



2023

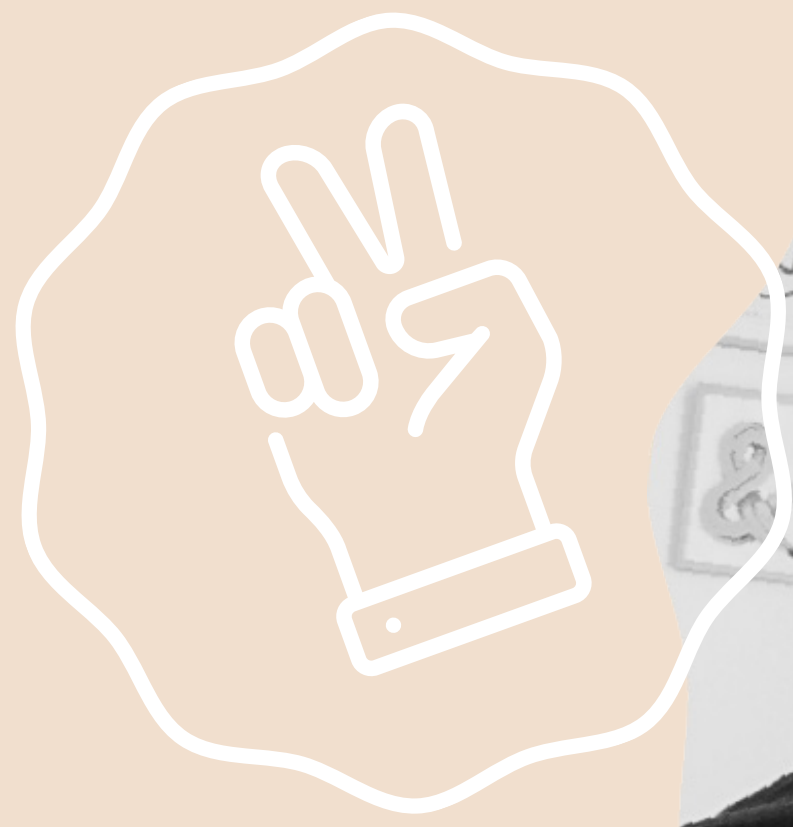
DESIGN
PACKAGES

sandra.e
BRANDING & WEBSITES



Welcome!

Thank you for taking an
interest in my services



Hello, I'm Sandra

I've been doing freelance and agency design work for more than ten years now, and I've had the chance to work with all sorts of brands – from non-profits to architectural firms – to help them stand out and shine. Lately, I've been honing in on beauty and food brands that spread a positive message; these industries really resonate with me.

Outside of work, I'm all about nature, the paranormal (spooky stuff!), and I'm a total true crime buff. I'm a big animal lover too, and I do my best to bring some goodness and protection into their lives whenever I can.

[Instagram](#) [Dribbble](#) [Pinterest](#) [Email](#)

Expectations

You can expect that I will:

- I'll make sure your work is always on time.
- I'll give your project my undivided attention as you tell me what you want to achieve with your design.
- Your feedback is golden to me. I'll listen to what you love and what you're not so crazy about, and I'll give you honest advice on how to make things better.
- You'll hear back from me within 48 hours (except on weekends and holidays) when you drop me an email.
- Your secrets are safe with me. Anything you share stays locked up tight, and I won't spill the beans without your green light.

Let's keep it real and get things rolling smoothly:

- Lay it all out there—tell me the big message you want your brand to shout to the world. The more you spill, the better I can bring it to life.
- Picture your ideal customer and why you're in business. Knowing this helps me create a brand that's true to you as well as helps me direct the right customer to your website.
- When you're giving me the lowdown, don't hold back. A detailed brief makes sure we're on the same page.
- If you've got a Pinterest board with your style vibes, feel free to share it. It's optional but can be super helpful.
- Speak up as we go along. Tell me what's rocking your world and what's not. We'll work together to fine-tune your brand/website until it's perfect.
- Try to respond and give feedback in a timely manner, don't leave me hanging. We have work to do.

