

# sketch studio

Pricing + Packages

Sketch Studio is a creative design studio,  
creating enduring brands and Squarespace  
websites with strategic design and  
thoughtful ideas.

BRAND DESIGN / 3

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BRAND + SQUARESPACE WEBSITE DESIGN / 11

GRAPHIC DESIGN / 13

BRAND DESIGN / \$3,500 +GST

## A founding framework for your deep, meaningful brand

Strategic brand design gives you a presence you're proud to share, but beyond that, it gives you clarity, purpose and direction. It gives you depth and differentiation. Whether you are ready to evolve and elevate an existing brand, or preparing for new business beginnings, I love to explore, ideate and create good-looking identities, grounded in strategy and purpose.

### INCLUDES:

- Brand questionnaire for you to complete
- Brand exploration session to uncover the foundations for your brand design
- Brand positioning and mood board document to define brand direction, target market and keywords
- One brand concept
- Three hours of refinement and revisions to brand concept, if needed
- At least five logo orientations, exported as high-quality JPG and PNG files
- Adobe Illustrator CMYK and RGB source files
- Brand guidelines – your brand 'rulebook' outlining correct usage of logos, colours, fonts and imagery





## ADD ON

STATIONERY STARTER / \$395 +GST

## Printed stationery for a professional first impression

Thoughtfully designed and professionally printed stationery is an investment in your customer's perception of your brand. With your brand identity developed, I'll create a cohesive, on-brand business card and letterhead design and seamlessly coordinate their printing.

## INCLUDES:

- 2x business card design concepts, with one round of refinement and revision for your chosen concept, if needed
- 2x letterhead design concepts, with one round of refinement and revision for your chosen concept, if needed
- Print-ready files for the final business card and letterhead design
- Collecting quotes and checking samples from our preferred printer
- Final letterhead design supplied in digital Word doc format

## EXCLUDES:

- Printing costs

## ADD ON

SOCIAL MEDIA STARTER / \$395 +GST

## Shape a social media presence to be proud of

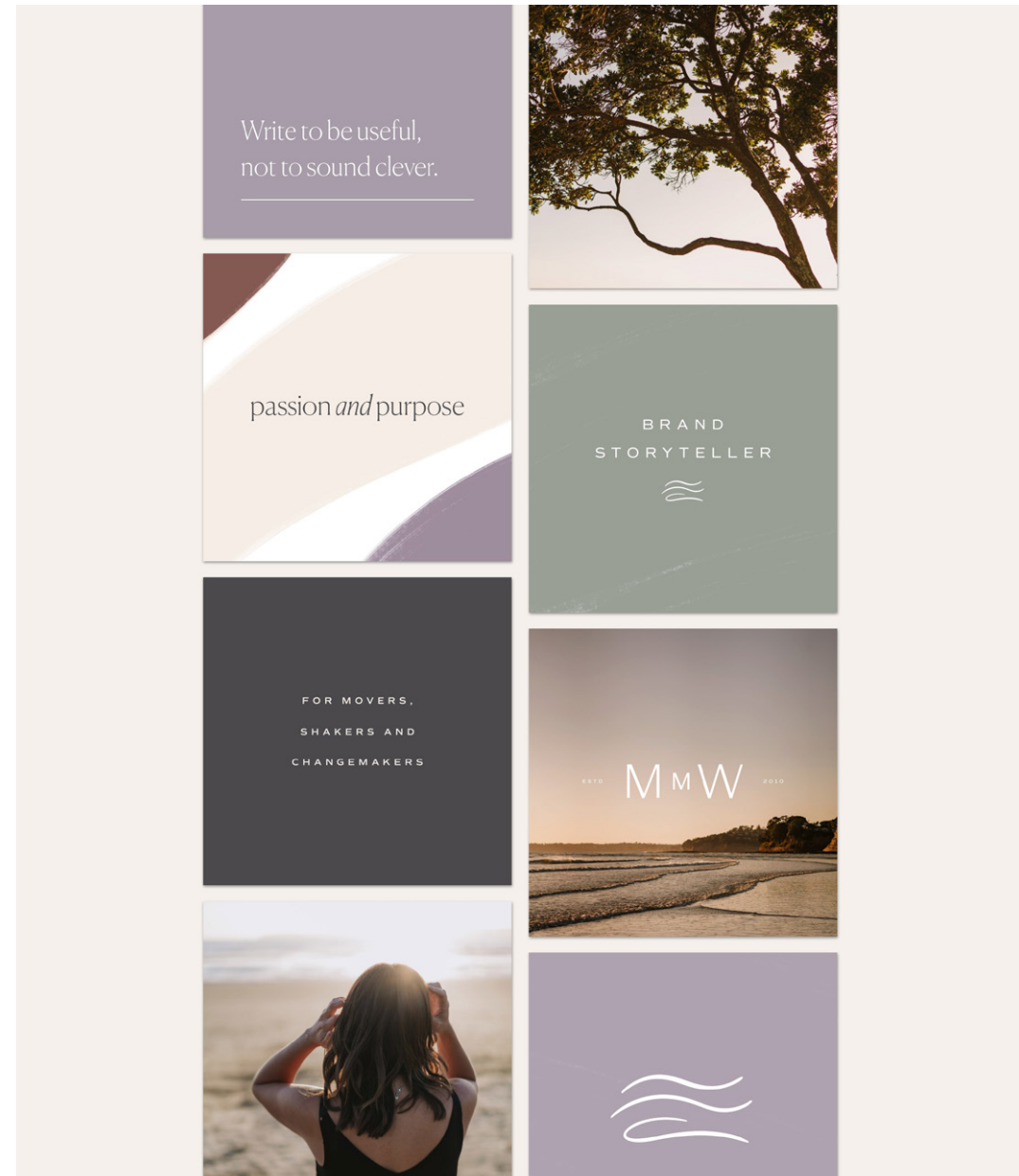
Set the mood for your social media style with a collection of professionally designed graphics. I'll bring your content ideas to life, so you can show up on social media and look good doing it.

