

# PRICING & SERVICES GUIDE

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# WELCOME

Thank you for taking the time to reach out, and I look forward to hearing more about you and your business!

This guide serves as a base outline of my design services + packages. I welcome you to glance through this document to see if any of my services fit your creative needs.

If you are looking for something that you do not see in this guide, please don't hesitate to email me with any questions or inquiries. I do work within a strong network of creative professionals who may be able to tackle a request not outlined in this guide.

# HI, IT'S NICE TO MEET YOU!

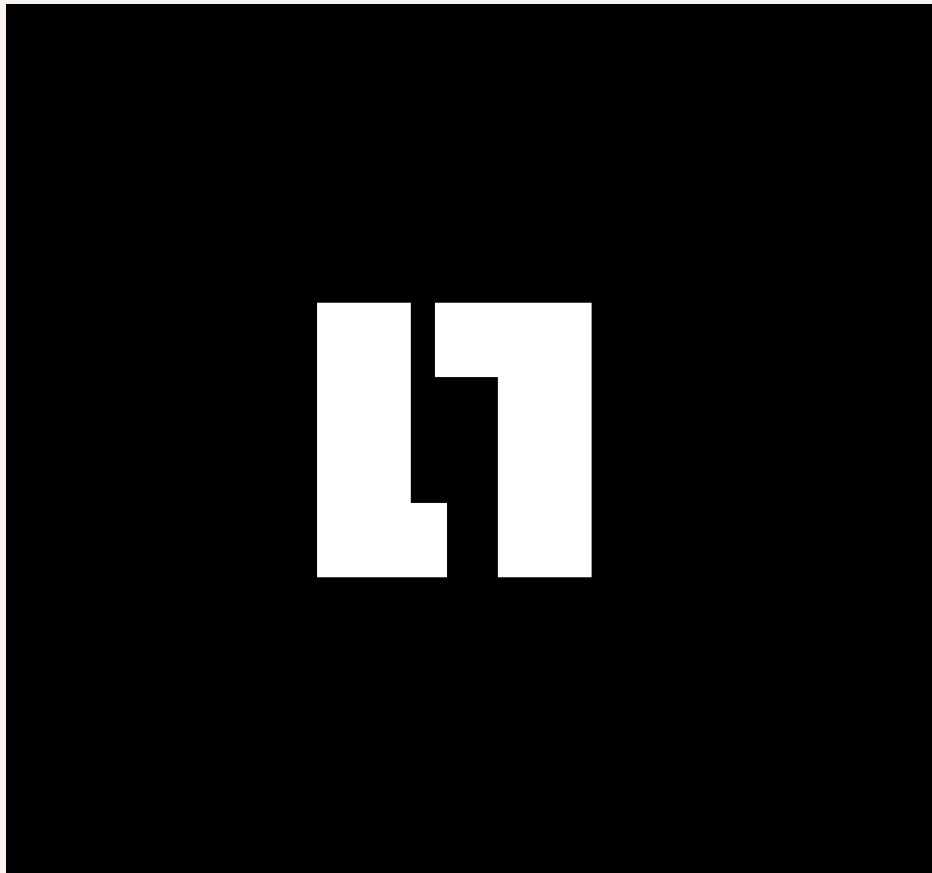
I'm Lauren, a music addict, dog mom,  
British comedy and typography aficionado.

Based in the greater Washington DC area, I have been working professionally as a graphic designer—both for agency teams and as a freelancer—since 2006. My areas of focus are branding + print design. I have worked for many nationally-recognized clients such as Major League Baseball, Universal Studios, Bad Boy MMA, Penguin Books, American Academy of Pediatrics, National Association of Realtors, and Carnegie Institute of Science. In addition to agency experience, I have been freelancing for nearly 20 years building strong relationships with business owners or anyone looking to give their business a little oomph.

When I'm not in front of the computer, I love spending my free time with my dog, exploring new music, and cheering on my alma mater, the East Carolina Pirates.