My Process

I get it, this can seem like a lot to handle, but guess what? I'm here to make it a breeze for you, and I promise we'll have a blast along the way! When all is said and done, you'll have a top-notch, one-of-a-kind brand & website that you'll be itching to flaunt!

1

Check out the packages and pick what suits you.

2

Reach out to me via email with information about your brand, timeline and what package you chose.

3

I'll send you a Welcome Kit with project details, a brand or website questionnaire, terms, and a deposit invoice.

4

I'll research, create a mood board/wireframe, and define your brand's style based on your inputs.

5

I'll kick things off by sharing some initial ideas, including concepts, colors, and fonts for branding. And if it's web design, I'll send over the first draft of your homepage to get your thoughts and feedback.

6

We'll fine-tune and test the designs or website together, ensuring it's a perfect fit.

7

Once you give the green light, I'll tidy up your files and, in the case of web design, transfer the website to your domain once the final invoice is settled. Then, we're all set to launch!



I'll share more information about my process in the Welcome Kit once I get more familiarized with your needs.

Let's clarify some design terms before we move along to the packages



Mood Board: *A mood board is like a visual collage that captures the style and atmosphere you want for your brand. It helps convey the overall look and feel.*

Brand Style Guide: *This document is your brand's instruction manual. It tells you how to use your logos, colors, fonts, and provides an overview of your brand strategy and vision.*

One-Page Logo Guide: *A concise document that provides guidelines for the correct usage and placement of your logo in various contexts, color palette, brand typography.*

Primary Logo: *Your main logo, usually featuring your business name prominently.*

Secondary Logo: *These are variations of your main logo, like a stacked or abbreviated version, used in specific design situation*

Logomark: *A logomark is a distinct symbol or graphic element used as part of your brand identity. It can be used separately from your main logo to represent your brand.*

Creative Direction: *Creative direction involves guiding the overall artistic vision and style of a project, ensuring that all elements align with the desired aesthetic and message. It's like being the captain of the creative ship, steering it in the right direction.*

Icon: *Icons are graphic symbols or illustrations used to represent an object or idea. For example, think of the little house icon in your web browser.*

Elements or Assets: *These are the individual pieces of your branding, like your logos, submarks, icon sets, and more.*

WordPress Theme: *It's a pre-designed layout and style for your website. Think of it as a template that determines the look and functionality of your site.*

Ecommerce: *Ecommerce means conducting business online, typically selling products or services through a website.*

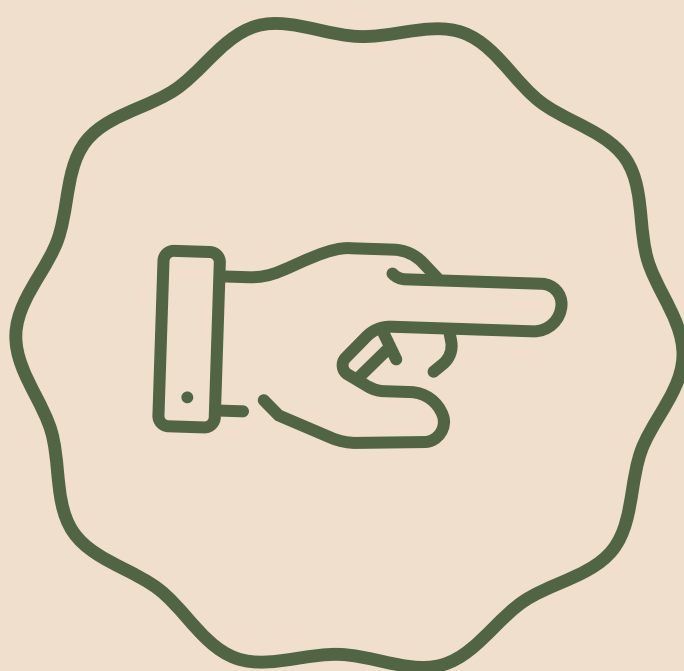
Responsive: *A responsive website is one that adapts and looks good on different devices and screen sizes, like smartphones, tablets, and desktops.*