### INCLUDES:

- 1x social media graphic and Instagram story, promoting your new brand / website
- 20-30x social media graphics, sized for use on Facebook and Instagram
- 1x Facebook cover graphic
- 5x covers for Instagram story highlights

### EXCLUDES:

- Social media account set up, posting and management
- Social media content calendar and strategy
- Illustration or info-graphic design
- Custom brand photography / sourcing on-brand imagery

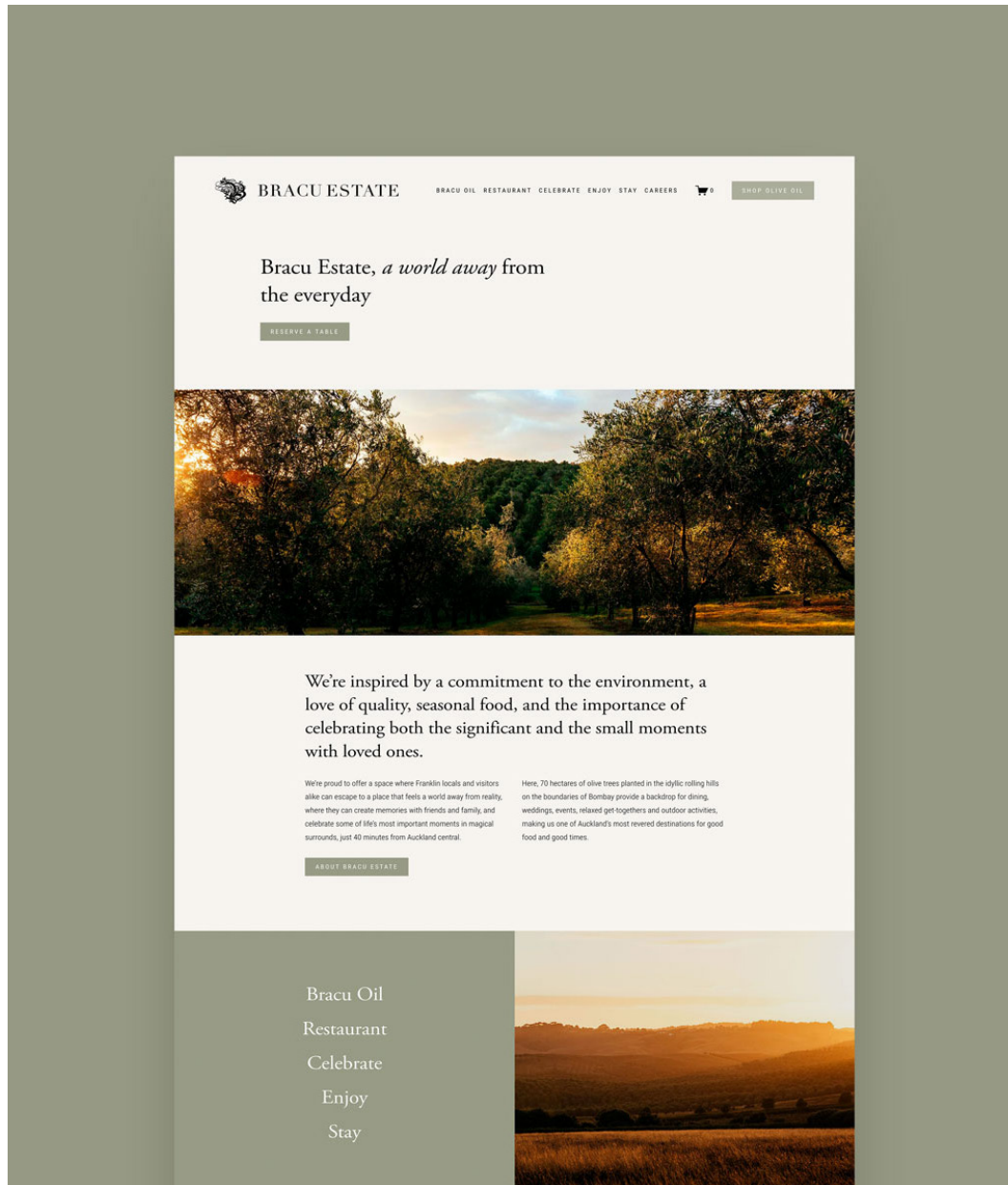


LITTLE  
Waikato  
ESTD — 2022





# Squarespace website design



SQUARESPACE WEBSITE DESIGN / \$4,500 +GST

## A custom-crafted website for a distinct digital presence

It's essential that your website makes a memorable first impression. I create Squarespace websites that are not only good-looking, but they're also user-friendly and intuitive.

### INCLUDES:

- Website questionnaire for you to complete
- Website exploration call or meeting, to uncover the foundations for your website design
- Professionally designed, responsive website using the Squarespace platform with up to 5 pages (each additional page will incur a fee of \$250 +GST)
- 3 hours of refinements and revisions, if needed
- Coordination of suppliers, such as copywriters and photographers
- Uploading all written content and imagery
- Optimising organic SEO
- Submitting website with Google's search console
- Basic Squarespace training video tutorials recorded for your website, if needed

### EXCLUDES:

- Website content, like copywriting and photography
- Domain registration or Squarespace hosting costs
- Set up or management of Google Analytics, Google Adwords or paid SEO
- E-commerce set up and capabilities
- Ongoing website support, maintenance and changes

## ADD ON

PHOTOSHOOT DIRECTION / \$295 +GST

## Creative direction to make the most of your photoshoot

Good photography starts with good thinking. With a strategic marketing approach, I'll collaborate with and lead the photographer, to ensure they capture your brand essence – not just the light.

### INCLUDES:

- Collating shot list, outlining examples of frames, subject matter and tone that we'd like to capture
- For businesses local to Pukekohe, add 2x hours of on-the-day photographer coordination for \$250+GST (or up to 6x hours for \$500+GST)







## ADD ONS

GOOGLE MY BUSINESS SET UP / \$125 +GST

## Get found online with Google My Business

Google My Business is a free but powerful tool that allows you to list your business location on Google Maps and local search – a gamechanger for local SEO. I'll optimise this tool, setting up your profile to enable customer reviews.

