



AARON H. GAINES

graphic & web designer

2018 PRICING GUIDE

hello, new friend

THIS PRICING GUIDE IS NOT JUST A MEANS TO TELL YOU MY RATES AND SERVICES. IT'S A WAY TO INTRODUCE MYSELF AND SHOW THE KIND OF PERSON YOU'D BE WORKING WITH, IF YOU DECIDE TO HIRE ME. I'M A FUN GENT AND I ALWAYS STRIVE TO CREATE WORK THAT REFLECTS BEAUTY WITH A SENSE OF STYLE AND WIT. LET'S DIVE IN, SHALL WE?



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OBLIGATORY ABOUT ME SPIEL

I'm a bit of a creative chameleon. Which can actually suck when it comes to the job market. I never know where to put myself. I've worn a hat from pretty much every faction of the art world. Like, if artsy jobs were hats, I'd be the Pippa Middleton of wearing those hats. I do/have done theatre, music production, performance art, web design, graphic design, creative writing (I'm doing that now), fashion styling, interior design, long walks on the beach... Wait, wrong list.

All jokes aside, I'm an extremely hard worker with an eye for perfection and a need for uniqueness. I strive to create work that has a voice. The kind of voice that everyone at the party wants to talk to.

*"You must not know 'bout me.
You must not know 'bout me."
-Beyoncé*

services

WHAT I CAN DO FOR YOU



WEB DESIGN

From mockups, to UI/UX testing, to live demos, to launches, I'll bring your business website to life. I'll also walk you through your custom CMS so you can take small changes into your own hands and understand the workings of your site.



BRANDING

I live for branding. I'll take your lost identity and give it some pizzaz and a personality of it's own. From logos, to taglines, to tone of voice, to product design, I will create a brand that sets you apart and betters your business.



INVITATION DESIGN

I'm not all digital. I have an affinity for printed media, as well. I've done invitation design for over 4 years and love to create pieces that are elegant, unique, and have a little extra something to help them stand out.

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GRAPHIC DESIGN

You're busy. You don't have the time, energy, or possibly the skillset to create an ad for your business. Or maybe you need someone to design anew menu for you that really showcases your products. Hi! I'm at your service.



MARKETING

It's not all visuals. Marketing takes a keen set of planning, innovative thinking, and smart implementation to effectively work. As a designer who holds an Advertising Bachelor's degree, I have the knowledge to accomplish your goals.



CREATIVE CONSULTING

Got a problem you're having a hard time fixing? Do you need a tagline for your new product or service? Well, I'm your guy. Creative problem solving is the backbone to my work. I love to think up new ways to reach your business goals.

