



2024 PACKAGES + PRICING GUIDE

PACKAGE 1 – CUSTOM BRANDING SUITE

The Custom Branding Suite is perfect for small business owners that are ready to invest in bringing their brand image to life! This package includes all the tools needed to create a uniformed visual identity for your brand.

THE INCLUDED GOODS:

- >> *Brand Questionnaire + Clarity Call*
- >> *Custom Inspiration + Mood Board*
- >> *2 Original Brand Concepts To Choose From*
- >> *Full Brand Identity Including:*
 - main logo design
 - sub-mark
 - stamp/sticker logo
 - brand pattern/texture
 - font recommendations
 - color breakdown + palette
 - up to 3 rounds of revisions
- >> *Branded Materials Including:*
 - business card design
 - social media profile + banner designs

TIMELINE:

*approximately
3-4 weeks*

\$1,950 INVESTMENT

*split into two equal payments
(50% non-refundable deposit due at start of project)*

*Revisions: Up to 3 rounds of revisions are included for each phase of the project. Please note that any additional requests will result in additional billed hours at an hourly rate of \$100/hr.

*All final brand elements will be delivered to you in high-res EPS, JPG, PDF and PNG format.

*Prices listed do NOT included the cost to print any materials.

SEE PAGE 4 FOR POPULAR ADD-ONS

The Mini Brand is for the small business owner that is ready for something totally custom, but maybe doesn't need the full suite!

This package is strictly the essentials.

THE INCLUDED GOODS:

- >> *Brand Questionnaire + Clarity Call*
- >> *Custom Inspiration + Mood Board*
- >> *1 Original Brand Concept*
- >> *Mini Brand Identity Including:*
 - main logo design
 - stamp/sticker logo
 - font recommendations
 - color breakdown + palette
 - up to 3 rounds of revisions

TIMELINE:

*approximately
2.5-3 weeks*

\$950 INVESTMENT

*split into two equal payments
(50% non-refundable deposit due at start of project)*

*Revisions: Up to 3 rounds of revisions are included for each phase of the project. Please note that any additional requests will result in additional billed hours at an hourly rate of \$100/hr.

*All final brand elements will be delivered to you in high-res EPS, JPG, PDF and PNG format.

*Prices listed do NOT included the cost to print any materials.

SEE PAGE 5 FOR POPULAR ADD-ONS

PACKAGE 3 – CUSTOM SQUARESPACE WEBSITE DESIGN

The Custom Squarespace Website Design is perfect for small business owners that are ready to bring their brand online – whether you're just looking for an online presence or you want to start an e-commerce store!

* Web Design offered via the Squarespace Platform Only – Service Fees NOT included in the pricing below *

* Website copy, photos + branding to be provided by you and are NOT included in the pricing listed below *

THE INCLUDED GOODS:

>> *Website Questionnaire + Clarity Call*

>> *Squarespace Website Design Including:*

- home page design
- up to 5 basic interior pages (does not include shop or scheduling pages)
- custom 'coming soon' page
- custom 404 page
- custom 'links' page (perfect for your Instagram website links)
- basic SEO set-up
- promotional/op-in pop up
- 1 week of site support after launch
- up to 1 hour tutorial of your site's back-end for maintenance

TIMELINE:

*approximately
4-5 weeks*

\$3,500 INVESTMENT

*split into two equal payments
(50% non-refundable deposit due at start of project)*

*Revisions: Up to 4 rounds of revisions are included.

Please note that any additional requests will result in additional billed hours at an hourly rate of \$100/hr.

*Please note – any branding, image selection and copy is NOT included in the listed price. If interested in branding as well, please see my custom branding suite for additional costs and branding investment or shop the ReadyMades. I am also happy to refer you to my trusted stock image sources, photographers and copywriters.

*Prices listed do NOT include the cost or fees of a Squarespace subscription or domain purchase.

SEE PAGE 5 FOR POPULAR ADD-ONS

PACKAGE 4 – VIRTUAL ASSISTANCE

You have your hands full running your business. And let's be honest – keeping up with marketing, social media posting and website maintenance while running a business can be **EXHAUSTING!** Let us take some of the pressure off!

Check out some of the examples of what we can do to help below.

* Website platform/hosting/email service fees NOT included in the pricing below *

* Original branding is NOT included in the pricing listed below *

EXAMPLES OF WHAT CAN BE DONE WITH A VIRTUAL ASSISTANCE PACKAGE:

* Actual scope of assistance will be outlined in customer proposal*

>> SOCIAL MEDIA MANAGEMENT

- Monthly content calendars (plan for holidays, events, specials, etc.)
- Imagery design to platform spec (website, Facebook, Instagram, eblast)
- Use & discover niche hashtags to grow reach
- Maintain a weekly post schedule to all platforms
- Respond to comments
- Run Ad Campaigns
- Monthly growth reports for all social platforms and website
- Additional Ad Campaign Reports (if applicable)

>> WEBSITE MANAGEMENT

- Update images and/or images
- Run promotion/sales
- Update inventory
- Upload blog posts

>> MARKETING

- Design & Deploy email/postcard/magazine/etc. advertising

TIMELINE:
*monthly
retainer*

STARTING AT \$1,500 PER MONTH

Reach out today to get a custom quote.

*New page design/formatting and any custom CSS revisions are NOT included in this package.

*Any additional requests/hourly overage will result in additional billed hours at an hourly rate of \$100/hr.

*Prices listed do NOT include the cost or fees of any platform subscriptions, domain purchase, boosted posts or advertisement costs.

SEE PAGE 5 FOR POPULAR ADD-ONS

POPULAR ADD-ONS + A LA CART SERVICES

Sometimes you need a little more... other times you need a little less.

Here's a list of other design options that I offer that may fit your needs better than my packages offered.

Revisions on all design materials are limited to 3 rounds per project
- hourly rates apply to anything over.

A LA CART SERVICES + ADD-ONS:

- >> Hourly Rate / \$100 per hour
- >> Business Card Design / \$150
- >> Letterhead, Notecard and/or Postcard / \$150
- >> 2-sided Brochure / \$200
- >> Lookbook, Catalog or Guide / \$375
(Includes up to 5 pages - Additional pages can be quoted.)
- >> Social Media Highlight Covers / \$150
- >> Social Media Launch Pack / \$200
(Includes set of 5 branded social media images to help you celebrate your brand launch.)
- >> T-Shirt or Apparel Design / \$200
- >> Additional Website Page
 - Basic / starting at \$200
 - Shop and/or Scheduling set up / starting at \$500
 - Homepage Only Design / starting at \$650
- >> Website in 1-Day Add-on Service / \$1,500
- >> Template Redesign Add-on Service / \$800

LOOKING TO DIY? CHECK OUT PAGE 5



SQUARESPACE WEBSITE TEMPLATES

Shop our easy to use Squarespace website templates.
Designed with Squarespace's drag and drop
Fluid Engine editor - makes editing a breeze!

And if you're looking for a little extra help,
we have upgraded services for that!

Check out the current inventory and pricing online.

www.ryencreative.com/shop/squarespace-templates



RYEN *Creative*

I look forward to working with you!
If you found this useful, give us a shout
online and tag us on Instagram!

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www.ryencreative.com