

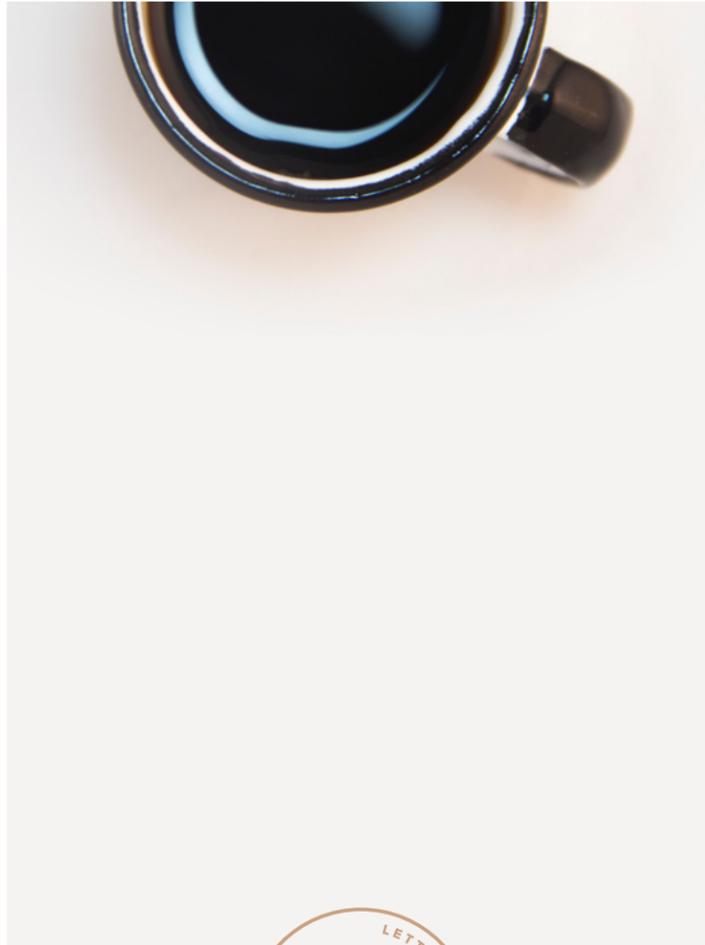
2018

MEDIA KIT

*Beautiful Branding + Strategic Websites
for Small Business Confidence*

letterform creative

ABOUT



The Studio

Pass me the designer hat. You no longer have to be a jack of all trades. I'll make you look like the professional you are, so you can get back to what you do best.

Based in Southern California and working with clients worldwide, Letterform Creative is devoted to empowering small business owners to proudly pursue their calling. By taking the job title of "designer" off your plate, you will be able to focus on that which you truly love and are most gifted at. With professional branding and web design you will feel more confident to pursue your goals.

Letterform's approach to branding and design is to understand the mission, values, and core of what makes your business tick, all while diving deep to understand the needs of your audience and how you can help them.

With a strong foundation upon which to build, the design that emerges is thoughtful and intentional. It speaks in the right way to the right people. The cherry on top is the beauty and quality you can always expect from Letterform.

This guide will walk you through the process, packages, and timeline so you know what to expect when we work together.

I welcome new opportunities, but I particularly love working with these industries:

fashion / beauty / creative / health / food + beverage / wedding / coaching + education

The Owner



Megan Hampson

OWNER + DESIGNER

Hey there, I'm Megan! I received a degree in Visual Communications from Seattle Pacific University in 2011. After graduation I worked as a designer at an invitation company, a home-builder, and then a non-profit.

I started Letterform Creative in 2016 to focus on what I love most about design: branding and web design for small business owners. I enjoy the chance to help a business come to life and see a business owner's confidence sky rocket. The relationships I build with clients are my favorite part of the job.

A few other favorites: podcasts / black coffee cats / walking / mystery novels / running / cake morning devotionals / a good outfit / being outside

SERVICES

Identity

BRAND DEVELOPMENT

LOGO DESIGN

ILLUSTRATION

HAND-LETTERING

Digital

WEB DESIGN

BLOG DESIGN

SOCIAL MEDIA GRAPHICS

WEB BANNERS + ADS

E-BOOKS

Print

STATIONERY

MARKETING MATERIALS

PACKAGING

LABELS

MEDIA KITS

This is a list of the most frequently requested services.

Looking for something else? Just ask!

PROCESS

1

Consultation

- Inquire through the [contact form](#) on my website.
- Book a call via the link you receive upon inquiring to ask questions and discuss your project if needed.
- Let me know that you'd like to reserve your spot and I'll send over the necessary documents.
- Sign the contract and pay a 50% deposit online to secure a spot in my schedule.