cmar

CELEBRATIONS

WEDDING & EVENT PLANNING

BRANDING & WEB DESIGN

CLIENT

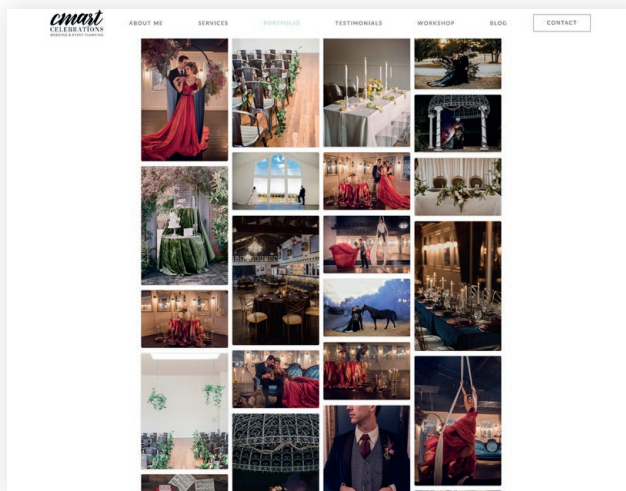
Cmar Celebrations

BUSINESS

Wedding Planner & Designer

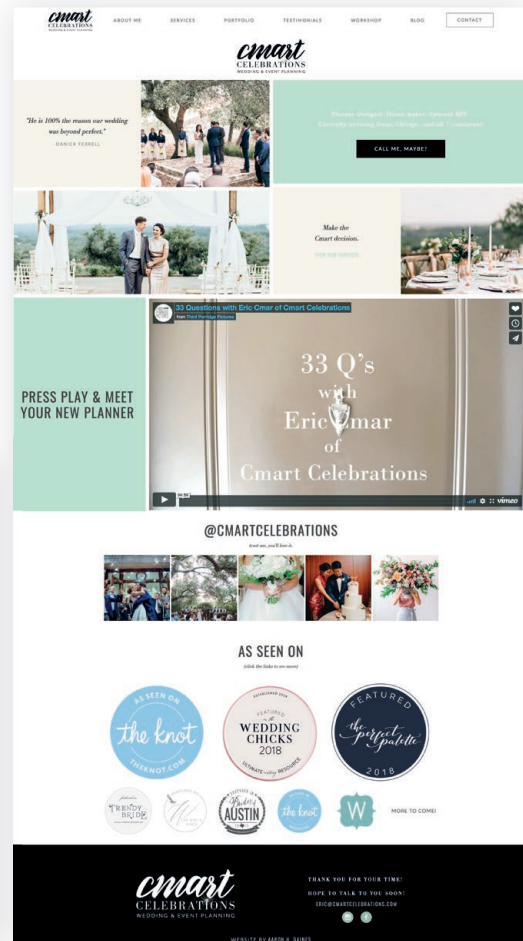
WEBSITE

www.cmartcelebrations.com



CMAR CELEBRATIONS

Eric Cmar (pronounced Smar) commissioned me to create a brand identity for him that showcased his unique look and personality for his debut as an independent wedding planner and designer. He wanted something fun and cheeky so I came up with Cmar Celebrations. A play on his name that showcased his knack for problem solving. We also incorporated his love for music through lyrical taglines. I have done multiple pieces for Eric including his brand name, logo design, website design and development, as well as some advertising pieces.



Media
Branding, Web & Graphic Design

Client
Cmar Celebrations

Date
2015

GOLD-INN HOSPITALITY

This company is a dynamic duo who travel around the country acting as consultants for bed & breakfasts and boutique hotels. They wanted branding that showcased a mid-century modern feel to replicate the “golden age of hospitality.” I created a logo, printed collateral, a website, and a handful of marketing materials.