## MY CREATIVE NETWORK



### **LAUREN NOLL**

**Owner & Lead Designer**

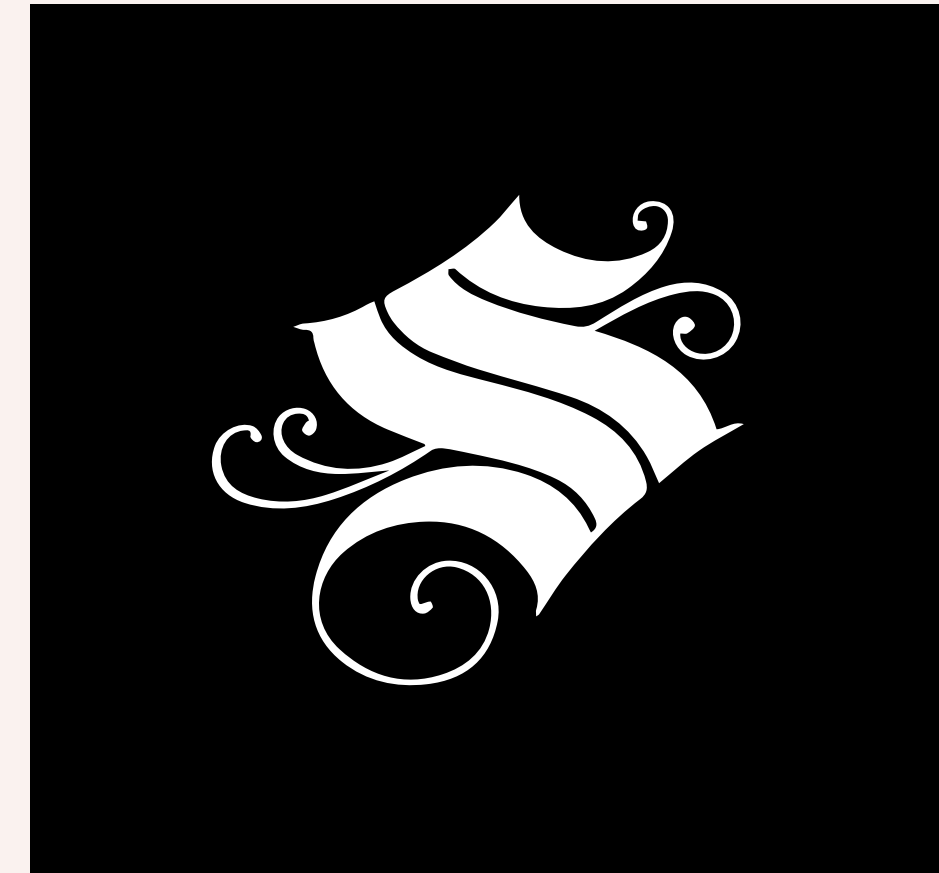
I will be your main point of creative contact for all design-related requests. In some cases, a request is made related to an area of expertise better-handled by one of my creative partnerships listed here.



### **DESIGNS BY LEIGH**

**Collaborator / Designer**

Leigh Caulfield is an experienced graphic designer with 5+ years of professional experience. In cases where the lead designer may need support or cannot meet an schedule or budget constraint, Leigh is available to take on design projects in either a support or lead role.



### **SILVERBROOK MARKETING**

**Collaborator / Marketing + Strategy**

Silverbrook Marketing was created to serve you: a small business owner or nonprofit leader looking for effective ways to achieve your business goals. They investigate those goals, evaluate the best way to achieve them, and deliver remarkable work that successfully engages your audience.



### **J CREATIVE**

**Collaborator / Social Media Marketing**

J Creative is a trusted partner specializing in social media marketing. Whether you're a small business looking for an intentional social media presence, need a fresh set of eyes on your latest project, or have a special event that needs to be insta-worthy, J Creative can help bring your vision to fruition.

## MY JOURNEY SO FAR...

2006

### THE BEGINNING

I graduated in 2006 from East Carolina University with a Bachelor of Fine Arts Degree with a concentration in Graphic Design. This level of training and experience landed me at my first job with Frederick & Froberg Design Offices where my clients included Major League Baseball, Universal Studios, Penguin Books, and many more internationally-recognized brands.

2020

### BRANCHING OUT

After spending an additional 15+ years with LTD Creative, a Frederick, Maryland-based firm, I established Lauren Noll Design, LLC as an independent freelancer. This move allowed me to work closely with small businesses who either can't afford, or don't have the bandwidth to maintain agency investments. This time has allowed me to mold my areas of expertise to a refined set of services many of these smaller businesses want and need.

2007–2023

### AWARD WINNING

Throughout my many years as a design professional, I have had the privilege to receive several awards. Some of those awards include the following:

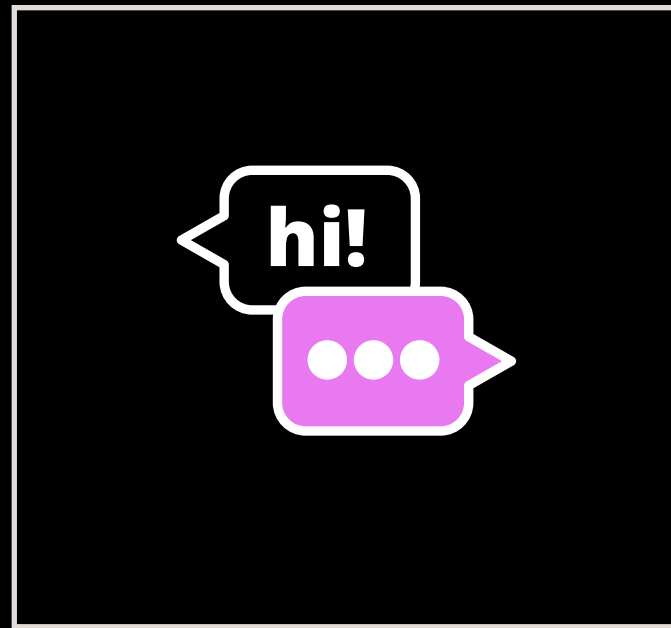
Summit International Gold Award

ADDY Silver Award Winner

Communicator Awards (x5)

