



PRICELIST

COMPLETE DESIGN PACKAGE

- \$6,000 (savings of \$1000)

LOGO PACKAGE ::

MOOD BOARD :: Based on your questionnaire and your pinterest board I will create a color palette and inspiration board to make sure we are on the right track and have the style and palette in place before moving forward. (2 revisions)

LOGO VARIATIONS :: Once palette/style is finalized I move onto the 4 (four) logo variations. Each logo will be completely different and include various font/type/layout and styles. You will receive them on one page side by side so you can see the differences. (2 revisions)

BRAND STYLE BOARD :: Once the logo has been finalized I will build a brand board which will include the logo, color palette, a secondary logo option, a submark or brand element, 2 font recommendations, and 2 pattern recommendations. (1 revision)

FINAL FILES :: You will receive the logo, secondary logo, and submark/elements in .jpg, .png, .png transparent background, .eps, and a watermark. You will receive the color names in RGB, CMYK, and HEX. You will also receive the patterns in 12"x12" at 300dpi JPEG. Fonts are not included and any design files are an additional charge of \$250.

BRAND PIECES ::

BUSINESS CARD :: Custom designed business card based around your brand. Additional card setup = \$50 a piece.

STATIONERY :: Either letterhead/envelope or a notecard/envelope design of your choice. Designed around the business card and brand.

STAMP/STICKER :: Design of either a stamp or a sticker design of your choice. Can include logo, submark, address, etc.

FACEBOOK PAGE :: Design of a facebook page cover, profile picture, and 3 buttons of your choice. Option to purchase a .psd template for \$125.

TWITTER PAGE :: Design of your twitter page background, header photo, and profile picture.

NOTES :: Each item receives 1 (one) round of revisions. You will receive PDF files for each print piece (business card, stationery, sticker/stamp), and .jpg files for the facebook and twitter designs. Print quote available and all illustrator files are an additional cost.

WEBSITE DESIGN ::

HOMEPAGE DESIGN :: Can include customized slider of 3 - 5 images, widgetized call to action buttons, social icons, blog feed snippet, testimonials, widgetized footer sections, etc. -- INCLUDES 1 mockup of design and 1 round of revisions (additional revisions billed at my hourly rate of \$75) - All sites are user friendly and created for all basic wordpress function to create an easy and editable end-user experience.

INTERIOR PAGES :: Includes the design and content import of 4 (four) interior pages. Ex: About, Services, Gallery, Contact (customized contact form to match). Each site can include a gallery (using a plugin or wordpress gallery). To create a multi-page portfolio or press page, please see description under web add-ons. NOTE :: Extra page designs and content import are billed at my hourly rate. (Ex, Press/Praise, teams, gallery will have a designed landing page and 1 interior page (of either 1 testimonials or 1 gallery group of 15 images). -- INCLUDES 1 mockup of the 5 pages together, and 1 round of revisions. (additional revisions billed at my hourly rate of \$75). All interior pages are designed and coded and easily editable for the end-user.

BASIC BLOG :: Includes a custom built blog to match your website with a full post blog feed. Can include either left or right sidebar, with up to 4 customized sidebar widgets (ex: about/bio, social icons, call to action button, etc). Blog also includes a clean and easy to navigate archives and categories page. (NOTE :: Customized blog additions below).

ALSO INCLUDES ::

TEST SITE :: Every site is built on a separate test site and once all content is finalized the site will be transferred to the live site. A coming soon page will be placed up while it is transferring (1-2 days).

TUTORIAL :: Included in the web package is a 30 minute tutorial. We will discuss how to create blog posts, edit content, add pages, update widgets, update slider, galleries, etc, and basic wordpress knowledge.

EXTRAS :: Each site will be installed with your google analytics code, a yoast SEO plugin, and option for DISQUS commenting system for the blog (if not using disqus we will install a spam filter Akismet)

Website and blog are built on the widely popular and user friendly wordpress content management system, your website is built completely custom for your business and brand. We design and professionally develop your own personal theme from the ground up to seamlessly match your new or existing brand. All websites are fixed width and mobile friendly, adaptive design is available at additional costs.



PRICELIST

WEBSITE ADD-ONS

EXTRA PAGES/CONTENT ::

Any extra designed pages or content placement is needed beyond the 4 will be billed at my hourly rate. This may include extra team/about pages, praise/testimonials, press pieces, gallery pages, portfolio pieces, faqs, etc. - \$55/hr

CUSTOM PORTFOLIO + PRESS PLUG IN ::

Option to add a customized portfolio or press plugin built for you to create individual pages for each portfolio or press item, can be categorized and is easily edited by the end user. - \$600

CUSTOMIZED BLOG ADD-ON ::

Beyond the basic blog you can have a customized blog with a designed header, featured post slider on post feed, customized featured image for post excerpts, custom comment section (if using wordpress comments), related articles, custom widgets, etc. - \$1,500

BLOG TRANSFER ::

Option to transfer your old blog content (either blogger or wordpress.com) to the new blog feed. **NOTE ::** some blogger content may have formatting issues due to the different framework. - \$250

TEMPLATES ::

Some pages are custom designed using photo templates (.psd), they are available for purchase if you want to make any changes in the future on your own. If you choose to add extra content on your own please ask for a custom quote for these templates.

