

GREEN PALM DESIGN STUDIO

# Branding Services & Pricing Guide



[greenpalmdesigns.com](http://greenpalmdesigns.com)



# Hello!

## I'M AMANDA,

a Graphic Designer and current owner of Green Palm Design Studio; based in the heart of Hamilton, Ontario! I have a passion for all things creative and love graphic layout and modern design. I have spent the last 3 years helping clients find their

visual identities and bring them to light in the best way possible. I'm excited to help you launch your unique identity to help you and your business get noticed!

Looking forward to working with you!

*Amanda Jackson*



A woman with dark hair, wearing a light blue denim jacket and a patterned scarf, is sitting at a white desk. She is using a black stylus to draw on a black tablet. On the desk, there is a white keyboard, a white mouse, a color calibration chart, a smartphone, a computer monitor with sticky notes, and a cup of colored pencils. A green banner with the number '2' is in the top right corner.

# Branding Packages

## The New Brand

Are you a new business starting out and need a unique brand identity to help you stand out and get noticed? This package is for you!

- 30 Minute Brainstorm/Initial Consult Session
- Detailed Branding Questionnaire
- 3 Custom Logo Design Options (primary, secondary, icon)
- Final files as .png, .eps., .jpeg
- Custom Brand Board (PDF)
- 2-3 Font Downloads
- Custom Colour Palette
- Social Media Profile Photo and Banner
- 2 revisions

## Marketing Materials

- High-res print ready Business card template
- High-res print ready Letterhead template
- 1 additional template of your choice

**\$1200**



A woman with dark hair, wearing a light blue denim jacket and a patterned scarf, is sitting at a white desk. She is using a black stylus to draw on a black tablet. On the desk, there is a white keyboard, a white mouse, a color calibration chart, a smartphone, a computer monitor with sticky notes, and a cup of colored pencils. A green banner with the number '3' is in the top right corner.

# Branding Packages

## The Re-Brand

Are you an existing business looking for a transformation, want to introduce a new name or brand identity? This package is for you!

- 30 Minute Brainstorm/Initial Consult Session
- Detailed Branding Questionnaire
- 3 Custom Logo Design Options (primary, secondary, icon)
- Final files as .png, .eps., .jpeg
- Custom Brand Board
- 2- 3 Font Downloads
- Social media Profile Photo and Banner
- 2 revisions

**\$900**

A woman with dark hair, wearing a light blue denim jacket and a patterned scarf, is seated at a white desk. She is using a black stylus on a black tablet. On the desk, there is a white keyboard, a white mouse, a smartphone, a color calibration chart, a cup of colored pencils, and some sticky notes. A large green banner with the text 'A La Carte' is overlaid on the bottom left of the image.

# A La Carte

## The A La Carte

- Business Card Design
- Letterhead + Branded Envelope
- Thank - you Cards/Invitations
- Brochures/Flyers
- Price Sheets/Sale Sheets
- Magazine/Online Ad Design
- Marketing Materials
- Social Media Templates
- Signage

*Printing services are offered. Note there are additional costs associated with printed materials.*

## Inquire for Pricing



# The Process

## So how exactly does this whole process work?

### 1 | REACH OUT

Contacting Green Palm is the first step!  
You did it!

### 2 | DO YOUR HOMEWORK

Complete the design questionnaire about your business, goals, design vision. Gather and submit inspiration.

### 3 | I DIVE IN

I review your "homework" and do research into your industry, competitors, clients. I then start creating a mood board to ensure we are on the same page for your vision.

### 4 | LOGO DESIGN

I deliver 3 initial primary logo concepts with mockups for what the logo may look like on branded materials. You have 2 optional revisions/feedback sessions.

### 5 | BRAND DESIGN

We then nail down your secondary logo and icon, as well as typography and colour palette. I start creating your brand board. If your package includes marketing templates these are also created.

### 6 | FILE DELIVERY

Once invoice is paid in full, all final logo and template files will be delivered via Google Drive or email.





# FAQ's

## **Do You Require a Deposit?**

Yes! Once your project is booked, 25% of your estimated quote is required before we start! The deposit is non-refundable. The remaining balance is due prior to the final files being delivered.

Project quoted under \$100 will not require a deposit and payment can be taken once the project is completed.

## **How Long Does it Take to Complete a Project?**

Custom Branding take between 1 - 2 weeks. Initial designs will be sent within 7 business days, revisions will be completed over the course of 1 week. Additional revisions will result in more time added as well as an additional fee.

Marketing materials such as business cards, brochures, postcards, stationary etc. require 1 - 3 business days to design + additional time if choosing to print through Green Palm Design Studio.

Custom projects will be determined upon inquiry.

