



PRICE LIST

CLARA DOES DESIGN
GRAPHIC DESIGNER

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PERSONALITY & PROFESSIONALITY



What makes working with me different from working with others?

Well firstly, I can move mountains...

...nope that ain't true, but I do have an honesty policy so let's get to it.

Your visual identity in any form should be unique to you and your business and should reflect your passion. I LOVE to work with passionate people to create works that show off professionalism and the personality of the business. Otherwise you and your business merge into a sea of same same and let's face it, that is not what you are about.

Allow me to peel back the layers of your business to its core values and beliefs and reflect that in design, because you shouldn't be held back by generic design.

A LITTLE ABOUT THE BOSS

If you haven't followed me or know much about me, allow me to introduce myself:

Hey, I'm Clara, I run my own freelance graphic design business helping founders, solopreneurs and entrepreneurs build out their visual identities and making sure that they walk away with something they **love** and feel proud to show off.

I am a firm believer in bringing in your personality to your brand, but I also understand the importance of talking to your target market and communicating your values. So, naturally I believe that they go hand in hand and work to make your brand's personality shine through whilst being able to talk to your ideal customer.

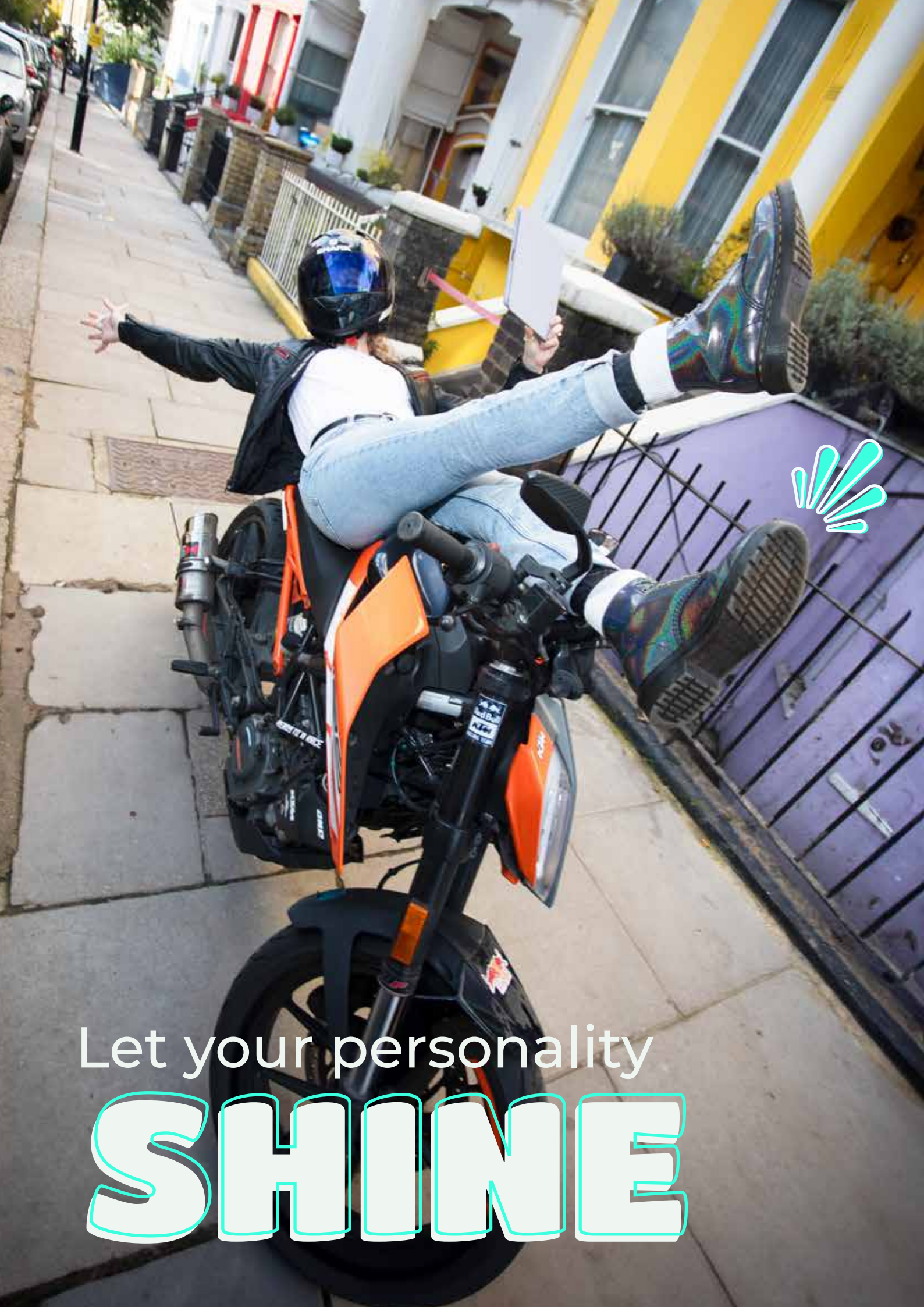
If that sounds like a bit of you, read on to find out more about my processes and pricing.