SEO (Search Engine Optimization): *SEO is the practice of optimizing your website to rank higher in search engine results, making it more visible to people searching for related content.*

Website Copy: *This refers to the written content on your website, including text, headlines, and descriptions. Good website copy is essential for communicating your message effectively to your audience.*

Stock Photography: *Stock photos are professional images or illustrations that you can purchase or license for use in your design projects. They're handy when you need high-quality visuals for your website, marketing materials, or any other creative content.*

Phew!
I know, that was a *lot*.



Branding Packages



the Starter package

- **Logo Design**

1 logo concept - we start with 2 moodboards and based on what moodboard you chose I develop the logo concept

- **Secondary Logo**

up to 3 variations

- **Logomark**

- **Color Palette**

- **Brand Typography**

- **One-Page Logo Guide**

- **Digital Assets for Social Media**

cover, profile photo for Facebook, Instagram, LinkedIn

- **Business Card Design or 3 social media post templates**

You choose!

- **2 Rounds of Revisions**

- **Brand strategy**

- **Final Files (SVG, PDF, PNG, JPEG, AI, EPS)**

1-2 WEEKS

\$1500

the Full package

- **Logo Design**

1 logo concept - we start with 2 moodboards and based on what moodboard you chose I develop the logo concept

- **Secondary Logo**

up to 3 variations

- **Logomark**

- **Color Palette**

- **Brand Typography**

- **Brand Style Guide**

- **Digital Assets for Social Media**

cover, profile photo for Facebook, Instagram, LinkedIn

- **Business Card Design**

- **Set of 10-15 icons**

- **Email design template**

Mailchimp, ConvertKit, Constant Contact, ActiveCampaign, MailerLite

- **3 Social Media Post Templates**

Instagram, Facebook, Pinterest

- **5 Rounds of Revisions**

- **Brand strategy**

- **Research into competitors and market**

- **Final Files (SVG, PDF, PNG, JPEG, AI, EPS)**

2-3 WEEKS

\$2500

the Fast-Track package

I commit a full three days exclusively to your project: day 1: Dive into research and concept development; day 2: Roll up our sleeves for sketching and design; day 3: Polish and fine-tune, crafting your brand with precision.

- **Logo Design**

1 logo concept - we start with 2 moodboards and based on what moodboard you chose I develop the logo concept

- **Secondary Logo**

up to 3 variations

- **Logomark**

- **Color Palette**

- **Brand Typography**

- **One-Page Logo Guide**

- **Digital Assets for Social Media**

cover, profile photo for Facebook, Instagram, LinkedIn

- **Business Card Design or 3 social media post templates**

You choose!

