

ANGELL DESIGNS

SERVICES & Pricing Guide



HELLO & *Welcome*

02



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Understanding This Service Guide

The intention behind this service guide is to provide a transparent, comprehensive overview of what I offer. I firmly believe that an informed client is an empowered one, and I've crafted this document with that sentiment in mind.

Whether you're engaging with my services for the first time or you've returned to work with me again, this guide is designed to answer your questions, clarify my offerings, and ensure every interaction you have is seamless and insightful.

OUR SERVICES

Overview

03



Branding Strategy

In the intricate and captivating realm of graphic design and branding, my services are crafted to offer a holistic solution tailored to your unique needs. Every project I take on is approached as a collaborative journey, where your brand narrative meets my design expertise.

Here's a snapshot of the services I offer

01. Branding Strategy & Consultation

I'll pinpoint your brand's goals, target audience, and competitive landscape. This strategic foundation ensures that the designs align perfectly with your brand's direction.

03. Print Design

From business cards to brochures, posters to packaging - I craft print materials that leave a lasting impression and effectively communicate your brand message.

05. Brand Guidelines

Consistency is key. I provide detailed brand guidelines to ensure your brand is represented cohesively across all touchpoints.

02. Website Design

We ensure that every element of the website resonates with your brand's ethos and speaks directly to your audience, setting the stage for your online presence to flourish.

04. Digital Design

In an increasingly digital world, I design visually compelling and functional assets for web, social media, and other digital platforms.

06. Rebranding Services

For brands looking for a fresh start or an evolution, I offer rebranding services to breathe new life into your visual identity.

BRANDING

Strategy

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Investment Starts From: **\$3000**

What You'll Get

- ✓ Brand Strategy & Positioning
- ✓ Brand Guidelines (Colour Palette & Typography)
- ✓ Logo Design
- ✓ Visual Elements (Graphics, Patterns,
- ✓ Complete Branding Guide document
- ✓ Samples for brand integration
- ✓ Complete files for use (PNG, PDF etc)



For inquiries, visit
WWW.MACKENZIEANGELL.COM

HERE'S HOW THE PROCESS LOOKS LIKE

01. Research

Every design journey begins with understanding. Before I sketch a single line, I delve into the core of your brand, its market, audience, and competitors. This ensures your brand stands tall, both in uniqueness and relevance.

02. Conceptualisation

Drawing from the insights gathered, I start crafting various design concepts. This phase is all about creativity, innovation, and aligning the design with your brand's narrative.

03. Refinement

Based on feedback and collaborative discussions, I refine the chosen concept, fine-tuning every detail, from color palettes to typography, ensuring it aligns flawlessly with your brand's vision.

04. Delivery

Once the brand strategy is finalised, you'll receive the Guide Document in PDF form along with the visual elements in various formats suitable for both print and digital use. This ensures that whether it's on a business card or a billboard, the brand and elements retain their integrity and appeal.

PACKAGES

01. Starter Package

\$3000

- Ideal for startups and small businesses
- Initial consultation
- Branding strategy development
- Up to 2 rounds of revisions
- Final logo in 2 formats (JPEG and PNG)



02. Professional Package

\$3750

- Best suited for growing businesses and rebrands
- Comprehensive consultation
- Branding strategy development
- Up to 4 rounds of revisions
- Final logo in 4 formats (JPEG, PNG, EPS, and PDF)
- Basic brand guideline training

03. Advanced Package

\$5500

- Branding strategy development
- 6 initial design concepts
- Unlimited revisions
- Final logo in multiple formats (JPEG, PNG, EPS, PDF, SVG)
- Detailed brand guideline training
- Business Card Design
- Website Design



ADD-ON Services



06

Website Design

PRICE:
\$1500

- SEO Content and Optimisation
- Four Revision Rounds
- Optimised for Desktop & Mobile
- Editable in Squarespace, Wordpress, Wix or Shopify

Business Card Design

PRICE:
\$199

- Receive high-resolution PDFs
- Three Design Concepts
- Two Revision Rounds: Make necessary tweaks to finalise the design
- Recommendations for the best printing results
- Digital Version: A soft copy for electronic sharing

Letterhead Design Package

PRICE:
\$129

- Standard and Custom Sizes
- Two Design Concepts
- Two Revision Rounds
- Print & Digital Formats: PDF for printing and DOCX for digital use.

Social Media Kit Package

PRICE:
\$550

- 15 Editable Templates
- Editable in Canva
- Profile & Cover Images
- Two Revision Rounds: Refinements to get every detail right
- Quick Guide on Updates: How to keep your visuals fresh and relevant.