MY PROCESS

STEP ONE	You have a cheeky lurk of my prices, which also gives you a breakdown of services and insight into my process.
PRICE LIST	
STEP TWO	An introduction call to get to know you and the project and outline the next stages. It's a great way to find out if we are a match and how to approach the project.
FREE CALL	
STEP THREE	Woo we are working together! At this stage I send you a welcome pack full of information regarding the project as well as your contract, link to payment method and access to your client portal.
ONBOARDING	
STEP FOUR	This is the fun bit, where I ask you specific questions about your business and start creating some amazing concepts for you. Then I pull them together to present you and you can get a sense of direction for your project.
CONCEPTS	
STEP FIVE	At this stage, it's all about you! I need to know what you think of the designs presented. Now this is not an opportunity to just say "I like it" or "Nah, not for me", it's an opportunity for you to tell me in detail , what is working for you and what isn't and why.
REVISIONS	
STEP SIX	We have come to the end of the project and you are so excited with your new visuals that you are bursting at the seams! This is the part where I show you how to use what I created for you as well as having everything packaged up with a bow! And of course a fairwell email and asking for feedback on working with me and a cheeky review.
FINAL FILES & OFFBOARDING	



Let your personality

SHINE

VISUAL IDENTITY PACKAGE

EVERYTHING YOU NEED TO START YOUR BUSINESS!

Yes, you heard me right!

This is the perfect package if you are starting a business and want to show up online looking like you have already conquered the industry you are starting in.

When it comes to visual identities, it's so easy to get caught up in the latest trends and then constantly changing your looks to keep looking 'trendy' which just confuses your target market and can make people dissociate with your business.

Let's dodge that like a toxic ex and start on the right foot.

This is the **complete package** for showing up online, where we analyse your competition, your inspirations and your aspirations to pull together a visual identity that makes you proud to whip out your Instagram at a networking event.

What comes with this package:

- LOGO DESIGN WITH X4 VARIATIONS
- COLOUR PALETTE
- TYPEFACE CHOICES
- ILLUSTRATED PATTERN / PERSONALISED GRAPHICS
- SOCIAL MEDIA BANNER
- THUMBNAIL DESIGNS X2
- EDITABLE SOCIAL MEDIA SLIDES (10 SLIDES MAX) X2
- EDITABLE BUSINESS CARD TEMPLATE
- BRAND PRESENTATION
- BRANDING GUIDELINES PRESENTATION
- BRANDING GUIDE CHEAT SHEET

Now doesn't that sound like the bundle from heaven!?

Overall I want to work with you to create something you will absolutely **LOVE!** On top of that I want to make sure you are off to a flying start with everything you could need to show that you mean business.

£820

LOGO PACKAGES

STARTER

Just after something small for now?

I got you.

Though a logo ain't **everything**, it's a good start in the right direction and can help you get your footing when it comes to the next step in your visual identity.

In this package you get:

- LOGO DESIGN ONE OPTION
- COLOUR PALETTE
- LOGO GUIDELINES

£270

ADVANCED

OOO we are aren't quite sure between the big package and the smaller one.

Here is the perfect middle ground!

Though a logo ain't **everything**, it's a good start in the right direction and can help you get your footing when it comes to the next step in your branding.

In this package you get:

- LOGO DESIGN X2 VARIATIONS
- COLOUR PALETTE
- TYPOGRAPHY CHOICES
- LOGO GUIDELINES
- X2 MOCK-UPS

£420

ELITE

This is the creme de la creme of logo packages, this not only set's you up, but let's you soar!

If you want to get started with the ultimate logo package getting you ready to go as soon as the logo is ready.