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- **Brand strategy**

- **Final Files (SVG, PDF, PNG, JPEG, AI, EPS)**

3 DAYS

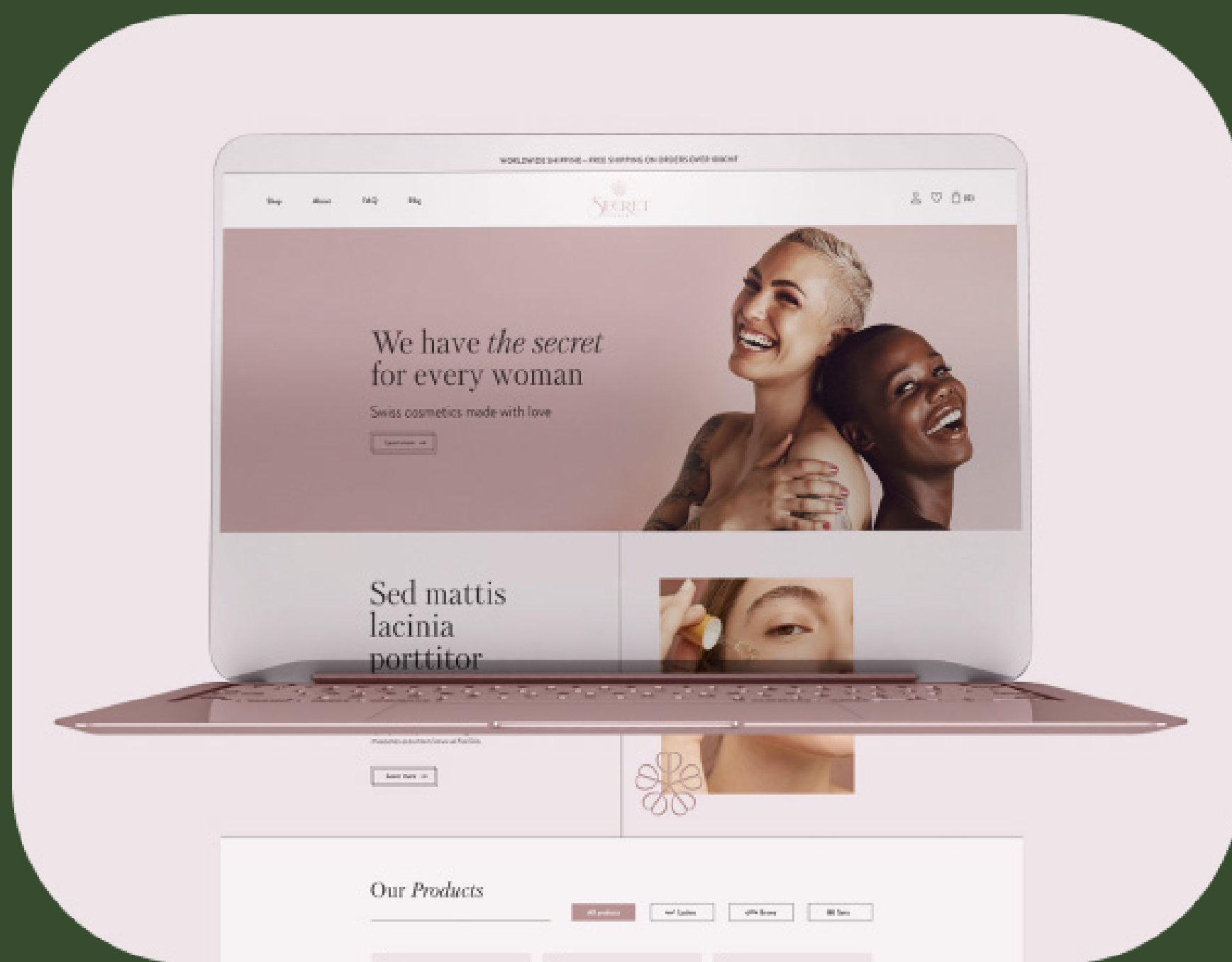
\$1800

Extras

- **Packaging Design** *starting at \$150*
- **Presentation Design** *\$45 per slide*
- **Ebook Design** *\$55 per page*
- **Other print assets** *starting at \$110*

Letterhead Design, Gift Voucher Design, Promo Flyer, Tri fold Brochure, Info-graphic etc.

Website Packages



Presentation Website

- **up to 20 pages**
- **Custom Design and Development**
Wordpress, Shopify, Squarespace
- **Tutorial to get you started**
- **Stock photos**
- **Basic SEO**
- **Basic Copy**
if needed
- **Fully Responsive for all device sizes**
- **Newsletter integration**
- **Chatbot integration**
- **Built and designed for conversion**
- **Research**
- **Post launch support**
2 weeks

3-4 WEEKS

\$3700

E-commerce Website

- **up to 20 pages**
- **Custom Design and Development**
Wordpress, Shopify, Squarespace
- **Tutorial to get you started**
- **Stock photos**
- **Basic SEO**
- **Basic Copy**
if needed
- **Ecommerce features**
Subscription feature, promotion & discount code tools, reviews etc.
- **Fully Responsive for all device sizes**
- **Newsletter integration**
- **Chatbot integration**
- **Built and designed for conversion**
- **Research**
- **Post launch support**
2 weeks

3-4 WEEKS

\$4200

Fast-Track Website

10 full days only for your website. 7 for design and development and 3 days for testing and launching.

