

2024 Brochure & Price Guide

pixel & palette
MARKETING | DESIGN

Working with you to create SEAMLESS socials, branding and designs. Taking on a BOUTIQUE approach and most importantly here to ELEVATE your business.

Emma | Marketing & Design Expert

Woohooo! Hello Business Owner & Welcome!

My name is Emma and I am the face behind
Pixel & Palette Marketing
(which you probably already know by now)



Em for short, Founder and Director of Pixel & Palette Marketing.

I've been creating, illustrating, designing and putting ideas into motion almost since I could walk and talk.

🧠 I am educated in marketing and design, meaning you get the best of both worlds when we work together!

I've spent the last 2 years building Pixel & Palette and using my industry knowledge (of 10 years) to have a booked out portfolio of clients.

👣 I've been in your shoes, having grown and owned two of my own small businesses (3 if you include P&P) I understand the highs and lows and how to grow your brand and adapt to your individual needs and circumstances.

This is what sets Pixel's services apart from the rest, having someone who fully understands the needs of your business and doesn't just follow the traditional textbox methods.

Social Media and Design is about telling a story and being able to connect with your audience emotionally and quickly, accounts and businesses that pull this off will always flourish!

Okay enough about me let's talk about you....

[LEARN MORE](#)

Emma xo

LOGO + BRANDING

LOGO DESIGN - Basic Package Primary Logo Only

- LOGO DESIGN INCLUDES 4 INITIAL CONCEPTS + 2 ROUNDS OF REVISIONS
- YOU WILL BE SUPPLIED WITH ALL PDF, EPS, PNG & JPG FILES
- FULL PAYMENT IS REQUIRED UPFRONT FOR ALL LOGO PACKAGES

\$250

LOGO DESIGN + SECONDARY LOGO

\$300

LOGO DESIGN + SECONDARY LOGO + BRAND BOARD

\$375

LOGO SUITE + BRAND GUIDELINE A4 + BUSINESS CARD DESIGN

\$400

BRANDING/BUSINESS LAUNCH BUNDLE

Perfect for “Start Ups” and businesses serious about their branding and starting off on the right foot. This comprehensive Brand Package equips startups with a strategic foundation to stand out in a competitive market, ensuring consistent and powerful brand communication across all touchpoints. By investing in research-driven branding, you'll create a strong identity that resonates with your audience and drives long-term success.

Investment
only \$2,000

payment plans
available

INCLUSIONS:

Brand Strategy: We'll define how your brand should be positioned to resonate with your customers and differentiate from competitors through extensive research.

Brand Brief: We'll create a clear outline of your objectives, goals, values, and vision, ensuring effective communication of your brand identity.

Brand Creation: Our system will empower you to maintain powerful and consistent communication across all touchpoints, enhancing your brand experience.

Brand Implementation: We'll develop visual and verbal assets tailored for your key channels, ensuring cohesive branding across all platforms.

Package Includes:

- Extensive Initial Research: In-depth analysis of your brand, industry, and competitors.
- Full Logo Suite: Custom logo designs that capture your brand essence.
- Brand Experience & Communication Planning: Strategic framework for your brand's messaging.
- 10-Page Brand Style Guide & 5-Page Social Guide: Comprehensive guidelines for consistency.

Creative Assets:

- Business Card Design
- Email Signatures
- Cover Images
- Story Templates
- Social Media Templates
- WEBSITE DEVELOPMENT - informational site (extra for ecommerce)

Plus: A First Month Content Strategy & Plan kickstart your brand's online presence!

Get ready to launch with confidence and clarity!

BRANDING + SOCIAL START UP

START UP INSTAGRAM

5 POSTS
HIGHLIGHT COVERS
BIO SET UP & OPTIMISATION
MONTH OF IDEAS

\$300

SOCIAL GUIDELINE AND HANDBOOK INVESTMENT

EXTENSIVE GUIDE INC:
• TARGET AUDIENCE ESTABLISHMENT & HOW TO TARGET THEM
• AESTHETIC SET UP
• HOW TO SOURCE IMAGERY AND WHERE
• HOW AND WHAT TO POST
• CONTENT PILLARS AND HOW TO EXECUTE THEM
• E.G POSTS AND ACCESS TO TEMPLATES ON CANVA
INCL. START UP FOR INSTAGRAM PACKAGE

\$475

Recommended for those
who will be looking
after their own socials

DIGITAL FILES

PRICE LIST DESIGN

\$100 PER PAGE

INVOICE/ QUOTE TEMPLATE DESIGN

\$100

EMAIL SIGNATURE DESIGN (IMAGE)

\$100

PROMOTIONAL BANNER ARTWORK

\$120

ONE SIDED BUSINESS CARD DESIGN

\$50

TWO SIDED BUSINESS CARD DESIGN

\$100

GIFT VOUCHER DESIGN

\$110

LETTER HEAD DESIGN

\$130

PACKAGE A

(INFORMATION BASED WEBSITE)

2-4 week turnaround

5 PAGE WEBSITE

INCLUDES FORMS, BLOG AND GALLERY

USE OF STOCK IMAGES

ALL DESIGN AND DEVELOPMENT

INCLUDED

3 MONTHS TECHNICAL SUPPORT

\$600

PACKAGE A

Fast Turnaround 7 days

\$800

PACKAGE B

(E-COMMERCE BASED WEBSITE)

