

# Graphic Design Services: Small Business Set Up + Development of Branding/Marketing Materials

## LAPLANTE APOTHECARIAL ART FOUNDATION INC.

### CATEGORIES OF SERVICE OPTIONS

\*\*\*All Bundle prices are NOT including monthly / application fees

Branding & Trademark Services (***)Bundle everything \$1,000)	Starting Cost	Min. Hours Dedicated (w/bundle)	Packages				
			Basic	Bronze (Standard)	Silver (Office Pro)	Gold (Premium)	Platinum (Full Premium+)
Logo Design	\$200+	5	x	x	x	x	x
Logo (Trademark Research & Attainment \$500+)	\$250+	5	Extra Expense	Extra Expense	Extra Expense	x	x
Brand Identity: Imagining, Developing & Creating	\$400+	2	x	x	x	x	x
Naming: helping to develop brand names, catchy slogans, etc. that align with the brand's identity and values	\$50/hr	8	(+hourly rate)	x	x	x	x

Scheduling & POS Systems (***)Bundle \$300-\$1200)	Starting Cost	Min. Hours Dedicated (w/bundle)	Basic	Bronze (Standard)	Silver (Office Pro)	Gold (Premium)	Platinum (Full Premium+)
Scheduling Application Purchase / Basic Setup	\$25/mo+ (\$50/hr)	5	Extra Expense	x	~	~	~
Scheduling & Point of Sale (P.O.S.) Software Purchase & Basic Setup	\$35/mo+ (\$50/hr)	8	Extra Expense	Extra Expense	x	x	x
Scheduling & P.O.S. Software Education	\$50/hr	6	(+hourly rate)	(+hourly rate)	x	x	x
P.O.S. Full Set up (services, packages, add ons, merchandise, customer form input, etc.)	\$50/hr	10	Extra Expense	Extra Expense	Extra Expense	x	x

Website, Social Media, Advertisement & Digital Presence (***)Bundle everything aside from monthly fees and messaging \$4,150)	Starting Cost	Min. Hours Dedicated (w/bundle)	Basic	Bronze (Standard)	Silver (Office Pro)	Gold (Premium)	Platinum (Full Premium+)
Website & Domain Name Purchase + Basic Setup (utilizing the prepared by customer; pictures, wording and overall information)	\$75/mo+	20	\$50/mo	\$50/mo	\$50/mo	expenses covered	expenses covered
Website Information Development (slogans, mission statement, photos, videos, drafting the vernacular for the site information; example: About Us Page, etc.)	\$50/hr	6	(+hourly rate)	(+hourly rate)	(+hourly rate)	x	x
Website Maintenance /Updates (x1/month)	\$50/hr	6	(+hourly rate)	(+hourly rate)	x	x	x
Monthly Website Promotions	\$50/hr	3	(+hourly rate)	(+hourly rate)	x	x	x
Social Media Initial Development (cohesive fluid branding implementation)	\$50/hr	10	(+hourly rate)	x	x	x	x
DM's & message response (communication on your behalf)	\$50/hr	40	n/a	n/a	n/a	n/a	x
Initial Content Development: use of provided images and information	\$50/hr	5	(+hourly rate)	(+hourly rate)	x	x	x
Photo & Video documentation for marketing materials (Basic)	\$50/hr	10	(+hourly rate)	(+hourly rate)	x	x	x
Video Commercial Creation (x1)	\$50/hr	8	(+hourly rate)	(+hourly rate)	(+hourly rate)	x	x
One on one education on how to create content	\$50/hr	6	(+hourly rate)	(+hourly rate)	x	x	x
One on one education on how to edit / create documents	\$50/hr	6	(+hourly rate)	(+hourly rate)	x	x	x
QR Code Business Card	\$10/mo+	1	Extra Expense	x	x	x	x
1 QR Code generation for Website	\$10/mo+	1	Extra Expense	Extra Expense	Extra Expense	x	x
3 QR Code generation for Social Media Platforms (Instagram / Facebook / TikTok)	\$30/mo+	1	Extra Expense	Extra Expense	Extra Expense	x	x

Communications (Utilities) (***)Bundle Everything \$250 (aside from email filtering and monthly fees)	Starting Cost	Min. Hours Dedicated (w/bundle)	Basic	Bronze (Standard)	Silver (Office Pro)	Gold (Premium)	Platinum (Full Premium+)
Communication Development (email+ setup)	\$9.99/mo+	1	Extra Expense	x	x	x	x
Email Filtering & Organization (2hr/day x 5 days/week x 4weeks=40)	\$50/hr	40	n/a	n/a	Monthly Organizing	Daily Organizing	Daily Org. +Notice of IMPORTANCE
Call Center Answering Service Setup	\$50-\$150/mo	2	Extra Expense	Extra Expense	Extra Expense	x	x
Communication Development (phone + setup)	\$50-\$150/mo	2	Extra Expense	Extra Expense	x	x	x