AIGA Poster Clash First-Runner Up

# MY PROCESS



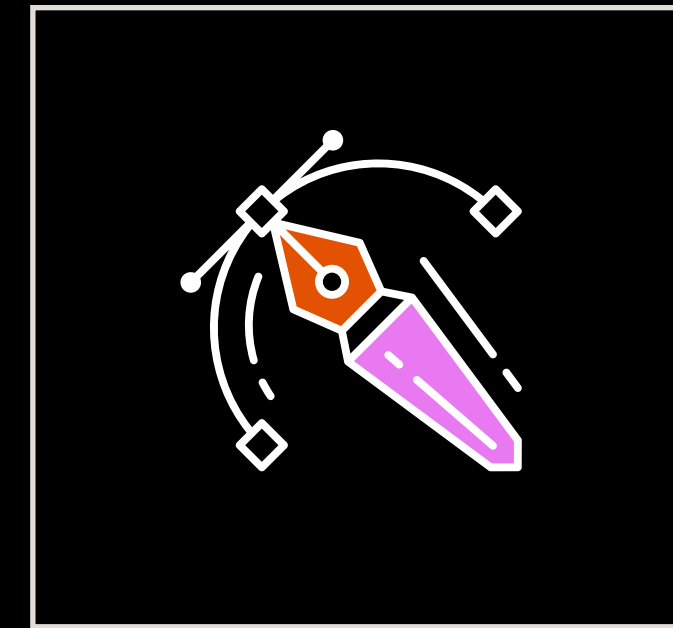
## LET'S TALK

Before any project begins, I will send an initial design questionnaire and schedule a kickoff call with you to discuss your project goals, creative needs, and final deliverables.



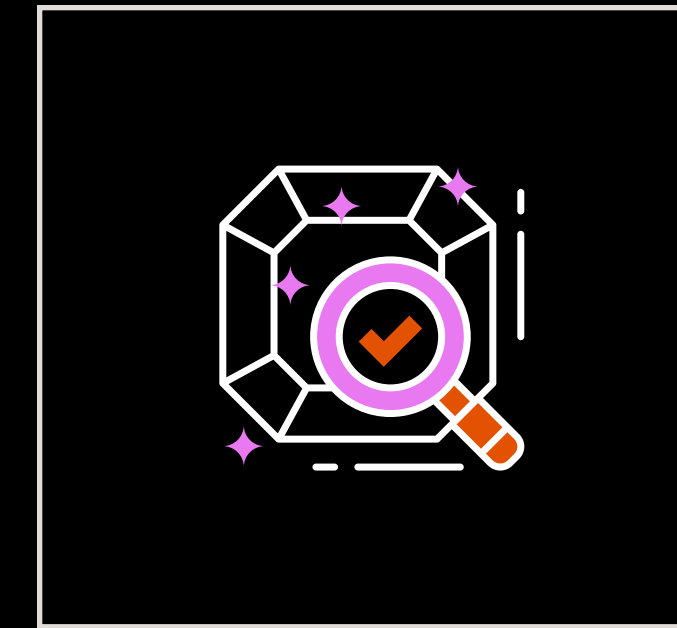
## PLANNING

Based on the amount of deliverables and your creative brief, I will then send over a tentative schedule along with a design contract outlining the costs and what's included.



## DESIGN

After the contract has been signed, it's time for me to dive in and spend time doing creative research, brainstorming, sketching, 'concepting', and layout. Proofs are sent for review, and we will work together to refine concepts down to a final design.



## FINALIZING

Once a final design has been approved, I will do all necessary work to clean up, refine, and export all of the necessary final files to get you set up and ready for use!

# MY BRANDING PACKAGES

If you are a small business looking to establish your brand, then a branding package is perfect for you. I offer a variety of packages based on budget and needs. Each package includes 3-4 initial design concepts and 3 rounds of edits. Custom package pricing available upon request.



## 01/ THE BASIC BRAND PACKAGE

TURNAROUND: APPROX. 2-3 WEEKS

You'd like to maintain your current brand colors, fonts, and overall style. You need a more polished logo to symbolize your brand.

### WHAT'S INCLUDED:

- Design Questionnaire
- Primary Logo
- Secondary Logo
- Brand/Logo Marks
- Custom Color Palette
- Final Logo Files (AI, EPS, PDF, SVG, PNG & JPG)

**INVESTMENT**

**\$1,500**





**VISIT  
MONTGOMERY**  
MARYLAND'S CULTURAL CAPITAL™



## 02/ THE ESSENTIAL BRANDING PACKAGE

TURNAROUND: APPROX. 3-4 WEEKS

The Essential Branding Package has everything you need to stand out. I create killer brand icons and patterns along with everything you need to kick start your social media presence.

### WHAT'S INCLUDED:

- Design Questionnaire
- Primary Logo
- Secondary Logo
- Brand/Logo Marks
- Custom Color Palette
- Typography Styling
- Basic Brand Guide
- Final Logo Files (AI, EPS, PDF, SVG, PNG & JPG)
- + Brand Pattern
- + 5 Brand Icons
- + 2 Facebook Covers

**INVESTMENT**

**\$2,500**

## O3/ THE ULTIMATE BRANDING PACKAGE

TURNAROUND: APPROX. 4-6 WEEKS

A business' branding is more than just a logo. Your whole brand identity gets you recognized and remembered by your audience, which all adds up to create your unique brand personality.