2

Research

- Receive a timeline and all the information you need to kick off your project.
- Complete the questionnaire I send you.
- Schedule a call to discuss your completed questionnaire.
- Create a collaborative Pinterest board.
- Receive the first draft of your mood board with two rounds of refinements.

3

Design

- Receive your initial design options.
- Provide your feedback via email, phone, or video call according to your preference.
- Receive two rounds of refinements based on your feedback.
- Approve the final design.

4

Launch

- Schedule a SquareSpace tutorial (for web clients).
- Pay the remainder of your invoice.
- Receive your brand guidelines and final files.
- Answer a wrap-up questionnaire.
- Receive a goodbye package.
- Confidently share your new brand + website with the world!

Still have questions about the process?

Shoot me an [email!](#)



1 / Complete Confidence Package

BRANDING + WEB DESIGN



Timeline: 8-9 weeks

The most comprehensive of all the packages, this option provides you with a complete brand identity and a strategic website, perfect for the serious business owner.

Receive all the visual elements you need to have a professional-looking brand with guidelines to ensure consistency. The website will be strategically designed and utilize best practices so that it not only looks pretty, but also gets the job done. Get your business looking it's best, so you can confidently move forward.

This option is for you if...

You're a seasoned entrepreneur who is ready to take your business to the next level. You want to look professional across all platforms and you're ready to start growing your email list. This is ideal for businesses that are 2+ years old and have a solid foundation and understanding of their values, purpose, and audience.

You will receive:

Research + Planning

This phase is fundamental to the rest of the project so ample time will be given to it. A thorough job here will ensure a smoother project overall.

- Half hour consult call to discuss your project
- Brand questionnaire
- Pinterest board collaboration
- Brand strategy

Branding

- Logo + submark
- Color palette
- Patterns, textures, + icons (as needed)
- Font recommendations + usage
- Photo recommendations + curation (as needed)
- Business card* (print-ready file)
- Brand guidelines (showing how to use branding)

Final files delivered: ai, pdf, jpg, png

Web Design

- 5-page SquareSpace website**
- Blog setup
- Email list opt-in form
- Mailchimp setup + template*
- PDF design of your opt-in freebie
- SEO for your site
- SquareSpace tutorial
- Free stock photo curation for your site

Extras

- Social media templates for two platforms of your choice
- Your choice of one of the following: notecard, postcard, or letterhead design
- Goodbye PDF that provides next steps, additional resources, and tips on using your branding and maintaining your website
- 10% off any a la carte services when you add them on with a package

TOTAL INVESTMENT

\$5,200

Payment Plan:

50% non-refundable deposit to secure your spot. Due at time of contract signing. The remaining 50% is due upon completion of the project in order to receive final files.

Fine Print:

**These rates do not include printing costs, or Squarespace and Mailchimp subscriptions.*

*** If you'd like a platform other than Squarespace I will recommend a developer to provide a separate quote for development.*

You will receive two different design directions and two rounds of refinements on everything. Additional refinements will be at my hourly rate of \$60.

All feedback is due within 3 business days. Failure to do so will result in project delays. After 30 days without notice a \$200 start-up fee will be required to resume your project.

2 / Brand Confidence Package



This package is for those who are only in need of branding. It provides you with a complete brand identity, perfect for the small business owner who is just getting started.

You will receive all the visual elements you need to make sure your business looks its best. With beautiful visuals you will feel more confident about the business you've built.

This option is for you if...

You're a new business owner who has never had professional branding. You're tired of doing it yourself and are ready to invest in a professional brand appearance that will enable you to confidently pursue your business goals.

You will receive:

Research + Planning

This phase is fundamental to the rest of the project so ample time will be given to it. A thorough job here will ensure a smoother project overall.

- Half hour consult call to discuss your project
- Brand questionnaire
- Pinterest board collaboration
- Brand strategy

Branding

- Logo + submark
- Color palette
- Patterns, textures, + icons (as needed)
- Font recommendations + usage
- Photo recommendations + curation (as needed)
- Business card* (print-ready file)
- Brand guidelines (showing how to use branding)

Final files delivered: ai, pdf, jpg, png

Extras

- Goodbye PDF that provides next steps, additional resources, and tips on using your branding
- 10% off any a la carte services when you add them on with a package

When you look professional, you'll feel professional!

Boost your confidence as a small business owner and finally be proud to show off your branding.

TOTAL INVESTMENT

\$2,600

Payment Plan:

50% non-refundable deposit to secure your spot. Due at time of contract signing. The remaining 50% is due upon completion of the project in order to receive final files.

Fine Print:

**These rates do not include printing costs.*

You will receive two different design directions and two rounds of refinements on everything. Additional refinements will be at my hourly rate of \$60.

All feedback is due within 3 business days. Failure to do so will result in project delays. After 30 days without notice a \$200 start-up fee will be required to resume your project.