Merchandise Design Package

PRICE:
\$249

- 5 Designs on Product of your choosing (T-Shirt, Mugs, etc.)
- PrintReady Files
- Editable vector files included
- Three Revision Rounds

ARE WE A *Good* FIT?



We Are A Good Fit If

- ✓ You value communication and collaboration in the design process.
- ✓ You understand the importance of investing in quality design.
- ✓ You're open to feedback and suggestions based on my expertise.
- ✓ You're committed to a timeline and respect the design process.
- ✓ You recognize the power of branding and its long-term impact.
- ✓ You're seeking a partnership, not just a transaction.

We Are Not A Good Fit If

- ✗ You expect immediate results without iterative refinement.
- ✗ You're seeking the lowest possible price over value and expertise.
- ✗ You prefer dictating every design detail without flexibility.
- ✗ You're unable to commit to timelines or provide timely feedback.
- ✗ You see branding as an optional extra rather than a core necessity.
- ✗ You view our interaction as a one-time engagement with no follow-up.

01. What design services do you offer?

I specialise in a range of services, from logo design and branding to website design and print materials. My aim is to provide a comprehensive suite of design solutions tailored to your needs.

02. How long does a typical design project take?

Each project's timeline varies based on its complexity. A logo might take 2-4 weeks, while a complete branding package can range from 6-8 weeks. During our initial chat, I'll give you a clearer idea of the expected timeline.

03. What if I am after a design not listed?

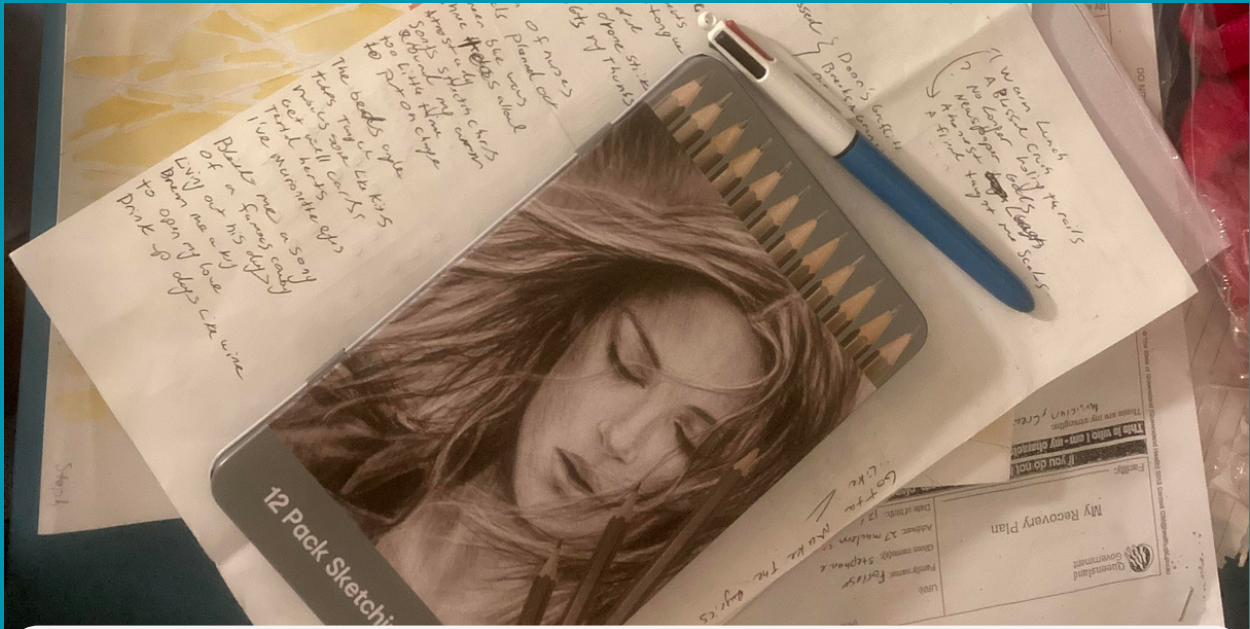
I have experience in creating designs for all purposes. If you need a design done in relation to your branding that's not listed, get in touch for an initial consultation.

04. Will I own the rights to the designs?

Absolutely. Once we wrap up the project and I receive the full payment, all rights to the designs transfer to you. I'll ensure you have all the necessary files.

05. Do you provide support after the project is completed?

Definitely. I believe in nurturing lasting relationships. If you ever have questions or require tweaks post-project, I'm just an email away.



READY TO START A *New Project?*

SCHEDULE A CALL

LEARN MORE

Sam



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