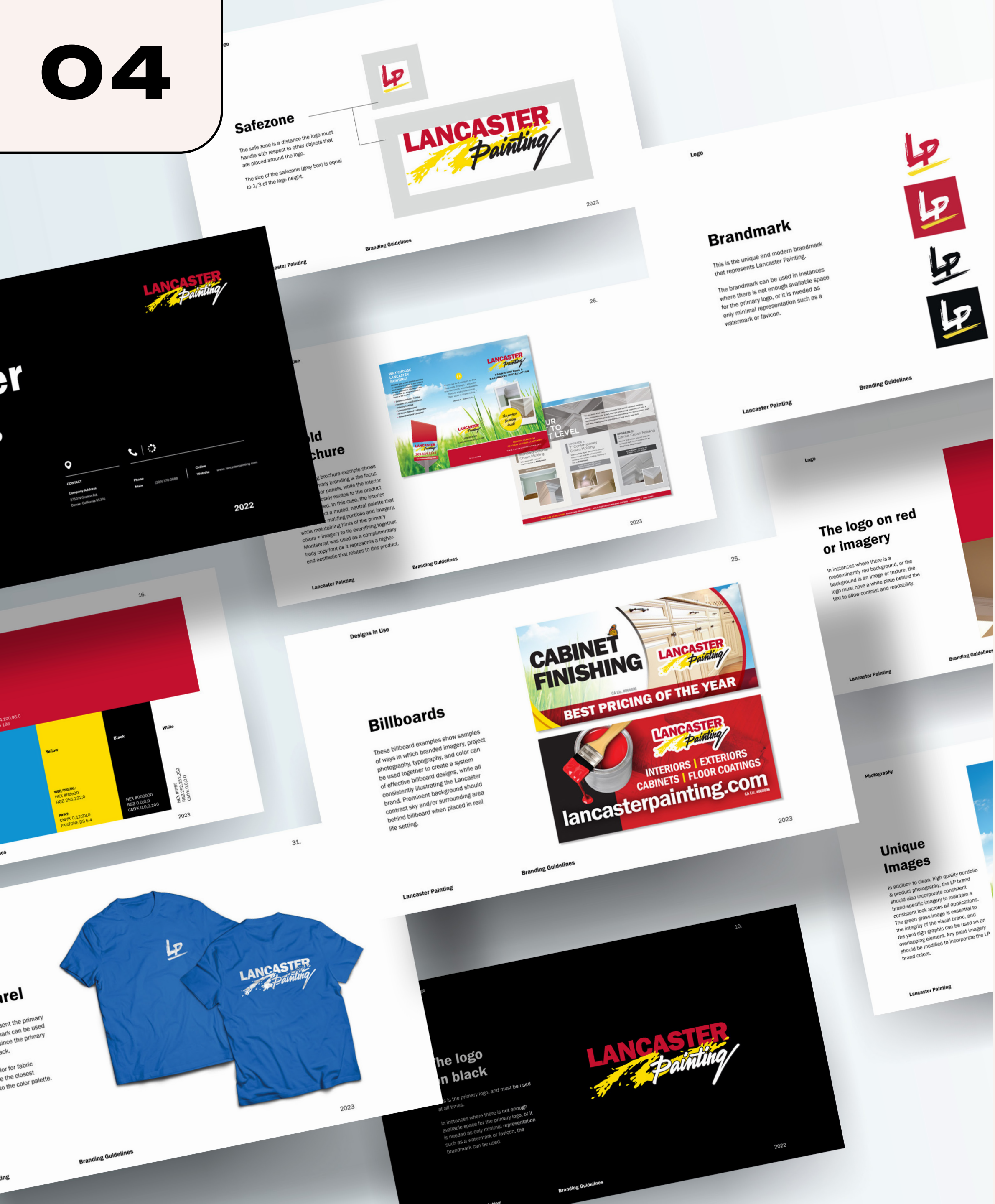
### WHAT'S INCLUDED:

- Design Questionnaire
- Brand Strategy Insight
- Primary Logo
- Secondary Logo
- Brand/Logo Marks
- Custom Color Palette
- Typography Styling
- Expanded Brand Guide
- Final Logo Files (AI, EPS, PDF, SVG, PNG & JPG)
- + Brand Pattern
- + 5-10 Brand Icons
- + Business Card+ 2 Add-Ons
- + 3 Facebook Covers

INVESTMENT

\$3,000





## O4/ THE 'WORKS' BRANDING PACKAGE

TURNAROUND: APPROX. 5-7 WEEKS

Everything in the Ultimate Branding Package, but with a full, comprehensive brand guide showcasing all the design samples you need to get your new branding fully charged and ready to go! The comprehensive brand guide is the ultimate way to fool-proof your branding and establish a wide range of creative applications.

