

DESIGN + WEB: PRICING

FEATURE	ON-DEMAND	ESSENTIALS	GROWTH	ENTERPRISE
HOURS INCLUDED	FLEXIBLE (AS NEEDED)	20 HRS/MO	40 HRS/MO	80 HRS/MO
BASE HOURLY RATE	\$150	\$150	\$150	\$150
MONTHLY TOTAL (20% OFF)	✗	\$2,400/MO	\$4,800/MO	\$9,600/MO
EFFECTIVE RATE (20% OFF)	✗	\$120/HR	\$120/HR	\$120/HR
YEARLY PREPAID OPTION (30% OFF)	✗	\$25,200/YR (\$2,100/MO @ \$105/HR)	\$50,400/YR (\$4,200/MO @ \$105/HR)	\$100,800/YR (\$8,400/MO @ \$105/HR)
DEDICATED HOURS RESERVED	✗	✓	✓	✓
PRIORITY ACCESS	✗	✓	✓	✓

Disclaimer:
On-Demand services are billed at \$150 per hour, per project, and are subject to team availability. No guaranteed turnaround times or reserved hours are provided for On-Demand services. For print design services, printing costs are billed separately. Monthly Retainers are billed in advance and include dedicated hours reserved for the Client. If the first month retainer is canceled prior to the end of the billing cycle, the Client shall be entitled to a 50% refund of the monthly fee. Yearly Retainers are billed in advance at a 25% discounted rate. The Client may cancel a Yearly Retainer at any time. Upon cancellation, all previously completed months shall be recalculated at the standard base rate of \$150 per hour, regardless of the discounted tier selected. The difference between the recalculated base rate total and the amount already paid under the Yearly Retainer shall be deducted from the refund of the remaining unused months.

Additional Terms:

- Retainer hours reset on a monthly basis and unused hours do not roll over.
- Work shall be tracked in 15-minute increments.
- Refunds: (a) Monthly Retainers — 50% refund if first month is canceled by the 15th; (b) Yearly Retainers — prorated refund, with the current month recalculated at the base hourly rate.
- Discounts apply solely where the full retainer remains in effect.
- All retainer plans include on-page SEO services (titles, meta descriptions, alt text, and content optimization), while advanced SEO services (such as technical audits, schema, backlinks, or multi-location SEO) are available upon request through a separate plan.

DESIGN + WEB: SERVICES

SERVICES	DESCRIPTION	BENEFITS
Digital Design		
Logo Design & Variations	Creation of unique, professional logos and variations for different uses.	Builds recognition and trust with your audience.
Brand Guidelines	A guide outlining logos, fonts, colors, and usage.	Ensures consistent branding across all channels.
Iconography & Illustrations	Custom icons and drawings to match your style.	Adds uniqueness and strengthens brand identity.
Social Media Templates	Pre-designed layouts for posts and stories.	Speeds up content creation and keeps visuals on-brand.
Digital Ads	Custom graphics for social platforms and Google ads.	Captures attention and drives targeted traffic.
Email Campaign Design	Branded newsletter and promo layouts.	Increases engagement and professionalism.
Social Media Graphics	Posts, reels assets, and branded visuals.	Boosts visibility and consistency online.
Presentation Decks	Branded PowerPoint/Keynote/Slides designs.	Helps persuade investors and clients.
Infographics & Data Viz	Clear visuals of complex info or stats.	Makes data engaging and shareable.
Mobile & Web App UI/UX	Wireframes and full interface design.	Improves user experience and retention.
Prototypes & Wireframes	Clickable design previews before coding.	Saves time and money by testing early.
Dashboard Design	Clean layouts for SaaS or analytics tools.	Makes data easy to understand and act on.
Design Systems	Libraries of reusable design elements.	Maintains consistency and speeds production.
Print Design		
Business Cards & Stationery	Custom cards, letterheads, and branded office materials.	Enhances professionalism and first impressions.
Brochures & Flyers	Folded or single-sheet marketing handouts.	Affordable, effective, and easy to distribute.
Catalogs & Booklets	Multi-page product or service guides.	Showcases offerings in detail for buyers.
Posters & Large Prints	Attention-grabbing wall graphics.	High visibility for events and promotions.

DESIGN + WEB CATALOG

SERVICES	DESCRIPTION	BENEFITS
Folders & Presentation Kits	Custom branded document covers.	Adds polish to proposals and meetings.
Event Tickets & Hang Tags	Branded admission tickets and product tags.	Reinforces professionalism and branding.
Calendars & Notepads	Custom branded daily-use print items.	Keeps your brand top of mind year-round.
Greeting Cards	Personalized cards for outreach.	Strengthens customer and partner relationships.
Packaging Design & Labels	Roll labels, stickers, and product wraps.	Boosts shelf appeal and brand recognition.
Signage & Display Design		
Acrylic Boards	Glossy plexiglass signage with UV inks.	Premium, modern look; durable and easy to clean.
Aluminum Boards	Slim, sleek metal signs for indoor/outdoor use.	Professional, weather-resistant, long-lasting.
PVC / Corrugated Boards	Lightweight plastic boards.	Cost-effective, durable, and weatherproof.
A-Frame Signs	Portable sandwich-board style displays.	Perfect for sidewalks; captures foot traffic.
Banners (Vinyl)	Indoor/outdoor weather-resistant banners.	Affordable, high-visibility promotion.
Retractable Banners	Portable banners with retractable base.	Easy setup/transport; great for trade shows.
Yard Signs	Outdoor signs with stake stands.	Affordable and effective for campaigns/events.
Floor Decals	Adhesive branding or directional floor graphics.	Eye-level branding in high-traffic areas.
Window Decals/Clings/Perfs	Graphics applied to glass or windows.	Turns windows into advertising space while preserving visibility.
Web & Interactive Design		
Custom Website Design	Full builds on Webflow, WordPress, Shopify, etc.	Creates a unique and professional online presence.
Landing Page Design	Single-page designs for campaigns.	Optimized for conversions and lead capture.
E-Commerce Stores	Branded online shops with secure checkout.	Expands your business into 24/7 digital sales.

DESIGN + WEB CATALOG

SERVICES	DESCRIPTION	BENEFITS
Responsive Optimization	Sites designed for desktop, tablet, and mobile.	Ensures accessibility and boosts SEO ranking.
ADA Accessibility Compliance	Sites meeting accessibility standards.	Expands your audience and avoids legal issues.
Hero Images & Banners	Impactful homepage and promotional visuals.	Captures attention instantly.
Motion Graphics / Animation	Interactive, animated elements (GSAP, Lottie).	Makes experiences engaging and memorable.
Interactive Infographics	Data-driven web experiences.	Encourages user engagement and sharing.
Blog Templates & Layouts	Consistent blog/article page designs.	Streamlines publishing and improves SEO.
SEO-Optimized On-Page Design	Layouts designed with search in mind.	Increases visibility and organic traffic.
Website Redesigns	Refreshing outdated sites.	Keeps brand modern and competitive.
Conversion Rate Optimization (CRO)	Tweaks design to maximize results.	Gets more leads/sales without extra ad spend.
Ongoing Content & Support	Regular site updates and design maintenance.	Keeps site fresh, functional, and secure.
Hosting & Domain Setup	Guidance on setup and configuration.	Smooth launch with no technical headaches.