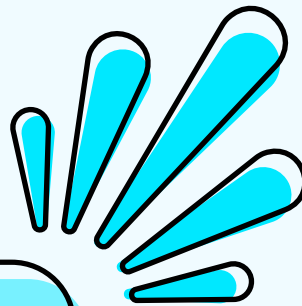
It gives you the most diversity in logo's and starts your business on the right foot.

If you are ready

In this package you get:

- LOGO DESIGN X4 VARIATIONS
- COLOUR PALETTE
- TYPOGRAPHY CHOICES
- ILLUSTRATED PATTERNS
- LOGO GUIDELINES
- X4 MOCK-UPS (DESIGNS FOR MERCHANDISE)

£620



ILLUSTRATIONS



WANT TO SOMETHING PERSONAL TO YOUR BRAND?

Look no further than an illustration that you would love and no one else will have!

It can be as simple as a series of illustrations that highlight a point you are making in a presentation, to a cover design for your journal or book, to help add in your voice or the voice of your brand.

Whatever it is, I am all ears and keen to find out what you have in mind.

I create using procreate mainly, but depending on the look/usage I am happy to create in illustrator, or on paper (gives me an excuse to use my many art supplies)

The base price for the works is £50 and will be quoted according to the complexity and scale of the project.

Base Price - £55

LINKEDIN GLOW-UP

OK, WE ALL LOVE A GOOD GLOW-UP STORY, RIGHT?

Imagine that for your LinkedIn page; going from “meh” to “hell yeah”.

It takes seconds for a potential client to make a snap decision about you based on your LinkedIn page. So even if you write the best content or have the most amazing lead magnets, if your page looks like an after thought, you will be one too.

Don't give them the opportunity to swipe left on your profile, **captivate** them with a sharp profile!

In this glow-up, you will receive:

- A NEW LINKEDIN BANNER
- A CLEAN AND CLEAR PROFILE PHOTO (YOU PROVIDE THE PICTURE)
- X2 THUMBNAILS TO SHOW YOUR OFFERS

£170

OTHER SERVICES:

SOCIAL MEDIA BANNER

A professional banner helps build trust with your audience as well as show off who you are and what you do - so send a clear and professional message.

Base Price - £75

DIGITAL / PRINTED DOCUMENT

Whether it's a brochure, a booklet or a poster either printed or digital, I create both. So let's work to fill your document needs.

Base Price - £75

SLIDEDECKS

From carousels to work presentations, I create it with your content to **wow** your viewers and eyes on the works! Any additional slides are £10 a slide.

£100 for 10 slides

LEAD MAGNETS

Keen on creating something to capture some new leads, let's work together to create anything from a taster journal to a 'How to' guide. Depending on the complexity of the lead magnet £100 is the base price for a lead magnet but will be quoted accordingly before the project starts.

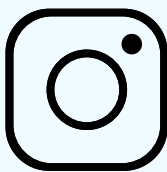
Base Price - £100

WHAT'S NEXT?



BOOK A FREE CHAT!

Let's have a call to talk about how I can help you and gather more information about your project. I think it's only right that when it comes to something as exciting as a creative project, I want to hear you scream about it and hear how passionate you are about starting!



[@clara.does.design](https://www.instagram.com/clara.does.design)



[@ClaraWalton](https://www.linkedin.com/company/ClaraWalton)



[Claradoesdesign.com](https://www.claradoesdesign.com)

FAQ



HOW LONG DOES IT TAKE TO CREATE A VISUAL IDENTITY?

Typically it takes between 4 to 5 weeks to complete the project, however that can vary depending on the clients speed to fill out the design brief and feedback. If there are extrenuous circumstances that either the designer or client have, both need to be notified to update the timeline.

HOW MANY REVISIONS DO I GET IN A PROJECT?

I offer 2 rounds of revisions for each project, which gives sufficient amount of opportunities for changes to be made as stated by the client.

HOW DO I USE MY NEW LOGO?

Don't worry I don't send you a logo and don't tell you how to use it. In your package you get a logo guideline about how to use it and examples of your logo in use so you aren't left asking questions or scratching your head.

HOW LONG DOES IT TAKE TO CREATE A LOGO?

Typically it takes between 3 to 4 weeks to complete the project, however that can vary depending on the clients speed to fill out the design brief and feedback. If there are extrenuous circumstances that either the designer or client have, both need to be notified to update the timeline.

WILL THE SLIDE DECKS BE EDITABLE?

If you want them to be editable I can absolutely accomodate and create a template that you can edit in the free version of Canva.



CLARA DOES
DESIGN

HOPE TO WORK WITH YOU SOON!