



CHRIS P. DESIGN


2017 Packages


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ABOUT

Chris P. Design is a design studio focused on growing businesses through carefully-crafted brands, websites + product packaging for creatives & small business owners.

Our designs are uniquely tailored to you, your business and vision. This Media Kit will explain the process, pricing, timeline and deliverables so we can find a package that best fits your needs.

MEET CHRISTINE

Christine is a Northern Virginia-based designer, with a Graphic Design degree from Florida A&M University, and a graduate certificate in Art Direction from Miami Ad School @ Portfolio Center.

When she's not working, you can find her at home with her husband and three lovely children or traveling from her latest adventure and planning the next.

SERVICES

Identity

BRAND DEVELOPMENT
LOGO DESIGN
CORPORATE IDENTITY
DESIGN STRATEGY
BRAND STYLE GUIDE
PATTERNS
ILLUSTRATION
HANDLETTERING

Print

PRODUCT PACKAGING
LETTERHEAD
BUSINESS CARDS
POSTERS
ADVERTISEMENTS
ANNUAL REPORTS
LABELS/STICKERS
PROMOTIONAL MATERIALS

Digital

WEB DESIGN
ECOMMERCE
SOCIAL MEDIA
WEBSITE HEADER
WEBSITE BANNER
SOCIAL MEDIA BANNER
SOCIAL MEDIA ICONS
FAVICONS

This is a list of general offerings. You may choose from the list of pre-made packages or you can create a custom package. Service not listed? Just ask.

LET'S COLLABORATE

GENERAL PROCESS

Consultation

We will start the conversation by discussing you, your business/vision and project overview. I will send a Media Kit with the packages we offer to review. If a package doesn't quite meet all of your needs, we can create a custom package. If we're a great fit and you would like to work together, we will begin the booking process.

Booking

I will send an invoice and contract detailing our scope of work, payment schedule and expectations. Once the non-refundable retainer is received and the contract is signed, you are put into the design que. Typically, there is a short wait-period until your project start date arrives. During this time, I will send you a Planning Form/Questionnaire to start filling out.

Design & Polish

Your start date is here and we're ready to go! As soon as the first part of your package is complete, I will send a Dropbox Link for you to review and provide feedback. Once feedback is provided, we will discuss the next steps and revisions will begin. We ask that you provide feedback on proofs within 3 business days to keep us on track. This step will be repeated and polished until you are fully satisfied.

Deliver

Finally, the fruit of our labors - a design package perfectly suited to your needs. All the files you need to share your brand's new face with the world will be supplied, and you can sit back and enjoy as the compliments start rolling in!

*Still have questions?
Email or schedule a phone call to discuss!*



SERVICES DETAIL

Branding

Every Brand Development Package starts with a 30-minute coffee date to kick out the project, along with a Brand Planning Form/Questionnaire that the client will fill out. This questionnaire gives me, your designer, a better understanding of what you're looking for and helps me to get to know you and your business.

The Questionnaire will have you create a Pinterest Board of Inspiration: This can be anything from colors, graphics, photos you're drawn to, anything that screams your brand or fits the vibe.

First steps: I will create a Mood Board to make sure we're on the same page. This is a tool I like to use to reiterate that we're heading in the right direction, while narrowing down the number of proofs we need to use to get the designs just right.

Next Steps: I will put together a presentation of the first full proof. You will provide feedback and I will make revisions if necessary. We will repeat these steps until the designs are just right.

Timelines vary per project and depend on client-response times to emails and proofs, as well as the designer's current workload. To make sure we stay on schedule, we ask for feedback on proofs within 2-3 business days. Failure to do so will delay your project.

Website Design

We design & build our websites from the ground up, providing you with a one-of-a-kind, personalized site. We will develop your site on the user-friendly, HTML 5 or Wordpress platform, so you can update and change content easily on your own.

At the start of your project, we will have you fill out a Web Questionnaire to help me understand you and your business. Then you will fill out a Web Planning form to properly plan and create goals for each page.

To ensure the highest quality website and effective project management, we implement a 6-phase website design and development process: Analysis, Information Architecture, Visual Design, Development, Deployment, and Site Analytics/Search Engine Optimization.