- **up to 10 pages**
- **Custom Design built on Wordpress theme**
- **Tutorial to get you started**
- **Stock photos**
- **Basic SEO**
- **Basic Copy**
if need
- **Ecommerce features**
Shop integration with WooComerce
- **Fully Responsive for all device sizes**
- **Newsletter integration**
- **Built and designed for conversion**
- **Post launch support**
3 days

7 DAYS + 3 DAYS FOR LAUNCH

\$2700

Extras

- **Extra page** *starting at \$450*
- **Maintanance** *\$450 per month*

Happy Clients

"Unbelievable talent -- kind of hope I get to keep her as my secret weapon."

Tamsin Henderson - Copy Kooks

"Sandra is an amazing designer and developer. She is very talented. It was a pleasure to work with her and I will definitely work with her again! "

"Sandra's work is thoughtful, creative, beautiful. She has a knack for understanding a very basic brief and interpreting it into something gorgeous to look at and strategically on point. "

"Sandra is an amazing designer and developer. She is very talented. It was a pleasure to work with her and I will definitely work with her again! "

BRANDING
S.e
WEBSITES

FAQ

How long will it take?

Project timelines can vary depending on the complexity and my current schedule. Specifically, the one-week website package typically requires about 10 days, including testing, from the time you make the deposit and provide the necessary information. For other packages, the timeline may range from 2 to 5 weeks. It's worth noting that I'm usually booked about 1 to 2 weeks in advance, so if you have a specific deadline in mind, just give me a heads-up before we dive in.

I just want a logo, can you work on that?

Unfortunately no, while a logo is a crucial element of your brand identity, it's just one piece of the puzzle. To truly make an impact, you need a well-rounded brand strategy with various assets and a compelling narrative that resonates with your audience.

Do you offer support for my website after launch?

You'll have my support for two weeks after the launch to help you with any questions or any assistance you might need on the backend to ensure you're comfortable and confident with everything. And if that is not enough, I offer maintenance services for \$450/month.

I already have a website, can you make some edits to what I have?

I exclusively offer full website redesign and building services because my approach encompasses essential elements such as strategy and research, which enhance usability, conversion rates, and site speed. Simply making edits to an existing website wouldn't allow me to implement the comprehensive strategy that can significantly improve your online presence.

Do you offer a payment plan or refund?

I've got a payment plan that works like this: For projects exceeding \$500, it's a 50%-50% split. The first 50% is due before we kick off your project.

Now, when it comes to refunds, I can only provide one if I haven't started the research phase of your project. Once that stage is in motion, we're committed to making your brand shine!

FAQ

I have an urgent design need

I do my best to accommodate rush orders whenever my schedule allows. However, please note that for expedited services, there will be an additional fee.

What are the fast tracked services?

The fast-track services are tailor-made for those who need a speedy implementation of their new branding or website. If you're ready for a quick turnaround, get ready for a rapid questionnaire and be fully committed during this short period to provide feedback and information. We complete all the briefing before the allotted time.

However, please note that these services may not be the right fit if you can't provide feedback and information within the designated timeframe.

I have a question you haven't included here

No worries, shoot me an email at sandra@sandraedesigns.com with all your questions and concerns.

Contact Information

Feel free to reach out to me anytime via email or direct message on Instagram. I'm here to assist with any questions you may have before, during, and even after our project wraps up. Since I run an online business, email is typically our primary mode of communication.

[My email](#)

[My Instagram](#)

Business hours

Please note that most likely I'm on a whole different time zone than yours that means my response time can vary from 24 to 48 hours during business days, but never later than that.

Mon-Fri 8AM- 8PM EEST

If you're ready to
take your brand to
new heights, let's
embark on this
transformative
journey together.

GET IN TOUCH

