

2023 PRICING INFO



LAUREN NOLL DESIGN, LLC

BRANDING | PACKAGING | WEB | SOCIAL MEDIA

contact@lnolldesign.com | www.lnolldesign.com



DESIGN BUNDLES

ESSENTIAL DESIGN BUNDLE

\$2,500

Everything in Essential Brand Package
+ the Essential (Wix) Website

Four-page website including simple tutorial on
how to edit content and basic SEO setup
Additional pages billed @ \$150 per page.

*Cost does not include fees associated with Wix subscriptions;
domain purchases; SSL and/or security upgrades; additional server space.*

ULTIMATE DESIGN BUNDLE

\$5,000

Everything in Ultimate Brand Package
+ the Ultimate (Wix) Website

Five-to ten-page website including simple tutorial on
how to edit content and basic SEO setup
Additional pages billed @ \$150 per page.

*Cost does not include fees associated with Wix subscriptions;
domain purchases; SSL and/or security upgrades; additional server space.*

BRANDING PACKAGES

ESSENTIAL BRAND PACKAGE

\$875

Logo design - Includes 3 initial design concepts with PDF proofs
Secondary Logo
Color Palette
Business Card Design

ULTIMATE BRAND PACKAGE

\$1,700

Logo design - Includes 4+ initial design concepts with PDF proofs
Secondary Logo
Submark Logos
Type Palette
Color Palette
Brand Guidelines
Corresponding Pattern
Business Card Design
Social Media cover photo + profile photo

WEBSITE DESIGN

ESSENTIAL WEBSITE PACKAGE

starting at \$1,800

Initial consultation call
Client Questionnaire
Homepage + 3 additional pages
Responsive on mobile and tablet devices
Will post site live on your domain
Website built using Wix platform

ADD ONS

Each Additional page \$150
Add on blog \$200
Add on basic SEO setup \$100
Add on fully functioning store \$250

LANDING/SPLASH PAGE

starting at \$500

ULTIMATE WEBSITE PACKAGE

starting at \$4,000

Website content organization
Custom design including custom graphics
Responsive on mobile and tablet devices
Includes up to 5 stock photos
Homepage, + up to 10 additional pages
Will post site live on your domain
Includes 1 hour of Wix training
Website built using Wix platform

ADD ONS

Each Additional page \$150
Add on blog \$200
Add on basic SEO setup \$100
Add on fully functioning store \$250

LANDING/SPLASH PAGE

starting at \$500

PACKAGING

LABEL DESIGN (SIMPLE)

\$350

LABEL DESIGN (STANDARD)

\$500

PACKAGING (COMPLEX)

starting at \$800

Coordination with print vendor
Work with print specs, die cuts, etc



À LA CARTE

BRANDING		PRINT	
BASIC LOGO	\$500	TWO-SIDED FLYER	\$350
BUSINESS CARD	\$175	BILLBOARD	\$500+
STATIONERY	\$150+	TRIFOLD BROCHURE	\$500
COLOR PALETTE	\$50	APPAREL	\$300+
PATTERN	\$150	TRADE SHOW BANNER	\$300
STICKER	\$100	TRADE SHOW BOOTH	\$750+
HANGTAG	\$150	BOOK COVER + SPINE	\$800+
FOLDER	\$225	PRINT AD	\$300+
BASIC BRANDING GUIDE	\$500+	TWO-SIDED POSTCARD	\$300
WEB & DIGITAL		MISCELLANEOUS	
COMING SOON/SPLASH PAGE	\$500	YARD SIGN	\$250
MAILCHIMP EMAIL	\$200+	VEHICLE WRAP	\$600+
BANNER ADS	\$125+	SINGLE INVITATION	\$250
SIMPLE ANIMATED GIF	\$200+	WEDDING INVITATION SUITE	\$500+
FACEBOOK AD	\$150	PDF BOOKLET (PER PAGE)	\$100
STICKER	\$150	PDF BOOK COVER	\$100
INSTAGRAM POSTS	\$50+	POWERPOINT PER SLIDE	\$50
SOCIAL MEDIA COVER	\$100	CONSULTING (PER HOUR)	\$90

25% INITIAL DOWN PAYMENT DUE FOR PROJECTS OVER \$500

Design Rate: \$90 per hour (for additional work that doesn't apply to flat rate items)

Prices do not include 6% state sales tax required for sale of digital goods.



BRANDING | PACKAGING | WEB | SOCIAL MEDIA

contact@lnolldesign.com | www.lnolldesign.com



BRAND GUIDES

BASIC BRAND GUIDE

\$500

Showcasing custom sample designs
Logo
Logo Usage
Color Palette (CMYK/RGB/HEX/Spot)
Type Palette
Business Card

EXPANDED BRAND GUIDE*

\$975

Showcasing custom sample designs
Logo
Usage
Color Palette (CMYK/RGB/HEX/Spot)
Business Card
Print Ad
Yard Sign
Social Media Template
Vehicle Wrap

COMPREHENSIVE BRAND GUIDE*

\$3,000

Showcasing custom sample designs
Logo / Alternate Logos
Usage
Color Palette (CMYK/RGB/HEX/Spot)
Type Palette
Business Card
Print Mailer
Print Ad
Yard Sign
Billboard
Social Media Template
Letterhead/Proposal Stationery
Hats / Shirts
Vehicle Wrap

CUSTOM BRAND GUIDE

\$800+

*Brand Guide showcasing existing samples of work only.
(No custom templates created by designer.) Pricing
dependant upon amount of content to be showcased.*

The purpose of a brand guide is to serve as a key document that helps content creators communicate a consistent visual message. A brand guide becomes very helpful when you need to reference a specific color match, typography, and/or use of design elements as you may run into cases where a designer or vendor is handling company-related advertising and is unfamiliar with the brand.

The example designs included in a brand guide are to be used as design suggestions only, as many of the examples use placeholder elements and are not considered print- or user-ready.

**Brand Guide Disclaimer: the 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 @ \$90 per hour.



BRANDING | PACKAGING | WEB | SOCIAL MEDIA

contact@inolldesign.com | www.inolldesign.com



RUSH FEES

For a la carte projects, I typically require 1-2 weeks notice so I can schedule accordingly. However there are some cases where a quick turnaround is needed. Below are costs associated with rush turnarounds that are billed in addition to the total design cost.

Branding & website packages do not qualify for rush turnarounds.

SAME DAY TURNAROUND: +\$200

24-HOUR TURNAROUND: +\$150

48-HOUR TURNAROUND: +\$100

PAYMENT

25% INITIAL DOWN PAYMENT DUE FOR PROJECTS OVER \$500

Design Rate: \$90 per hour (for additional work that doesn't apply to flat rate items)

Prices do not include 6% state sales tax required for sale of digital goods.

PAYMENT ON INVOICES TOTALING \$2,000 OR LESS ARE DUE WITHIN 15 DAYS.

PAYMENT ON INVOICES TOTALING OVER \$2,000 ARE DUE WITHIN 30 DAYS.

NOTICE ON OVERDUE INVOICES:

For every 30 days overdue, a 5% late fee will be applied to the total amount due.



BRANDING | PACKAGING | WEB | SOCIAL MEDIA

contact@inolldesign.com | www.inolldesign.com