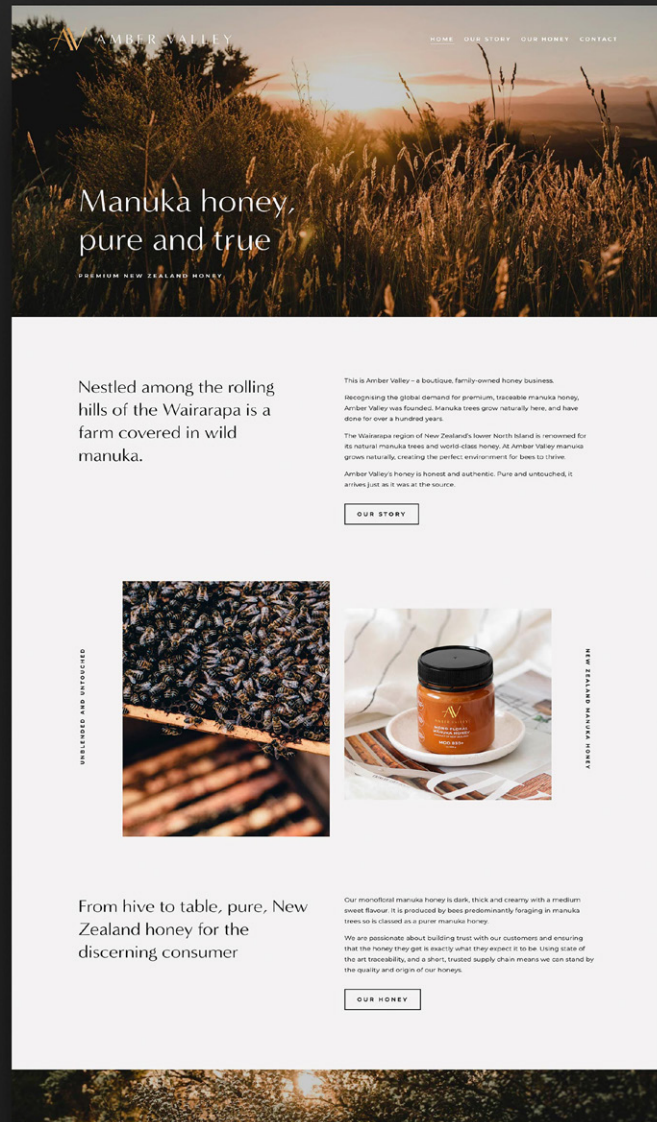
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GOOGLE WORKSPACE EMAIL SET UP / \$125 +GST

## Setting up your Google Workspace email

Create a professional email address with your business domain. PS – You'll get the first year of Google Workspace free with most new Squarespace subscriptions.

# Squarespace website design



SAVE \$500

+ FREE ADD ON

BRAND + WEB PACKAGE / \$7,500 +GST

## Set your business up for success with a brand and website package

Every business needs a brand and every business needs a website – tick them both off in one go, with one designer. This package is for design-conscious businesses that want a strong and cohesive brand, from start to finish.