Marketing Materials & Documentation (***)Bundle Everything \$1,300)	Starting Cost	Min. Hours Dedicated (w/bundle)	Basic	Bronze (Standard)	Silver (Office Pro)	Gold (Premium)	Platinum (Full Premium+)
Professional Photoshoot (including hair & makeup)	Market Price	4	Extra Expense	Extra Expense	x	x	x
Dropbox Setup for storage and file protection	\$50/hr	1	Extra Expense	Extra Expense	x	x	x
Dropbox extra Storage (backup all data and easily share data)	\$9.99/mo+	2	Extra Expense	Extra Expense	Extra Expense	Extra Expense	x
Business Cards: traditional business card paper, matte finish	500 / \$50 (standard)	4	x	x	x	x	x
Virtual Creation of Documentation / Forms (sign ups/waivers/etc.)	\$50/hr	4	(+hourly rate)	(+hourly rate)	x	x	x
Printing Documents / Forms (includes 500 basic prints) ( Color=.75/ 8x11sheet and Black and White=.51 / 8x11 sheet)	Color \$375	2	Extra Expense	Extra Expense	x	x	x
	Black and White \$255						
Printing Flyers (250 professional premium prints)	\$130	1	Extra Expense	Extra Expense	Extra Expense	includes first 250 *flyers	includes first 250 *flyers
Virtual Development of Service Menus / Options for customers	\$50/hr	3	(+hourly rate)	x	x	x	x
Formal & Development of Service Menus / Options for customers	\$50/hr + \$50+	4	Extra Expense	Extra Expense	Extra Expense	x	x
Development of Marketing Literature (Digital Only)	\$50/hr	3	(+hourly rate)	(+hourly rate)	x	x	x
Printing Marketing Signs	Market Price	1	Extra Expense	Extra Expense	Extra Expense	Extra Expense	includes first 250 *brochures
Branded Marketing Merchandise (water bottles, towels, gym bags, etc.)	Market Price	2	Extra Expense	Extra Expense	Extra Expense	Extra Expense	Extra Expense
Shipping/Receiving + Delivery of Physical Items and Literature	Market Price		Extra Expense	Extra Expense	x	x	x

Event Planning & Coordination (***)Bundle Everything \$1000)	Starting Cost	Min. Hours Dedicated (w/bundle)	Basic	Bronze (Standard)	Silver (Office Pro)	Gold (Premium)	Platinum (Full Premium+)
Research & Kickstart Assistance with planning Marketing Events	\$50/hr	4	(+hourly rate)	(+hourly rate)	(+hourly rate)	includes 1 event/year	includes 2 events/year
Exhibition Research & Design: layout, visual elements for exhibitions and trade shows	\$50/hr +\$ of materials	8	(+hourly rate)	(+hourly rate)	(+hourly rate)	(+hourly rate)	includes 1 event/year
Coordination, Implementation and Management of planned Events	\$100/hr	8	(+hourly rate)	(+hourly rate)	(+hourly rate)	(+hourly rate)	(+hourly rate)

Business Setup & Legalities (No Bundle Available)	Starting Cost	Min. Hours Dedicated (w/bundle)	Basic	Bronze (Standard)	Silver (Office Pro)	Gold (Premium)	Platinum (Full Premium+)
Setup of State Sales & Use; DRS State Taxes	State Fees Required	as needed	Extra Expense	Extra Expense	Extra Expense	Extra Expense	x
Education & Direction on the requirements of DRS Taxes	\$50/hr	3	(+hourly rate)	(+hourly rate)	(+hourly rate)	(+hourly rate)	x
Business Permits and Official Process Adaptation	\$75/hr+fees	how many needed	(+hourly rate)	(+hourly rate)	(+hourly rate)	(+hourly rate)	x

Customizations, Design & Space Planning (No Bundle Available)	Starting Cost	Min. Hours Dedicated	Basic	Bronze (Standard)	Silver (Office Pro)	Gold (Premium)	Platinum (Full Premium+)
Custom Business Sign Build (not printed)	Market Price \$50/hr +\$ materials		Extra Expense	Extra Expense	Extra Expense	Extra Expense	x
Redecorate a space (additional expenses may apply)			(+hourly rate)	(+hourly rate)	(+hourly rate)	(+hourly rate)	(+hourly rate)
3D Interiors/Exteriors and Architectural Development & Designing	\$50/hr		(+hourly rate)	(+hourly rate)	(+hourly rate)	(+hourly rate)	Basic Blue Prints
Think Tank on business growth ideas for future	\$75/hr		Start Up Only	Start Up Only	Once a year (4 hour meeting)	Quarterly (4 hour meeting)	1x/month (2-4hr meeting)