3-5 week turnaround

10 PAGE WEBSITE

INCLUDES FORMS, BLOG, ONLINE SHOP,
PAYPAL CHECKOUT (CREDIT CARD OR PAYPAL CHECKOUT)

AFTER PAY INTEGRATION (if available with host)

ADVANCED GALLERY, ADVANCED DESIGN

SOCIAL MEDIA INTEGRATION

USE OF STOCK IMAGES

6 MONTHS TECHNICAL SUPPORT

\$1000

Price will vary
depending on
host

Please Note

- PAYMENT PLANS AVAILABLE
- BYO HOSTING
- PRICES ABOVE ONLY INDICATE A GUIDE, PRICING MAY INCREASE/DECREASE DEPENDING ON THE PROJECT (WE WILL CONFIRM PRICING ONCE WE KNOW ALL THE DETAILS OF YOUR PROJECT.
- AFTER TECHNICAL SUPPORT PERIOD IS OVER CLIENT WILL BE CHARGED FOR HELP
-

MARKETING COPY

BLOG/ARTICLE WRITING

INCLUDES A META DESCRIPTION.
PRICING CAN VARY BASED ON THE LEVEL
OF RESEARCH REQUIRED.

\$200
Per 500 words

COPYEDITING

ENSURING COPY IS FREE OF SPELLING
AND GRAMMAR MISTAKES, THE TONE IS
CONSISTENT THROUGHOUT YOUR PIECE,
AND CONTENT IS CONCISE AND EFFECTIVE

\$150
Per 500 words

WEBPAGE COPYWRITING

INCLUDES META DESCRIPTION AND
BODY COPY

\$200
Per page

SALES/MARKETING COPY

INCLUDES BROCHURES, BOOKLETS AND
FLYERS TO PROMOTE COMPANIES,
ORGANISATIONS, PRODUCTS, SERVICES
OR EVENTS

\$200 - \$500

EDMs

INCLUDES A NUMBER OF OPTIONS FOR
SUBJECT LINE

For design + copy
\$200

For design
\$80

SOCIAL MEDIA

SOCIAL MEDIA GRAPHICS

GRAPHICS ARE CREATED TO WORK WITH YOUR BRAND, LOGO AND COLOURS AND CAN INCLUDE THINGS LIKE; PROMOTIONS, QUOTES, GIVEAWAYS ETC.

1 Graphic
\$50

5 feed graphics
\$80

5 feed graphics
+ 5 story graphics
\$150

10 feed graphics
\$180

HAVE THE TIME TO POST BUT NO TIME FOR GRAPHICS?

MONTHLY POST SUBSCRIPTION
\$350 PER MONTH
15 POSTS, INCLUDES HASHTAG STRATEGY

SOCIAL MEDIA HIGHLIGHT COVERS

MATCHING THESE TO YOUR LOGO DESIGN, BRANDING AND COLOURS. CAN BE WORDS, GRAPHICS, ICONS ETC.

5 highlight covers
\$50

FACEBOOK COVER IMAGE

\$50

SOCIAL MEDIA PACKAGES

Cosy Call/Social Consultation/Coaching

1 HOUR Zoom call and a follow up guide specific to your business with posting/marketing plans, step by step etc

Pick my brain and a marketing dump and plan for you to implement
AUDIT OF SOCIAL MEDIA ACCOUNTS
HANDS ON FACEBOOK AND INSTAGRAM
WHO, WHAT, WHEN, HOW AND WHY
TIPS AND TRICKS

very popular and book out fast 

\$450

ORGANIC SOCIAL MEDIA MANAGEMENT PACKAGES

PACKAGE INCLUSIONS	THE MINIMUM	THE MEDIUM	THE MASTER
REELS	4	6	8
POSTS	12	16	18
STORIES	12	16	18
GRAPHIC DESIGN	YES	YES	YES
HASHTAGS	YES	YES	YES
CAPTIONS	YES	YES	YES
REPORTING	BASIC	MODERTAE	EXTENSIVE
MONTHLY PLAN	YES	YES	YES
ENGAGEMENT	DIY GUIDE	DIY GUIDE	YES by me
COMMUNTIY MANAGEMENT	EXTRA	EXTRA	YES by me
MONTHLY INVESTMENT	\$700	\$900	\$2000

ALL ORGANIC PACKAGES INCLUDE:

INDEPTH AUDIENCE REVIEW INSTAGRAM AND FACEBOOK
CLEAN UP (BIO OPTIMISATION ETC) INSTAGRAM AND
FACEBOOK AUDIT
FREE ADS SETUP FOR 1 AD A MONTH BUSINESS PAYS SPEND
SUBSCRIPTION TO OUR NEW SERVICE PIXEL PROS - Monthly
social trend emails etc coming September 2024

Social Subscription Package

MONTHLY POST SUBSCRIPTION

\$350 PER MONTH

15 POSTS (based on provided content)

INCLUDES HASHTAG STRATEGY

DON'T SEE A PRE MADE PACKAGE FOR YOU?

WE CAN TAILOR PACKAGES BASED ON YOUR BUDGET AND DISCUSS THE MOST SUITABLE PACKAGE FOR YOUR INDIVIDUAL BUSINESS

Social media is a time sensitive growth and 3 months minimum is needed to see results if you are following our engagement guide correctly and/or for our full Master package to see exceptional results.