6. E-COMMERCE/CLIENT ACCESS/RESPONSIVE ::

If interested in adding an e-commerce shop, individual client logins/portal, or a responsive html5 site please contact me for a custom quote. (also offer design for retina display)

BLOG DESIGN

starts at \$2,500

BASIC BLOG ::

Includes a custom built blog on the Wordpress Management System. Designed around your logo/brand and design style. The blog landing page (post feed) can include a customized slider for featured/popular posts, customized post excerpts, share icons, and custom designed archives/categories page. Can include either left or right sidebar, with up to 4 customized sidebar widgets (ex: about/bio, social icons, call to action button, etc). Please note that any custom built widgets or add-ons will be quoted separately.

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EXTRAS :: Each site will be installed with your google analytics code, a yoast SEO plugin, and option for DISQUS commenting system for the blog (if not using Disqus we will install a spam filter Akismet)

ADDITIONAL PAGES :: Any additional pages will be billed at my hourly rate (may include about, contact, submissions, etc.)



PRICELIST

BRAND PACKAGE

\$2,500 (savings of \$200)

INCLUDES ::

LOGO DESIGN :: Includes Mood Board/Color Inspiration board based on your questionnaire (2 revisions), 4 Logo variations to choose from, (2 revisions) and a final Branding Board which includes the logo, color palette, secondary logo, sub mark, 2 font recommendations and 2 pattern recommendations (1 revision). Please note that for FINAL FILES you will receive the logo, secondary logo, and submark/elements in .jpg, .png, .png transparent background, .eps, and a watermark. You will receive the color names in RGB, CMYK, and HEX. You will also receive the patterns in 12"x12" at 300dpi JPEG. Fonts are not included and any design fees are an additional charge of \$250

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NOTES :: Each item receives 1 (one) round of revisions. You will receive PDF files for each print piece (business card, stationery, sticker/stamp), and .jpg files for the facebook and twitter designs. Print quote available and all illustrator fees are an additional cost.

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\$2,000

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ONE LOGO DESIGN

\$1,000

INCLUDES ::

If you have a good idea of what style/type of logo you want or have a limited budget I do offer one logo design. It includes a custom logo based on your questionnaire and pinterest board, and a brand style board, and necessary fees (see above for more info). You receive 2 revisions total. This process is much quicker and much less detailed. as the logo package above. If needing additional revisions it is billed at my hourly rate or you can add an additional logo for a set charge.

FACEBOOK PAGE :: \$150

BUSINESS CARD :: \$100

TWITTER PAGE :: \$125

STATIONERY :: \$150

CALLIGRAPHY :: \$75/HOUR

DESIGN FILES :: \$250

HOURLY RATE :: \$75

MEDIA KIT :: STARTS \$600

AND SO MUCH MORE!!



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IMPORTANT NOTES

CONTENT ::

All content is required and needs to be finalized before implementing to the test site. All gallery/portfolio images (up to 15) need to be sized accordingly (max 1000px wide). If content is not ready prior to test site, project will be delayed and each additional week of delay will be billed for or will be pushed back each week for design/dev.

HOSTING/DOMAIN ::

Domain name and hosting services must be purchased by client. Maja Gonda is not responsible for server downtime, software issues or any other compatibility issue that may arise after the launch of the site. Please note there is a downtime when transferring your website (about 24-48 hours, plus more if you also are changing domains/emails). We recommend that you use hostgator.com or bluehost.com for your domain purchase and hosting services. This contract does not include future Wordpress CMS compatibility issues for your site, but do offer website maintenance for an additional fee. (CMS updates, plugin updates, etc) After the launch of the site, all additional work and updates to the site will be quoted and billed at our hourly rate (currently \$75 per hour + subject to change).

Please reference saronavenue.com/website-maintenance/ for our website maintenance package.

REQUIREMENTS ::

Before starting your website design we will share a dropbox folder, this is for content, images, passwords, etc. I also ask for your hosting information (user/password), wordpress login (if you have on already), domain info (if needing a transfer), disqus login (for the blog), and all of your social links. I also require you to have fun and get excited about your new website!

THANK YOU FOR THE OPPORTUNITY!

All pricing and project details are subject to change | this pricing sheet is a quote only services are not limited to the list above please contact Maja Gonda for a custom quote on your project. Any additional revisions not included in the original package are billed separately at our hourly rate of \$75. Please note that any project delays will be charged accordingly, if client is holding up project due to response and content turntimes weekly charges will incur due to delay. Payment for packages and projects are split into two parts, half being paid prior to project start and the final half is paid before any final files are delivered to client/website is launched {other payment plans available} Maja Gonda has the right to display and market all work completed as a result of this agreement.