While these action items are meant to be comprehensive, we are committed to a collaborative approach to produce the most effective and customized website that meets our client's needs.

DOMAIN NAME & HOSTING SERVICES

We ask that all of these be purchased by you. Inquire for recommendations.

CONTENT

Please save content for every page to the shared Dropbox Folder prior to your Design Start Date. This includes copy for all pages, photography, etc. We stress the importance of professional photography for your site.



PACKAGE DETAILS

Full-Service Design & Development Packages

These packages are tailor-made for:

1. Creatives
2. Small Business Owners
3. Shop Owners
4. Professionals

We design & build your site from the ground up, providing you with a one-of-a-kind, personalized site. We are your one-stop shop when it comes to your new site or blog, specifically designed to match your brand. We offer two ways to build your website. HTML5 and WordPress are two ways we can create and build your website. They can be combined to explore a competitive edge if desired.

Fine Print: Failure to respond to emails after thirty (30) days without notice will result in a \$250 start-up fee, along with the remaining balance in order to restart your project. Any Additional Revisions will be charged by hourly rate \$100/hr. and will be added to the final invoice.

Full Service Design & Development

for Creative, Small Business Owners, and Professionals

01

STEP ONE

Research and Planning

- Coffee Date: 30-minute Phone or Skype Meeting to kick off project
- Brand Planning Form/Questionnaire
- Web Planning Form/Questionnaire
- Pinterest Board Collaboration
- Mood Board

STEP TWO

Visual Identity

- Logo Development:
Primary Logo, Secondary/Alternate Logo, Sub Marks, Coordinating Graphics
1 Initial Concept, 2 Full Rounds of Revisions
- Brand Style Guide
- Final Files/Deliverables: ai, eps, jpg, pdf, png
- Color Codes

STEP THREE

Brand Collateral

- Business Card Design*
- Rubber Stamp*
- Letterhead Design*
- Notecard/Postcard Design*
 - *Printing Not Included**
 - *Not Listed? Please Request.*

STEP FOUR

Website Design

- Website Design
 - Home Page
 - Interior Pages (Up to 5) - About, Contact, etc.
 - Web + Mobile Responsive
 - Social Media Integration
- 1 Initial Design, 2 Full Rounds of Revisions

STEP FIVE

Website Development

- Responsive design for all devices and web browsers including mobile
- HTML 5, CSS, JavaScript
- Site Map
- Home Image Slider
- Portfolio Gallery
- Social Media Integration
- Page Template Development (5)
- Communication with at time of file delivery
- Communication with client regarding revisions on test site
- Communication with client before/during/after site installation
- Installation of the WordPress content management system (if needed)
- WordPress training specific to client site via pdf and/or phone (if needed)
- Additional fees for customization and extra pages

TOTAL COST
\$6,000

PAYMENT PLAN

- 1. 25% DESIGN RETAINER = \$1,500**
Due to book your services. This payment secures your spot in the Design Que*
- 2. 50% DESIGN DEPOSIT = \$3,000**
Due at Brand Collateral completion or before any final files are sent.
- 3. 25% FINAL DESIGN DEPOSIT = \$1,500**
Due at the end of the project prior to installation of new website.

Full Service Design & Development

for Shop Owners

02

STEP ONE

Research and Planning

- Coffee Date: 30-minute Phone or Skype Meeting to kick off project
- Brand Planning Form/Questionnaire
- Web Planning Form/Questionnaire
- Pinterest Board Collaboration
- Mood Board

STEP TWO

Visual Identity

- Logo Development:
Primary Logo, Secondary/Alternate Logo, Sub Marks, Coordinating Graphics
1 Initial Concept, 2 Full Rounds of Revisions
- Brand Style Guide
- Final Files/Deliverables: ai, eps, jpg, pdf, png
- Color Codes

STEP THREE

Brand Collateral

- Business Card Design*
- Rubber Stamp*
- Letterhead Design*
- Notecard/Postcard Design*
 - *Printing Not Included**
 - *Not Listed? Please Request.*