### WHAT'S INCLUDED:

- Design Questionnaire
- Brand Strategy Insight
- Primary Logo
- Secondary Logo
- Brand/Logo Marks
- Custom Color Palette
- Typography Styling
- Comprehensive Brand Guide
- Final Logo Files (AI, EPS, PDF, SVG, PNG & JPG)
- + Brand Pattern
- + 5-10 Brand Icons
- + Business Card+ 2 Add-Ons
- + 3 Facebook Covers

**INVESTMENT** ————— **\$3,800**

## 05/ CUSTOM BRANDING PACKAGE

TURNAROUND: TBD

Don't see what you're looking for in one of the pre-designed packages? I can custom curate a package just for you! Branding packages can include any or all of the following:

### WHAT'S INCLUDED:

- Design Questionnaire
- Brand Strategy Insight
- Primary Logo
- Secondary Logo
- Brand/Logo Marks
- Custom Color Palette
- Typography Styling
- Brand Guide
- Final Logo Files
- Brand Patterns
- Brand Icons
- Business Cards
- Social Media Covers
- Canva Toolkits
- Presentation Covers
- Website Mockups
- Product Mockups
- Packaging

**INVESTMENT** ————— **PRICED PER PROJECT**





REFRESHED



ORIGINAL

## 06/ THE BRAND REFRESH PACKAGE

TURNAROUND: APPROX. 1-2 WEEKS

Have a logo that needs a little lift but not a full rebrand? Maybe the font is out of date or you need to have your logo rebuilt from scratch in vector form. A brand refresh is the perfect investment without needing to commit to a full comprehensive branding package.

*Please note this package does not include color palette exploration.*

### WHAT'S INCLUDED:

- Design Questionnaire
- Primary Logo
- Secondary Logo
- Final Logo Files (AI, EPS, PDF, SVG, PNG & JPG)

**INVESTMENT**

**\$875**

# MY BRAND STYLE GUIDES

A brand guide, also known as a brand style guide or brand identity guidelines, serves several important purposes for a business or organization. It serves as a comprehensive reference tool that helps maintain consistency, clarity, and professionalism in a brand's visual and verbal communication, ultimately contributing to the brand's success and recognition in the market.

*\*Brand Guide Disclaimer: the sample designs included in the brand guide are to be used as visual examples only. These examples use placeholder elements and are not considered print- or user-ready. Release of native files for any of the example designs outlined above to be billed at additional cost. If/when a design example is requested for actual use, a new project outline will be scheduled and a separate cost estimate will be supplied. Updates to brand guide beyond this list will be billed @ \$100 per hour.*

## 01/ THE BASIC BRAND GUIDE

TURNAROUND: APPROX. 1 WEEK

A basic brand style guide outlining the primary components of your brand including essential sample designs. *Sample designs included in the brand guide are to be used as visual examples only.*

### WHAT'S INCLUDED:

- Logo
- Logo Usage
- Color Palette (CMYK/RGB/HEX/Spot)
- Type Palette
- Business Card Sample

