

sparkle & white  
*creative studio*



2019  
*pricing guide*

# About // SPARKLE & WHITE



## OUR STORY

Welcome to Sparkle & White! We are a Creative Studio that thrives to turn our clients' visions and ideas into original stories. We believe we can turn your dreams and ideas into real world life results! When it comes to building your business, the visuals can help bring your business into the next level!

## why we love helping

Nº 1

YOUR STORY

Nº 2

YOUR PASSION

Nº 3

OUR COMMUNITY

## meet holly

CREATIVE DIRECTOR



Hello there! I'm Holly, the Creative Director of Sparkle & White! I have always had a creative eye for digital and print design. I started Sparkle & White to provide services that enable female entrepreneurs to achieve their goals through branding, web design and photography.

# No. 1 // LOGO & BRANDING



## branding package

// INVESTMENT: \$500

TIMELINE: 2-3 WEEKS

The Branding Package is perfect for those that already know what they want and looking to bring it to life!

Payment is divided into two equal payments.

Delivery in JPG/PNG files for logo, PDF for Business Card Design and Print Design files through Google Doc. This package has additional cost for vector files.

### THIS PACKAGE INCLUDES:

- \* LOGO DESIGN - Custom design, logo image with black & white / suggested colour, files in JPG/ PNG files, extra variation (secondary logo), two designs to choose from, two revisions.
- \* BUSINESS CARD DESIGN - Custom design based on your branding, single sided or double sided design. two layout variation to choose from, pdf print ready file, two revisions
- \* PRINT DESIGN (choose 1 of the 2) - Letterhead or Postcard (two designs to choose from, one revision)

## brand development

// INVESTMENT: \$1,250

TIMELINE: 4-6 WEEKS

The full experience dedicated to someone that wants more than just a simple logo. Includes basic print design along with add ons to choose from! Most popular package!

Payment is divided into two equal payments.

Delivery in Branding Board PDF, Style Guide PDF, JPG/PNG files for logo, vector files (eps), PDF for Business Card Design and Print Design files through Google Doc.

### THIS PACKAGE INCLUDES:

- \* GET TO KNOW YOU - Questionnaire + branding worksheet, Pinterest board collaboration
- \* BRAND DESIGN - Custom design, logo image with black & white / suggested colour, files in JPG/ PNG/Vector files, up to 2 variations (secondary logo, submark), four designs to choose from, three revisions, colour palette, fonts, style guide
- \* BUSINESS CARD DESIGN - Custom design based on your branding, single sided or double sided design. two layout variation to choose from, pdf print ready file, two revisions
- \* PRINT DESIGN (choose 2 of the 3) - Letterhead, Postcard or Social Media Suite (two designs to choose from with 2 revisions)

# No. 1 // LOGO & BRANDING



*Brand identity*  
TIMELINE: 8-10 WEEKS

// INVESTMENT: \$2,500

The Brand Identity is for those that want the full experience and hands on which includes photography you can use for your social media and website.

## THIS PACKAGE INCLUDES:

### NO 1 - Let's Get Started

- \* WELCOME GIFT - Binder fully loaded with branding worksheets and business tools, and a gift box full of handpicked local products #supportlocal
- \* MEET & CONNECT - Virtual coffee or in-person meeting (Vancouver, BC) to learn more about goals and YOU.
- \* COLLABORATION - Pinterest board with fonts, logo style, colour palette and more.
- \* LOGO DESIGN - Six custom logo designs based on your questionnaire, Pinterest board, branding worksheets.

### NO 2 - Work On The Details

- \* DISCUSSION - Chat about custom logo designs and discuss revisions (up to 5 revisions)
- \* BRAND DESIGN - Continue with logo variations (up to 3 - secondary logo, submark, variation), custom palette, patterns, textures, illustrations, fonts, style guide
- \* PRINT DESIGN (choose 3 of the 5) - Business Card Design, Letterhead, Postcard, Social Media Suite, Flyer, Brochure (two designs to choose from with 3 revisions) - includes 100 standard printing each design (shipping cost may apply)
- \* MINI PHOTOSHOOT (choose 1 of the 3) - Mini Branding Photography, Product Photography or Stock Photography: 2 hour photoshoot, 40 fully edited photos

### NO 3 - Gather & Reveal

- \* LAUNCH KIT - Includes Branding Board, Style Guide, Launch Guide, and USB with all files
- \* PRINT - Send out print products (in-person or shipped)
- \* DELIVERY - ALL files through Google Doc.

Payment is divided into two equal payments.

# No. 1 // LOGO & BRANDING



branding development



brand development



branding package



brand package



# N<sup>o</sup>. 1 // GRAPHIC DESIGN



*a la carte*

// STARTS AT \$100

\* BUSINESS CARD DESIGN (\$250)

Custom design based on your branding, single or double sided design, two layout variation to choose from, pdf print ready file, three revision

\* POSTCARD DESIGN (\$150)

Custom design based on your branding, single or double sided design, two layout variation to choose from, pdf print ready file, two revision

\* WATERMARK DESIGN (\$100)

Custom design based on your branding, two designs to choose from, JPG/PNG files two revision

\* PRICING GUIDE - 1 PAGE (\$100)

Custom design based on your branding, JPG/PNG, two designs to choose from, pdf print ready file, two revision



## LOOKING FOR SOMETHING ELSE?

Feel free to email us at  
[info@sparkleandwhite.com](mailto:info@sparkleandwhite.com) for a custom quote!

