

GO SHOUT IT FROM THE MOUNTAIN!

Accounting isn't too happy with our flat rates!
(but we don't care!)



RATE SHEET
BRANDING SERVICES

RATE SHEET

BRANDING SERVICES

The last thing anyone wants to have happen is to be forgotten or go unnoticed. Whether it's your 16th birthday or skipped over for lunch, no one likes to be forgotten. You've spent a lot of time, energy and hard work carving out who you are. The people you care about get you, they get dig it and they totally onboard with it. Your besties always remember you, so who cares if you from everyone else here and there? It's they're loss right?

Why wouldn't you do the same with your business? Why wouldn't you want to different?, to connect with those consumers who get you, the ones who really dig you. Best of all, they want to tell everyone they know about you. Your business is the one thing that has to stand out in a crowd. Generic isn't a great look for any business. If I'm being honest it's the complete opposite of great. It's guaranteed death. You're business must be easy to remember, hard to forget.

It might not be that way now, but it doesn't have to stay that way...

You've always been told: "...dress for the job you want, not the job you have." It's a good common sense principle; if you look and feel "the part", good things will come. I agree with that thinking, in principle.

First impressions are more important than ever. You will never really change negative perceptions once they're there. Those perceptions will always be there, just under the surface. It's why giving the right first impression is THE key to success in business. Brands are how it's done.

Whatever size your business, small as the dining room table, crowded in the garage or a tiny office in a large strip mall; you need to present an image that's larger, bolder and more memorable than everyone else. You more than any other group need to be easy to remember and very hard. Generic is doing what everyone else in your industry does. Generic is why most business don't succeed. Generic is akin to putting a permanently closed sign on the door. Generic = Death.

Brands get you noticed. They get people talking about you, in the right way, to other like minded people. People they like and who get them. People who have the same needs and tastes as they do. Brands make you unforgettable because you're different. Your easier to talk about in a unique and different way.

PRICING STRUCTURE

Everything we do is on a flat rate basis. We've made every attempt to include everything you need to either get your business up and running or revitalize, re-energize your business. Whatever your need, we have the way to help you.

GENERAL FEES

Project Oversight or Mangement	\$95/hour
Press Release	\$275/flat
Brand Assessment	\$100/flat
Brand Strategy	\$300/flat

AVERAGE TURN-AROUND

On average we will have all your work delivered to you in 2-3 weeks, dependent on the project and the revisions involved We provide a resonable project timeline in all our project proposals.

EXTRA REVISIONS

1 hour minimum billed at hourly rate of \$62.50

RUSH SERVICES

Monday - Friday
24-48 Design turn-around
Additional 30% surcharge per hour
\$125.00 minimum

WEEKENDS - HOLIDAYS

24-48 turn-around
Additional 50% surcharge per hour
\$225.00 minimum

Marketing rates do not include printing costs, unless specifically noted

All services require a 50% deposit to begin project. Final payment is due at the time of delivery of the products.

A 1.5% per month surcharge may be added to any invoice not paid within the time period stated.

ALL RATES ARE VALID THROUGH JAN 2018

RATE SHEET

BRANDING SERVICES

BRAND STRATEGY

By definition, brand strategy is a long-term plan for the development of a successful brand (business) in order to achieve specific goals. That sounds good, but what does it mean? We look at who you want to speak to, your ideal consumer, and we determine the best methods for you to connect with them.

We give you simple specific tools, simple tips and easy to use tricks to ensure that you connect as much as possible with interested buyers.

YOUR BRAND STRATEGY INCLUDES:

- **Identity designed for the business.**
Includes design and development of a logo, wordmark and icon.
- **Style Guide** to create consistency in all marketing and sales efforts
- **Brand Messaging**, including brand talking points for consistent messaging by everyone within your business.
- **Brand Positioning**, including: identification of competitors, market gaps, discovering of unique market position and client persona development.

INDIVIDUAL PRICING

SOCIAL MEDIA UPDATE \$200

DESIGN AND DELIVERY OF THE FOLLOWING:

- Updated Logo design
- 01 set of Business Cards (printed)
- 01 set of Announcement Postcards (printed)

POSTCARD CAMPAIGN \$400

DESIGN AND DELIVERY OF THE FOLLOWING:

- Set of four (04) timed postcards to be mailed over a pre-determined schedule.

