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PACKAGE PRICING

STARTER PACKAGE

Logo

Primary color palette

File usage guide

\$2,500

STANDARD PACKAGE

Logo

File usage guide

Business card

#10 envelope

Letterhead, traditional

Letterhead, Microsoft Word template

Brand style guide

\$4,300

COMPREHENSIVE PACKAGE

Logo

Primary color palette

File usage guide

Business card

#10 envelope

Letterhead, traditional

Letterhead, Microsoft Word template

Brand style guide

Website

Social media kit

\$6,000



ABOUT THE DELIVERABLES

Logo

The cornerstone of your company's visual identity. Three to five logo concepts will be developed and applied to mock products to test how each solution would work in the "real world." Your favorite option will be selected and refined. You'll receive a final bundle of logo files suitable for every application, from print to web to promotional items and more.

Primary color palette

A document listing the specifications for the colors in your logo, used by print vendors and web developers to ensure your brand colors will match across different applications. Pantone, CMYK, RGB, and hexadecimal codes provided.

File usage guide

A cheat sheet that explains the differences between the logo file formats you'll receive: EPS, JPG, PNG, PDF and when to use each one.

Business card

Cards created for up to five staff.

Letterhead

A traditional version for professionally pre-printed letterhead, and a matching electronic template set up in Microsoft Word for clients who need to create editable documents that can be saved as PDFs and shared digitally.

Brand style guide

An identity manual that ensures consistency in future communications. It contains logo usage rules, primary color palette, secondary color palette, typography recommendations, and examples of the brand elements correctly used in various applications.

Website

A Squarespace or Weebly template customized to match your unique brand, with up to 10 pages of content entered for you — a cost-effective way to a beautiful website, and one that allows you to make your own edits later without any coding experience. Cost of hosting and domain name registration not included.

Social media kit

Profile picture, Facebook header, LinkedIn header, Twitter header and background, ready for you to upload.

Additional projects for brand identity clients

Brochures, folders, sales sheets, packaging, menus, signage, labels, and other print materials. I can help you flesh out your visual identity and establish a look and feel for your initial marketing materials. Costs are quoted on a per-project basis.

Up to three rounds of revisions per project are included in packages. Additional rounds of concepts or revisions will be billed a rate of \$100 per hour.



FREQUENTLY ASKED QUESTIONS

Capability

Why does it matter who designs my logo?

Because your logo is extremely important. It's the visual face of your business to the public. People can't help but form an impression of you based on what they see.

Logos are high-visibility projects—they're on every business card, brochure, ad, website, package, menu, postcard, social media page, and pen you'll ever produce. Your logo is always at work, 24/7, marketing your business and helping prospective customers form the right impression of you. So you need a designer with the talent and experience to provide you with an outstanding result.

How can I be sure I'll like what you design?

At the start of your project, we'll examine your goals and establish a creative brief. This will guide the process and provide boundaries to design within. Since you're involved in setting those parameters, you can be confident the outcome will be something you asked for.

Compatibility

How do I know we're a good match for each other?

Not to sound like we're dating here, but compatibility is important. First, take a look at my portfolio. Does it have the general vibe you're going for? You need a designer whose work matches the aesthetic you're aiming for.

Next, read reviews from clients. Some of the feedback I've been given highlights thoughtfulness, attentiveness, and punctuality. It's true—I'll give you my full attention, and I like working with clients who are equally focused. Reviews also mention friendliness and personable...ness. (Is that a word?) Similarly, I like clients who are appreciative and kind. Let's make something great together, and have a wonderful time doing it!

We're not in the same city. Can we still work together?

Absolutely. 90% of my clients are not local, so I'm adept at managing projects long distance. I'll send proofs by email, we can talk on the phone, share our screens (or our faces) on Skype, mail color swatches and samples, or any combination of those. No sweat.

Services

How long does it take to complete a project?

Depending on the number of deliverables involved, usually anywhere from 3 weeks to 3 months.

Can you manage the printing of my project?

Yes. Some clients have trusted print vendors they already use and simply need print-ready files they can take to them. Other clients want vendor recommendations, which I can provide. If needed, I can manage the entire printing process for you, obtaining quotes and seeing your



project through to the finish. In any case, the printer is paid separately. This saves you money since you won't incur mark-up charges, and you'll have a relationship with the printer so you can easily request reprints.

We need a robust ecommerce website, or something that's developed from scratch rather than starting with a template offered by Squarespace. Can you help?

Those aren't in my wheelhouse, but if we work together on your logo and other pieces, and then you hire a web development firm, it may be possible for me to serve as a consultant on the project to make sure the design is consistent with your visual identity.

Do you offer copy writing?

That's not a service I typically provide, but I know people!

I already know what I want my logo to look like, and I just need someone to make it for me. Will you help?

In this case you are the designer, and you simply need a technician who can execute your idea using computer software. I'm not the right fit for you.

We're looking for a designer who will stick with us for the long haul—someone to help us develop our visual identity, and then continue working with us to make small updates to our marketing materials whenever we need it for years to come. Are you that person?

I'm not. Once your core brand elements are established, and those elements are applied to your brochure, website, sales sheets, and other initial pieces, you'll have lovely templates that can be followed on future projects. You'll best be served by working with a production artist at that point. He or she will be able to use the tool kit we've developed together, and will likely charge you a lower rate for those updates. I can help you with recommendations if you need it.

We already have our branding established. Can we hire you for a smaller project like a postcard or a single ad? Also, we need it really quickly!

I'm afraid not; my work is primarily identity projects. It sounds like you need a designer who focuses on production work. Developing a relationship with someone you can call on for these ongoing needs is your next step.

LET'S TALK

Interested in working together? Call or email me and we can talk about your needs.

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