BRANDING, WEB AND GRAPHIC DESIGN

CLIENT

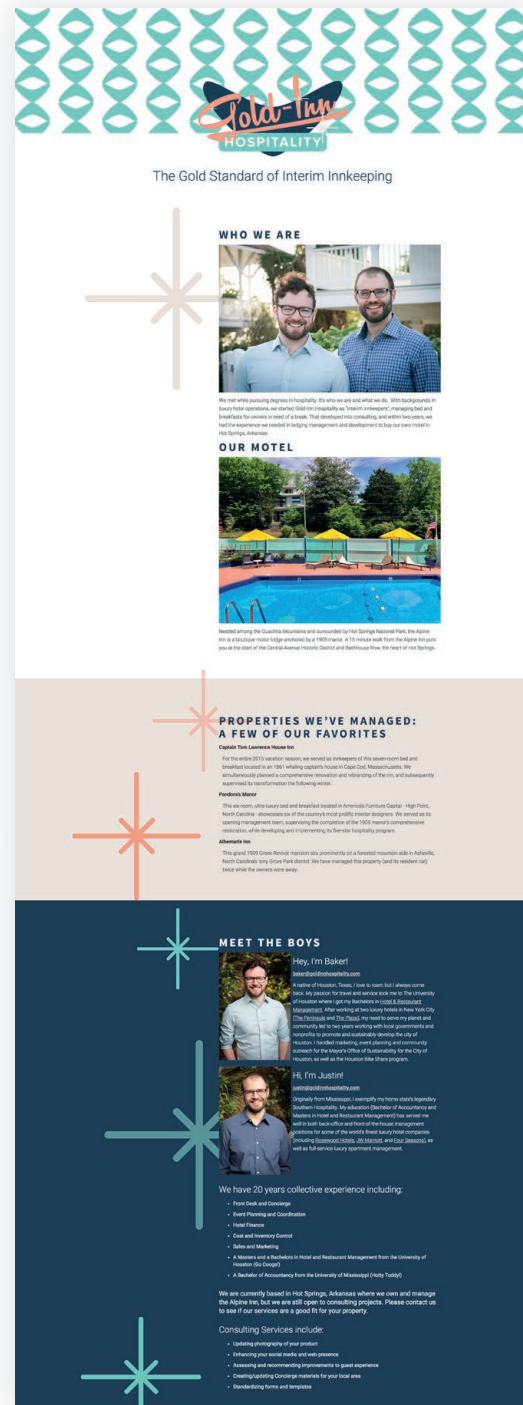
Gold-Inn Hospitality

BUSINESS

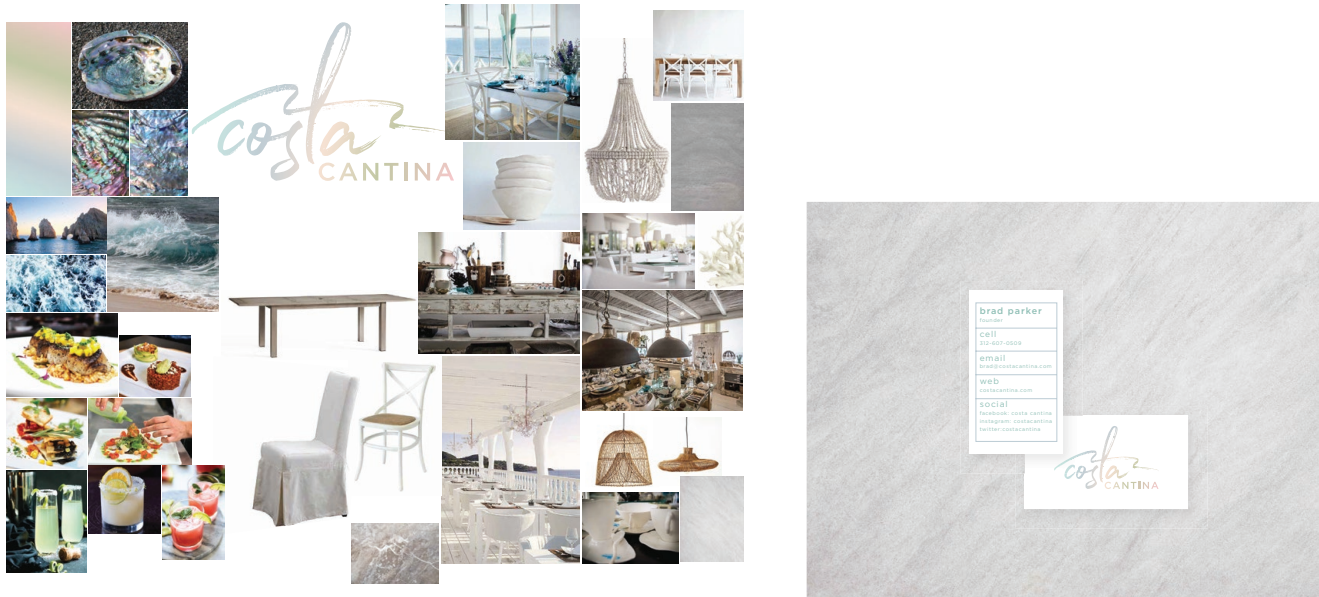
Interim Innkeeping

WEBSITE

www.goldinnhospitality.com



Media Branding, Print & Web Design	Client Gold-Inn Hospitality	Date 2014
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COSTA CANTINA

MGM Studios was looking to invest in a new national restaurant chain. The firm I worked for tasked me to come up with some branding ideas including the name, rough logo design, menu mock-up and alternate logos for social media platforms. I decided on the name Costa Cantina, as it was pitched to be a high class, light, fresh Mexican seafood fusion restaurant. I wanted the brand to feel simple and soft with a welcoming aura. I was inspired by the iridescent quality of the inside of sea shells (shown in mood board above) and went with a similar color palette, mixing blues, pinks, and greens as a soft gradient.