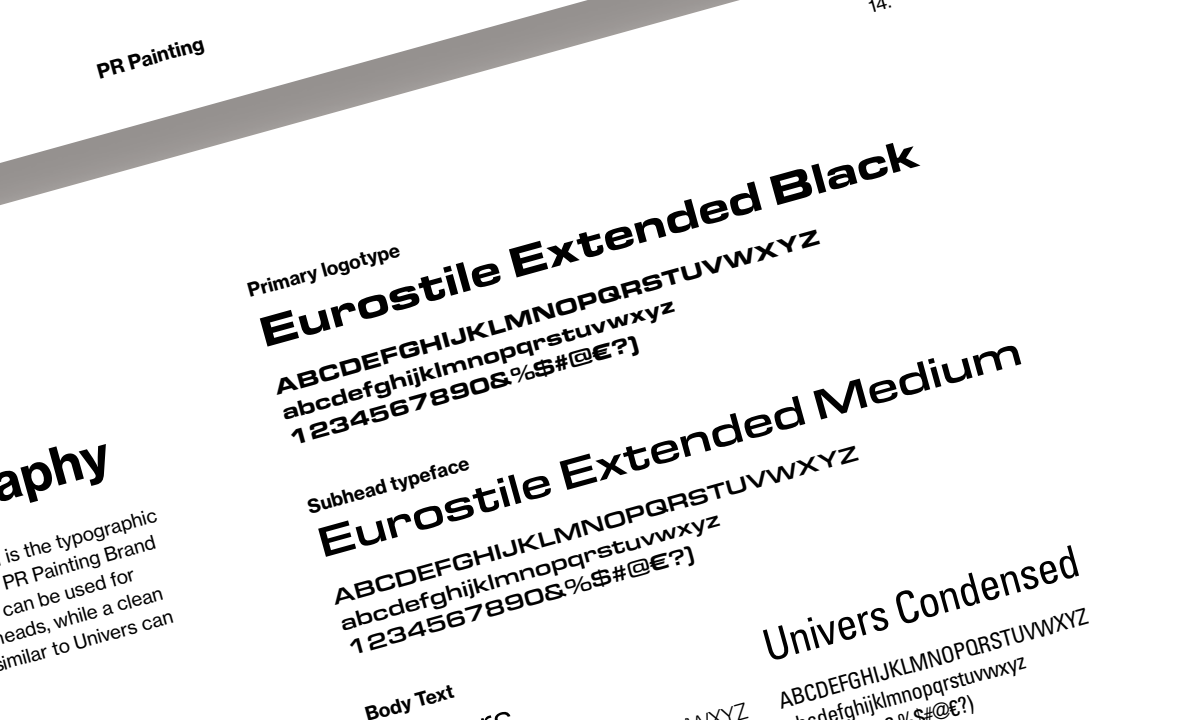
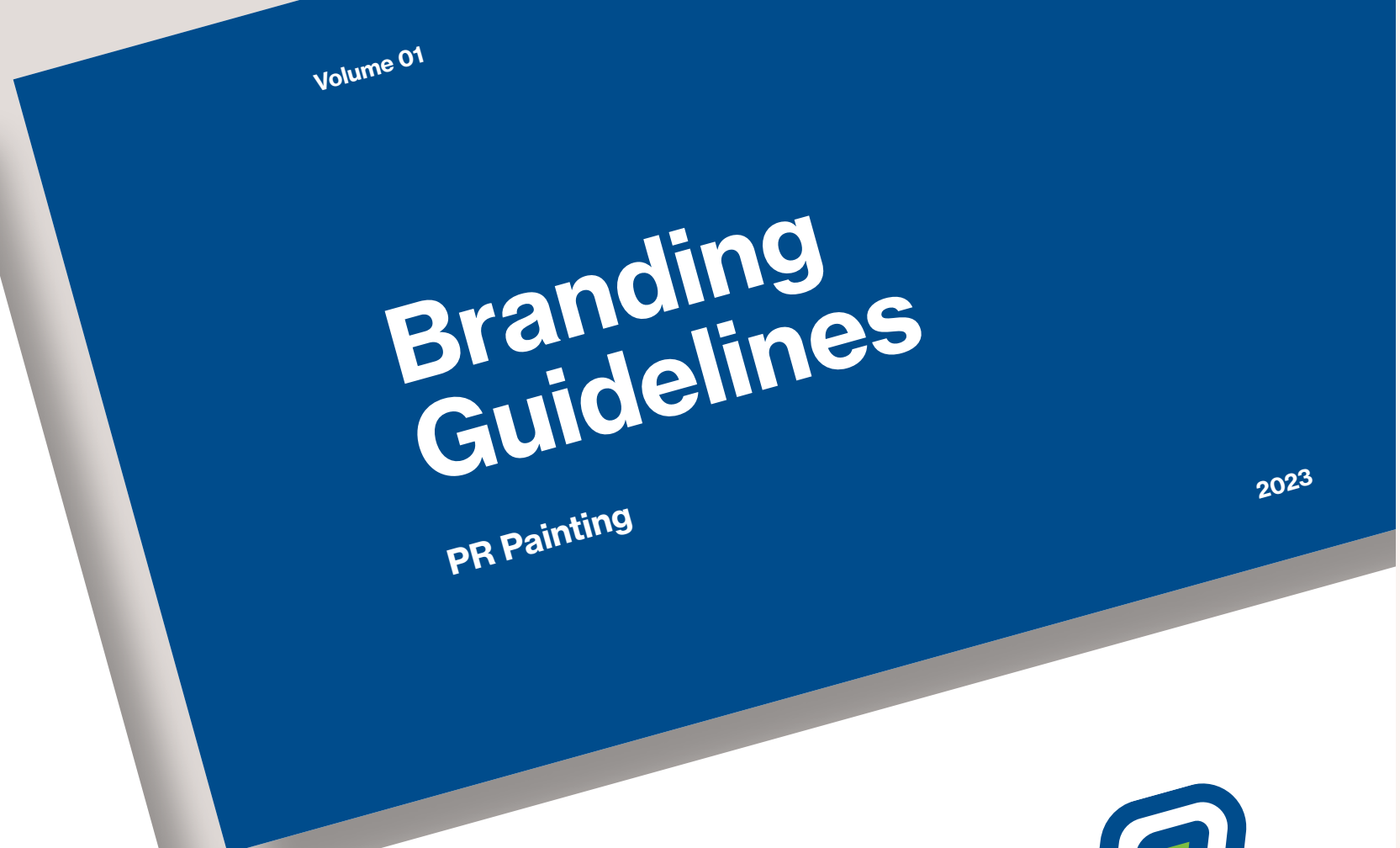
INVESTMENT

\$500





elines is to help ensure your  
orrectly internally, and presented  
ence. By strictly adhering to  
an promote a uniquely recognizable  
out from competitors, and remain  
ds of consumers.