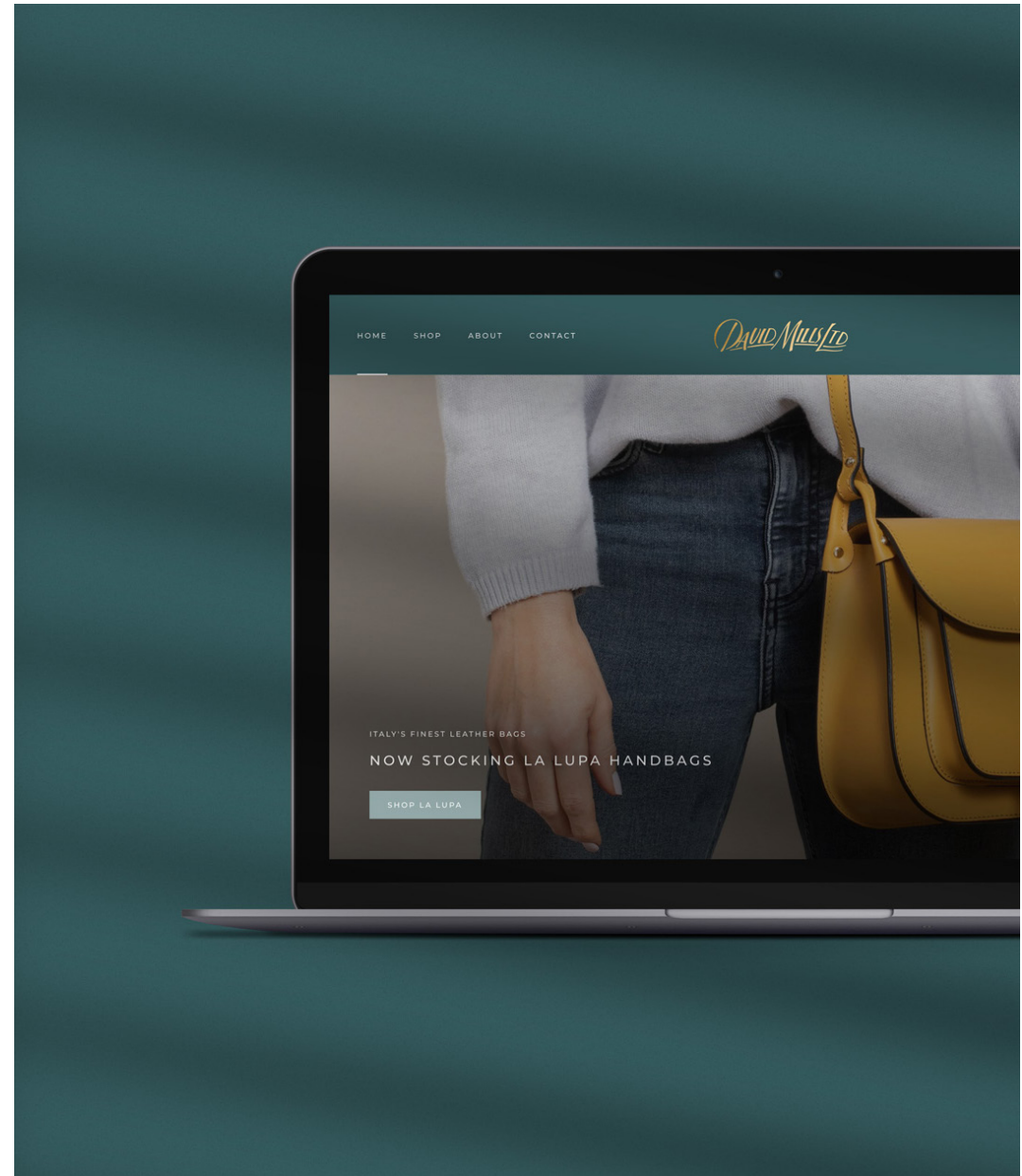
### INCLUDES:

- Brand design service, see page 3
- Website design service, see page 7
- 1x free add on (choose from Stationery Starter, Social Media Starter, Photoshoot Direction, Google My Business Set Up or Google Workspace Email Set Up)





## Brand + Squarespace website design



EVERYTHING ELSE / \$125 +GST PER HOUR

## Execution of graphic design to-do lists, bringing your brand foundations to life

### PRINT

- Business cards
- Brochures
- Flyers
- Letterheads
- Tissue paper
- Stickers
- Signage
- Packaging
- Event and wedding stationery
- Print coordination and management

