete timeline for each project. The schedule is crafted to optimize opportunities for you to provide refinements and prevents the project from dragging on for months! At the end of your project engagement, you will have a beautifully crafted brand that best reflects your values and is optimized for your brand to grow for years to come!

## PAYMENTS

Payments are divided into three equal payments of 25%-25%-50%. The first 25% (non-refundable) is due to reserve your spot on my waitlist; the second 25% is due at the start of your project, and the remaining 50% is due before the installation of the project before you receive any final files.

All pricing and project details are subject to change. Any additional revisions are billed separately at my hourly rate of \$60. I ask clients to stay on time with their feedback and deliverables (questionnaires, website content, images). Any delays can result in push back in start dates and additional fees.



## READY FOR A NEW WEBSITE OR LOGO?

To provide clients with extremely personal and high-level attention, I only accept a limited number of projects at a time. Please note that I'm currently only working with clients who require full branding, logo, and/or website design and development only right now. I'm fortunate to have about a 2-4 week waiting list for full creative design projects and development work.

CONTACT ME AT [REGINACHERIDESIGNS@GMAIL.COM](mailto:REGINACHERIDESIGNS@GMAIL.COM)