PRINT ADVERTISEMENT \$125 AND UP

DESIGN AND DELIVERY OF THE FOLLOWING:

- 01 ¼ page ad - \$125.00
- 01 ½ page ad - \$250.00
- 01 Full page ad - \$500.00

EMAIL CAMPAIGN* \$300

DESIGN AND DELIVERY OF THE FOLLOWING:

- Set of four (04) timed emails to be sent over a pre-determined schedule.

PRESENTATION \$600

DESIGN AND DELIVERY OF THE FOLLOWING:

- Updated Logo design
- 01 set of Business Cards (printed)
- 01 set of Announcement Postcards (printed)
- Set of banner/header images for Social Media

30 SEC. COMMERCIAL \$200

- Individualized copy
- Practice Sessions one-2-one

PACKAGED PRICING

START-UP | LESS THAN 6 MOS.

DESIGN AND DELIVERY OF THE FOLLOWING:

- Updated Logo design
- Buyer Personas
- 01 set of updated Business Cards
- Website Design (splash page)
- 01 Set of Announcement Postcards (printed)
- Brand Strategy

\$500

NEW | 1-2 YRS IN BUSINESS

DESIGN AND DELIVERY OF THE FOLLOWING:

- Updated Logo design
- Buyer Personas
- 01 set of Business Cards (printed)
- 01 Set of Announcement Postcards (printed)
- Website Design (splash page, 2 subpages)
- A full set of Social Media banner/header images
- A set of four customizable Ads for social media
- Brand Strategy

\$1500

ESTABLISHED | 5+ YRS

DESIGN AND DELIVERY OF THE FOLLOWING:

- Updated Logo design
- 01 set of Business Cards (printed)
- 01 Set of Announcement Postcards (printed)
- Website Design (splash page, 4 subpages)
- A full set of Social Media banner/header images
- A set of four customizable Ads for social media
- Brand Strategy

\$2500

FREELANCERS

\$200

As a freelance creative you have different challenges that any other type of business. You need to hustle harder, faster and constantly. Unlike a traditional business you are actively competing against everyone, friends, enemies and new talent.

Skill and talent get you in the door, if the door is open...a brand ensures that door is always open.

ALL RATES ARE VALID THROUGH JAN 2018

AT A GLANCE

COMPANY EST.

2005

A FEW OF THE PEOPLE WE WORK WITH

Artists, Designers + Freelancers

Consultants

Dry Cleaners

Home Based Businesses

Real Estate Agents

Retailers & Single Person Storefronts

Sales People

Small Businesses

Switching Careers

BACKGROUND

Every business exists to succeed. No business opens its doors with the intention of closing. This couldn't be more true for your business. Every day you walk the fine line between keeping "the doors open and the lights on" and closing up for good. It's a constant challenge even when the economy is robust, but when the economy is a nightmare then it is a rollercoaster.

Stop selling. start branding! is a philosophical change in how you engage and talk about your business. By taking a brand first approach you ensure that every marketing campaign has maximum impact and is always successful. It's an approach that makes marketing and sales easier to maintain and sustain. It gives you something tangible and real to sell and market. You no longer need to feel like your on a marketing treadmill, barely keeping up. We put you in the drivers seat.

We put you in control of your business. You run your business, not the other way around...

We help businesses reach their full potential.

WHO KNOWS US

AIGA

BGI - Business Growth Innovators

Anaheim Chamber of Commerce

Golden West College Digital Arts Dept.

LeTip International

The FACTS...

JUST THE FACTS

75

WON'T SEE A FULL YEAR IN BUSINESS

That's a fact! Three quarters of all businesses won't survive the first year. The first year!

Why? Well we don't really know why, we aren't here to blame, what we do know is a brand improves the odds, considerably.

That's a fact!

20%

OF THOSE WON'T SURVIVE

Are you sitting down? If not, sit down, right now. Of that, less than a quarter of those survivors make it to five years.

If your doing the math..let us know the numbers, math isn't our thing. Brands are our thing! We just know it's not good, not good at all.

That's a fact!

04%

WILL CELEBRATE TEN YEARS

Seriously, are you sure you can handle this? We lost count on the math, we just know brands give you a better than average chance to make it from day one.

A business that brands should be able to survive any storm

That's a fact!

 **The Design Office**

stop selling. start branding!

SOCONA.US