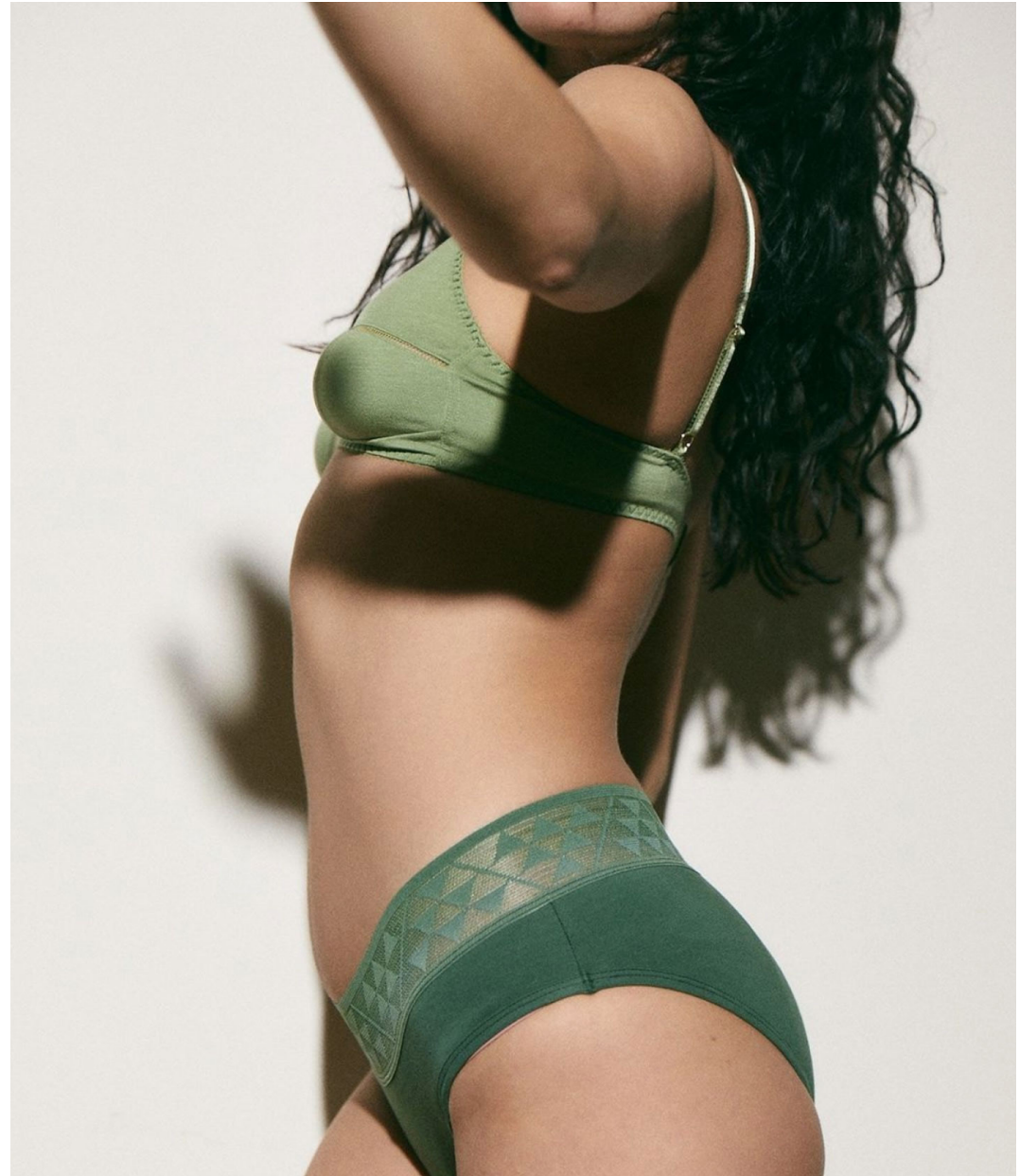
### DIGITAL

- Social media graphics and content ideation
- Google My Business profiles
- Ongoing website maintenance and revisions (I only work with the Squarespace platform)

### MORE

- Project management
- Creative direction
- Illustration
- Photography coordination
- Copywriting coordination
- Sourcing imagery





Get in touch

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You know the difference good design makes.  
Let's get started.

HOLLY WILLIAMS  
CREATIVE DIRECTOR / DESIGNER

HOLLY@SKETCHSTUDIO.CO.NZ  
021 206 2019