costa
CANTINA



CC

Media
Branding Concept

Client
MGM Studios

Date
2017

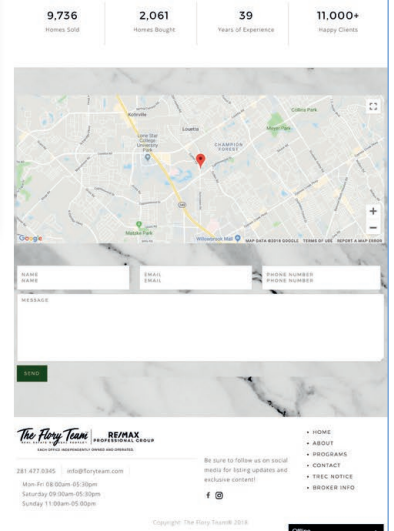
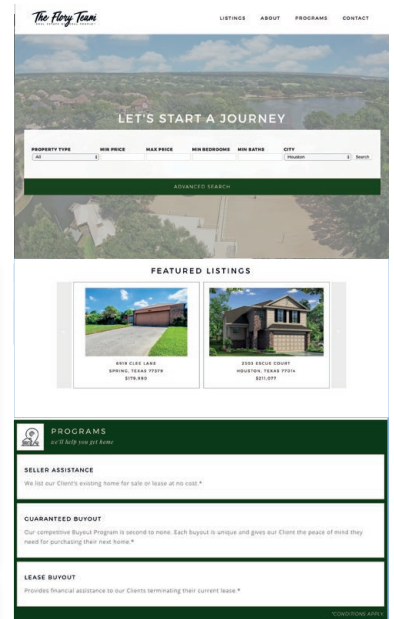
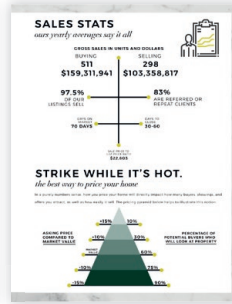
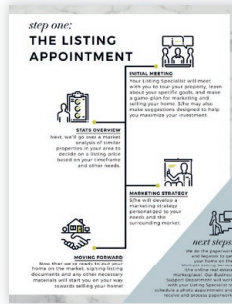
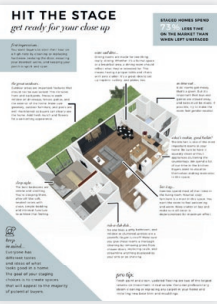
The Flory Team[®]

REAL ESTATE BY REAL PEOPLE[™]



THE FLORY TEAM

This branding concept was created with the mindset that the team is made up of real estate artisans who put their signature on every transaction they do. It's not a "copy and paste" process, but instead, a one-of-a-kind masterpiece crafted at the hands of realty experts. The branding showcases a unique take on color and texture and allows for flexibility in the look of the piece.



FALL IN LOVE WITH YOUR NEW HOME

REASONS TO USE THE FLORY TEAM

- Over 38 years of industry experience
- Buyer/Seller Services
- Builder Incentives
- Lease Buyout Program
- Over 83% of clients are returning or referred

THE LEAVES ARE CHANGING YOU SHOULD, TOO

Most people don't buy and sell houses too often, but when you do, you'll want to work with a team of experts that can help guide you through the process with attention and care. That's where The Flory Team[®] comes in. We're here whenever you and your family are ready to take that next step in your life. Is this the year to make a change? If so, contact us today!



Media
Branding, Web & Graphic Design

Client
The Flory Team

Date
2016

INVITATIONS/PRINT MEDIA

Along with digital design, I have a strong love for paper goods. I started pursuing invitation design in 2015 and have created over 30 different suites for a slew of clients. There is something about holding your work in your hands that thrills me. Here you can see just a few examples of some of my favorite work.



web design packages

A SIMPLE BREAK-DOWN OF COST



STANDARD

WEBSITE CONSULT

We will meet to choose a standard template that works with your needs, your style, and I will recommend content and explain the full process.

LIVE DESIGN

Based on the initial step you'll receive a live mockup of the homepage design and up to 3 interior pages. This mockup will be fully responsive and will allow you to physically go through the sit-in real-time.

REVISIONS

After the mockup is viewed, the client will receive 3 revisions.

Additional edits will be charged hourly

LAUNCH

Once the design has been finalized and the final payment is made you will receive the files for you to upload to your servers.

\$800 - \$2,000



SEMI-CUSTOM

ALL STANDARD ITEMS

ADDITIONALLY:

Up to 6 interior pages.

A custom CMS back-end for you to have the ability to edit your site in real-time and publish it immediately.