3 / Web Confidence Package

WEBSITE DESIGN



Timeline: 3-4 weeks

This package provides you with a strategic website, perfect for the business owner who is ready to look more professional online.

Boost your online presence with a strategic website that utilizes best practices to ensure that your site not only looks pretty, but also gets the job done.

This option is for you if...

You already have branding in place and need a professional website to match. You're ready to stand out online and start growing your email list. If you do not yet have branding you will need to purchase the Complete Confidence Package.

You will receive:

Research + Planning

This phase is fundamental to the rest of the project so ample time will be given to it. A thorough job here will ensure a smoother project overall.

- Half hour consult call to discuss your project
- Brand questionnaire
- Pinterest board collaboration
- Website strategy

Web Design

- 5-page Squarespace website**
- Blog setup
- Email list opt-in form
- Mailchimp setup + template*
- PDF design of your opt-in freebie
- SEO for your site
- Squarespace tutorial
- Free stock photo curation for your site

Extras

- Goodbye PDF that provides next steps, additional resources, and tips on maintaining your website
- 10% off any a la carte services when you add them on with a package

It's time to say goodbye to website shame!

When you have a beautiful website with a strategy that works, you'll finally be proud to share your url.

TOTAL INVESTMENT

\$2,900

Payment Plan:

50% non-refundable deposit to secure your spot. Due at time of contract signing. The remaining 50% is due upon completion of the project in order to receive final files.

Fine Print:

**These rates do not include Squarespace and Mailchimp subscriptions.*

*** If you'd like a platform other than Squarespace I will recommend a developer to provide a separate quote for development.*

You will receive two different design directions and two rounds of refinements on everything. Additional refinements will be at my hourly rate of \$60.

All feedback is due within 3 business days. Failure to do so will result in project delays. After 30 days without notice a \$200 start-up fee will be required to resume your project.

A LA CARTE

Branding

Logo Design **\$650**

Submark Design **\$250**

Stationery

Business Card **\$200**

Letterhead **\$200**

Notecard **\$200**

Invitation **\$300**

Packaging

Hang-Tag or Label **\$200**

Insert or Backing Card **\$400**

Bag Design **\$500**

Bottle or Box Design **\$600**

Packaging Accessories **\$125**

Tissue paper, tape, ribbon, stamps, or stickers

Marketing

Web Banner/Ad **\$200**

Postcard **\$250**

Flyer, Price Sheet, or Menu **\$300**

Double-sided

Folded Brochure **\$400**

Booklet, E-book, or PDF Media Kit **\$450**

8 pages (+\$50 per extra page)

Extras

Additional Refinements **\$60/hour**

Additional Web Pages **\$200/page**

Fine Print:

These rates do not include printing costs.

You will receive two different design directions and two rounds of refinements on all a la carte services. Additional refinements will be made at my hourly rate upon your request.

FAQ'S

CAN I SETUP A CONSULTATION CALL?

Absolutely! It's important that it's the right fit for everyone and taking some time to chat can help us determine that. You can schedule a phone call or video chat with the link you receive via email upon completing my contact form.

CAN I CREATE A CUSTOM PACKAGE?

The prices of my packages are firm, but you're welcome to swap an a la carte service for something in the package that you don't need. Contact me for more details.

HOW DOES PAYMENT WORK?

You will pay online with any major credit or debit card via Honeybook. A 50% non-refundable deposit is required to reserve your spot before we start your project. The other 50% will be due upon the completion of your project.

HOW SOON CAN WE GET STARTED?

I only accept 8-10 clients per year and typically am booked out 2-3 months in advance. Contact me to find out my next availability.

HOW DOES THE BOOKING PROCESS WORK?

If you haven't completed the contact form on my website please do that first to let me know which services you are interested in. Once you've done that you can schedule a consultation call if you'd like. Prior to our call I will send over a proposal, invoice, and contract for you to review. If you're ready to move forward after our call, sign the contract and pay the 50% deposit to secure your spot.



DO YOU OFFER OTHER WEBSITE OPTIONS BESIDES SQUARESPACE?

I'm happy to work with platforms other than Squarespace, but it may require outsourcing the development, which will be quoted separately. Contact me for more details and to receive recommendations for developers.

DO YOU OFFER RETAINER PACKAGES?

I accept 2-3 retainer clients at a time. This is perfect for businesses that have ongoing design needs. A retainer is an agreed upon amount of hours for a set amount of months at a discounted rate. Contact me for more info and availability.



LET'S GET STARTED

View my portfolio:

WWW.LETTERFORMCREATIVE.COM/PORTFOLIO

Inquire about your project:

WWW.LETTERFORMCREATIVE.COM/CONTACT

Ask questions:

HI@LETTERFORMCREATIVE.COM

Thank you for your interest!