STEP FOUR

Website Design

- Website Design for E-Commerce Site
 - Home Page
 - Interior Pages (Up to 5) - About, Contact, etc.
 - Web + Mobile Responsive
 - Social Media Integration
- 1 Initial Design, 2 Full Rounds of Revisions

STEP FIVE

Website Development

- Responsive design for all devices and web browsers including mobile
- HTML 5, CSS, JavaScript
- Site Map
- Home Image Slider
- Portfolio Gallery
- Social Media Integration
- Page Template Development (5)
- Communication with at time of file delivery
- Communication with client regarding revisions on test site
- Communication with client before/during/after site installation
- Installation of the WordPress content management system (if needed)
- WordPress training specific to client site via pdf and/or phone (if needed)
- Additional fees for customization and extra pages

E-Commerce Options:

- 1. WooCommerce + 5 Interior Pages (100% Customizable Shop)
- 2. Shopify + 5 Interior Pages (Not Fully Customizable)

TOTAL COST
\$7,000

PAYMENT PLAN

1. 25% DESIGN RETAINER = \$1,750

Due to book your services. This payment secures your spot in the Design Que*

2. 50% DESIGN DEPOSIT = \$3,500

Due at Brand Collateral completion or before any final files are sent.

3. 25% FINAL DESIGN DEPOSIT = \$1,750

Due at the end of the project prior to installation of new website.

Smaller Packages

03

Brand Development

TOTAL COST
\$2,000

STEP ONE

Strategy

- Coffee Date: 30-minute Phone or Skype Meeting to kick off project
- Brand Planning Form/Questionnaire
- Pinterest Board Collaboration
- Mood Board

STEP TWO

Visual Identity

- Logo Development:
Primary Logo, Secondary/Alternate Logo, Sub Marks, and Coordinating Graphics, 1 Initial Concept, 2 Full Rounds of Revisions
- Brand Style Guide
- Final Files/Deliverables: ai, eps, jpg, pdf, png
- Color Codes

STEP THREE

Brand Collateral

- Business Card Design*
- Rubber Stamp*
- Letterhead Design*
- Notecard/Postcard Design*
 - *Printing Not Included**
 - *Not Listed? Please Request.*

Website Design

TOTAL COST
\$3,000

STEP ONE

Strategy

- Coffee Date: 30-minute Phone or Skype Meeting to kick off project
- Web Planning Form/Questionnaire

STEP TWO

Design

- Wireframe Design: For Portfolio/Informational Sites
- Home Page
- Interior Pages (Up to 5)
- Web + Mobile Responsive
- Social Media Integration
- 1 Initial Design, 2 Full Rounds of Revisions
- Over 5 Pages - Additional Fees will occur
- Adding a Blog will use 2 of your 5 Interior

Ecommerce Design

TOTAL COST
\$5,000

STEP ONE

Strategy

- Coffee Date: 30-minute Phone or Skype Meeting to kick off project
- Web Planning Form/Questionnaire

STEP TWO

Design

- Wireframe Design: For Portfolio/Informational Sites
- Home Page
- Interior Pages (Up to 5)
- Web + Mobile Responsive
- Social Media Integration
- 1 Initial Design, 2 Full Rounds of Revisions
- Over 5 Pages - Additional Fees will occur
- Adding a Blog will use 2 of your 5 Interior



OTHER SERVICES

Invitations, Gifts, Events, & Apparel

Custom Invitations

We create beautifully handcrafted stationery and invitations for any occasion. Our designs are completely tailored to your style using only the finest materials and printing methods.

Events

Every event has its own style and purpose. Paper accents help to communicate this style and message to your guests. Brand your event with paper decor and custom design.

Apparel & Gifts

Do you have an appreciation for clothing that exceeds just looking good but standing out? Our designs appeal for the purpose of wear-ability, practicality, and creativity on an everyday basis.

Printing

We only provide printing services for invitations. For print design items, we will prep and send you the appropriate files with correct sizing so you can easily send to a printer and manage details yourself: Paper/Material Selection, Color, Costs, etc.

CONTACT

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HOURS

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