An hour-long tutorial by me to teach you how to operate and best utilize your custom back-end.

Custom forms.

3 custom social media posts to advertise your website launch.

\$3,000 - \$5,000



FULLY CUSTOM

ALL SEMI-CUSTOM ITEMS

ADDITIONALLY:

A fully custom, a non-templated website designed specifically to your needs.

E-Commerce integration, if needed.

Uploading, publishing, and transferring of any domain names with the first year of hosting free of charge.

Quarterly check-in meetings, including up to 5 site edits to address any changes.

2-week paid ad campaign on Facebook or Instagram to advertise the new website*

*some conditions apply

\$5,000+

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If not included in package, website transferring, domain/hosting/email setup and support are all charged separately and not included in the package. Aaron Gaines Design is not responsible for website downtime or hosting. Additional design items require a custom quote (ie: additional pages, e-commerce, e-course, etc).

Revisions made after final files are sent are billed separately.

additional rates

SINGLE LOGO DESIGN \$300+

MARKETING DESIGN \$59/hr

BRANDING SERVICES \$3000+

AD CAMPAIGNS \$250 each

CREATIVE CONSULTING \$50/hr

Other services can be provided. Please contact me directly for custom quotes.

faq's

WHAT'S WITH THE HAT?

In the design industry, I'm known as a Full-Stack Designer. All this means, really, is that I can wear multiple hats when it comes to the design world. I do UI/UX design, front-end development, branding, marketing, music creation, and many other services. Combine this with my flair for vintage fashion and signature pork-pie, and you get the hat imagery.

THESE PRICES SEEM HIGH. ARE YOU WORTH IT?

The short answer is; yes, but only with your trust. In my 10+ years of designing, I have come to find that you have to know the value of your time and make your client value it, too. There are millions of other designers out there that have much lower pricing, as well as services like Squarespace that build beautiful, simple designs that are at a much lower price-point.

However, my design work goes beyond what is strictly standard. I tailor each project to your specific needs. Your company is not the same as everyone else, why on earth should your designed image be? My goal is to walk you through why I'm doing something so you understand the value of my work. But my clients must trust that I always have their back and will do everything in my power to create something spectacular for them.

WILL YOU BE THERE TO HELP AFTER THE PROJECT IS OVER?

Absolutely! I'm not a hit and run designer. I truly value the relationships I build with my clients and love to keep in touch. If you have some simple questions about your project during or after the project is done, I am just an e-mail away and will be happy to answer any questions or concerns you have.

If any problems arise, I'll assess if it's something that was an error on my part (which I'll, of course, fix immediately at no additional charge) or if it's something that needs more extensive work. If that is the case, I'll work up a proposal for the work in question and we'll get started!

ARE YOU RELATED TO CHIP AND JOHANNA?

Not that I can prove, at the present time. But boy would I love to wedge my way into the Magnolia Dynasty.

terms & conditions

GENERAL

During a design project, the client is entitled to three formal design revisions. Any additional edits will be billed hourly. The client must provide any necessary copy, images, logos, etc. that may be needed to complete the project at hand. Aaron H. Gaines is not responsible to adhere to deadlines if the proper assets are not provided by the time listed on the formal project timeline created for the project.

PAYMENT

For individual items, such as a single logo or creative consulting, the client will be billed hourly and will receive an invoice per project or as the project continues. For packages, once a price is set in place, a 50% deposit is due before any work is started to keep me on retainer for the client. Payments may be scheduled as the client wishes after that point. The client can set up for multiple payments leading to the finalized work or pay the remaining 50% after the work is completed. Payments are to be issued by credit card or check. Checks are preferred, however.

COPYRIGHT

Once a design is completed for a client, they will have the opportunity to copyright any materials they wish, however, per the contract that is signed for the client, Aaron H. Gaines is allowed to showcase the designs created on any platform he wishes. Exceptions to this clause are if the design in question contains sensitive or unpublished materials present.

CANCELLATION

If the client decides to cancel a project, all payments made up to that point will be forfeited and a formal cancellation document must be written and signed by the client and Aaron H. Gaines.

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thank you

I HOPE TO SPEAK TO YOU SOON!

CONTACT

713 • 825 • 6012

aarongainesdesign@gmail.com

www.aaronhgaines.com