# O2/ THE EXPANDED BRAND GUIDE

TURNAROUND: APPROX. 3-4 WEEKS

An expanded brand style guide outlining the primary components of your brand including several essential sample designs. *Sample designs included in the brand guide are to be used as visual examples only.*

## WHAT'S INCLUDED:

- Logo
- Usage
- Color Palette (CMYK/RGB/HEX/Spot)
- Business Card Sample
- Print Ad Sample
- Yard Sign Sample
- Social Media Template Sample
- Vehicle Wrap Sample

**INVESTMENT** \_\_\_\_\_ **\$975**

## 03/ THE COMPREHENSIVE BRAND GUIDE

TURNAROUND: APPROX. 4-6 WEEKS

A full, comprehensive document outlining a large collection of samples that reflect proper use of your brand. This guide is the ultimate way to fool-proof your branding and establish a wide range of creative applications. *Sample designs included in the brand guide are to be used as visual examples only.*

### WHAT'S INCLUDED:

- Logo / Alternate Logos
- Usage
- Color Palette (CMYK/RGB/HEX/Spot)
- Type Palette
- Business Card Sample
- Print Mailer Sample
- Print Ad Sample
- Yard Sign Sample
- Billboard Sample
- Social Media Template Sample
- Letterhead/Proposal Stationery
- Apparel Sample
- Vehicle Wrap Sample

INVESTMENT

\$2,000



## 04/ CUSTOM BRAND GUIDE

TURNAROUND: TBD

Have a specific list of samples you need developed not outlined in this guide? I can custom create a style guide based on your needs. *Sample designs included in the brand guide are to be used as visual examples only.*

### WHAT'S INCLUDED:

- Logo / Alternate Logos
- Usage
- Color Palette (CMYK/RGB/HEX/Spot)
- Type Palette
- Sample A
- Sample B
- Sample C
- Sample D
- Sample E
- Sample F
- Sample G
- Sample H
- Sample I

**INVESTMENT**

**\$TBD**

# VEHICLE WRAP DESIGNS

Costs for vehicle wraps are for the design portion only, and do not include materials & production. While I can offer locally-based wrap vendor referrals, I cannot refer beyond the MD/DC area. It is up to the client to locate a trusted wrap vendor on their own. I will work directly with the vendor to obtain any templates and specs needed for each design. I am not responsible for output issues once the design portion has been approved.

## 01/ PARTIAL VEHICLE WRAP (DESIGN ONLY)

TURNAROUND: APPROX. 1-2 WEEKS

Partial vehicle wraps entail anything less than 50% of the vehicle being wrapped. This includes door graphics, rear bumpers, partial color changes, perforated window graphics, and die cutting lettering. Wrap vendor contact information must be supplied upon initiation of project.

### WHAT'S INCLUDED:

- Basic correspondence with print vendor
- 2 rounds of edits with PDF proofs
- Vector-based art files

### CLIENT RESPONSIBILITIES:

- Print vendor information
- Logos and/or high resolution images
- All copy + text
- Make + model information

**INVESTMENT**

**\$800**





## O2/ FULL VEHICLE WRAP (DESIGN ONLY)

TURNAROUND: APPROX. 1-3 WEEKS

A full vehicle wrap covers every square inch of the body. None of your vehicle's original color will show anywhere on the outside. Wrap vendor contact information must be supplied upon initiation of project.

### WHAT'S INCLUDED:

- Basic correspondence with print vendor
- 3 rounds of edits with PDF proofs
- Vector-based art files

### CLIENT RESPONSIBILITIES:

- Print vendor information
- Logos and/or high resolution images
- All copy + text
- Make + model information

INVESTMENT

\$1,200+

# OTHER DESIGN ASSETS

If you are looking for print design or other assets to compliment your branding project - I can help with those too!

- Custom Icons
- Illustrations
- Brand Patterns
- Podcast Artwork
- Business Cards
- Print Ads
- Postcards
- Brochures
- Newsletters
- Publication Design
- Packaging Design
- Flyers
- Posters
- Menus
- Stickers
- Labels
- Pull Up Banners
- Trade Show Materials
- Stationery
- Folders
- Billboards

# BASELINE PRINT COSTS

Below are baseline costs associated with commonly requested pieces.  
I can provide a more detailed cost estimate after learning more  
specifics about each project.

- Business Card / \$175
- Full Page Print Ad / \$400+
- Fractional Print Ad / \$300+
- Two-Sided Flyer / \$400
- Two-Sided Postcard / \$350
- Trifold Brochure / \$500
- Custom Brochure / \$500+
- Billboard / \$500+
- Stationery / \$150+ per piece
- Folder / \$225
- Color Palette / \$50
- Vector Pattern / \$150
- Sticker / \$100
- Apparel / \$300+
- Book Cover + Spine / \$800+
- Standard Yard Sign / \$250
- Single Invitation / \$300
- PDF Presentation per page / \$45
- Consulting per hour / \$100
- Trade Show Banner / \$350
- Trade Show Booth / \$750+
- Digital Graphics / \$150+
- Custom Icons / \$50 per icon
- Poster / \$500+
- Menu / \$700+
- Handout / \$300
- Annual Report / \$500+



# ARE WE A GOOD FIT?

All of my pricing and scheduling is non-negotiable unless a special request has been discussed and agreed upon. I am priced significantly lower than agency rates, and thus, do not offer 'friend rates' or special discounts.

During the design process, I will do my best to respond to emails and requests in a timely manner. I'm not an 'on-call' designer and kindly ask that my schedule be respected as I do work with several other clients on a consistent basis.

### **PHASE 1: KICKOFF CALL + DISCOVERY**

**2-3 BUSINESS DAYS**

The first step to any creative project is an initial questionnaire and kickoff call. During this time I will learn about your goals and objectives, as well as research any creative references needed to get me started.

### **PHASE 2: CREATIVE DEVELOPMENT**

**7-14 BUSINESS DAYS**

Once we have established your creative goals and direction, it is my time to dive in and explore the project. Pencils, paper, keyboard and screens. This is the phase where I start bringing your project ideas to life.

### **PHASE 3: INITIAL PRESENTATION**

**UPON COMPLETION OF PHASE 2**

I will provide PDF proof(s) of the initial creative direction for your feedback. Feedback can be provided via email or over the phone.

### **PHASE 4: REFINEMENT**

**7-14 BUSINESS DAYS**

Each project will have a specified amount of edit rounds worked into the cost which will be determined in Phase 1. During this phase, I will work with your to refine the initial design down to a final, agreed upon design. Creative edits can be expressed via email or over the phone. Text edits must be supplied either via email or word document. I do not accept verbal or handwritten copy edits.

### **PHASE 5: FINAL DELIVERABLES**

**1-2 BUSINESS DAYS AFTER APPROVAL**

Yay! Your design is approved and you're ready to show off your new look! It is now my time to export all of your necessary file formats dependent upon application. For branding packages, the total invoice must be paid before I will release the final collection of files.

# NEED SOMETHING DESIGNED FAST?

I typically require at least 5 business day's notice on new print projects. However if my schedule allows, I can offer quick turnaround times for an additional fee. *Branding packages do not qualify for rush fees.*

**SAME DAY TURNAROUND** ————— **+\$350**

**24-HOUR TURNAROUND** ————— **+\$250**

**48-HOUR TURNAROUND** ————— **+\$150**

# WHAT MY CLIENTS SAY

"I run a marketing consulting business in Frederick, MD and have been using Lauren's design services for a few years now. I have worked with many designers over the last couple of decades. Lauren is at the top of the list for not only great designs but also how easy she is to work with for me and my clients. Lauren is super organized, creative and extremely patient! I highly recommend her!"

— David C. | A David Creation

"Together with her knowledge, attention to detail, ability to capture an idea and turn it into something amazing and her professionalism, I just know what she creates will be beyond my expectations every time. I know when I refer clients to Lauren Noll Design they will be amazed and happy with the step by step process and end results. From inception to completion Lauren is there communicating with me and astonishing me every step of the way."

— Atalaya L.

"Lauren nails it every time. All I have to do is give her a few ideas and she transforms them into something really cool. I always have faith knowing she will get the job done, even in a crunch. I love working with her and will continue to use her skills!"

— Erin K.

# FREQUENTLY ASKED QUESTIONS

## **DO YOU OFFER SAME-DAY DESIGN TURNAROUND?**

I typically require at least 5 business day's notice on new print projects. However if my schedule allows, I can offer 24- or 48-hour turnaround for an additional fee. A 24-hour turnaround incurs a \$250 fee, while a 48-hour turnaround incurs a \$150 fee. Branding packages do not qualify for rush turnarounds.

## **CAN I CALL YOU IF I HAVE A QUESTION?**

If you need to contact me with a question or general inquiry, I prefer to schedule a call as I work with several accounts on a daily basis and cannot always be available when needed.

## **DO YOU BUILD WEBSITES?**

I do not build websites, however I can refer you to one of my trusted partners who specializes in Wordpress websites.

## **I HAVE A VERY SMALL BUDGET AND ONLY NEED ONE SIMPLE PROJECT. CAN I WORK WITH YOU?**

I consistently run at full capacity so I am currently only focusing on larger accounts. However I can refer you to another designer in my network who has the capacity to take on smaller, limited budget projects if needed.

# GREAT! NOW WHAT?

If you like what you see and want to initiate a new project, please send me an email with your package or creative service preference and I will get back to you with a tentative timeline, questionnaire, and get our kickoff call scheduled! I look forward to hearing from you and creating something really awesome together!

**EMAIL ME: [CONTACT@LNOLLDESIGN.COM](mailto:CONTACT@LNOLLDESIGN.COM)**

## OUR NEXT STEPS...

**SELECT A  
DESIGN SERVICE  
OR PACKAGE**

Dive into this document and see if one of my packages or services fits your needs.

Email me with the package or service that sparks your interest along with any additional details I should know. Once we pinpoint a service or package, I will followup with a design questionnaire and schedule a kickoff call with you to discuss more about your project in more detail.

**SCHEDULE A  
KICKOFF CALL**

I will followup with available dates for us to schedule a kickoff call to discuss your design request in more detail. This will include your goals, creative direction, inspiration, timing, and costs, as well as any additional information I should know before diving into your project.

**SIGN A  
CONTRACT**

After our kickoff call and a plan of action has been discussed, I will send you a formal contract that outlines the project + costs.

Important note: I do not initial a project until a contract has been signed and any necessary down payments have been made. This is very important as it affects the overall timeline of the project.

# THANK YOU

Feel free to email me with any questions you may have. I look forward to hearing from you soon!

**EMAIL ME**  
[contact@inolldesign.com](mailto:contact@inolldesign.com)

**FOLLOW ME**  
[@inolldesign](https://www.instagram.com/inolldesign)

**VISIT MY WEBSITE**  
[inolldesign.com](http://inolldesign.com)

