

packages & investment



www.POP & GREY.com

MEET KATIE

DESIGNER + STRATEGIST.

COFFEE ADDICT.

COMPULSIVE LIST MAKER.

COCKTAIL AFICIANADO.

TODDLER NEGOTIATOR.

CHOCOLATE INDULGER.

BOO BOO KISSER.

CONTAGIOUS GIGGLER.

DRAMATIC HAND TALKER.

LAUNDRY AVOIDER.



AT POP AND GREY, I personally work directly with each of my clients on a visual identity and/or brand strategy that supports the upward trajectory of their brand. It is a true collaborative process that I feel privileged to be a part of every single day.

Browse the packages to see the deliverables, pricing and timeline that best fits your needs. Brand strategy is available alone or paired with design for a comprehensive package.

Fill out the contact form if you have additional questions or would like a quote to build your custom package.

Once you are ready to move forward, a deposit and contract will hold your spot while you complete your brand workbook homework. We will both stay on top of due dates, deliverables and meetings through my project management software that clients are granted access to.

RIGHT THIS WAY,
FOR ALL THE JUICY DETAILS
OF WORKING WITH ME



COLLABORATION IS KEY

I get it. You hired someone to work with your brand because you need help. I work with you, not for you, and I need your input and insight. The branding workbook and strategy session is not difficult or incredibly time-consuming, but it's an essential part of the process... and it works.

TEXTING IS NOT A VIABLE FORM OF COMMUNICATION

I love a good text and emoticon like everyone else. But please refrain from texting vital project information. I work really hard to stay organized (I am a creative after all...it doesn't come naturally), and it's hard to keep up when information is in more than one place.

I'M HUMAN, EVEN THOUGH I'D PREFER NOT TO ADMIT IT

I try my best not to make mistakes, but when I do, I own it...I take a moment to be embarrassed but then I do whatever I can to make it right. I expect you to do the same. If a mistake or miscommunication happens, don't sweat it. Let's fix it ASAP and move forward.

BRANDING IS AN INVESTMENT

When you hire me, you are investing in over 12 years of professional design and branding experience. There's purpose behind your pretty, and I'm here to bring your brand to the top of the heap in your industry. The cost of branding will come back to you over and over again in sales, confidence and success.

LET'S DO THIS!

HERE ARE SOME THINGS I THINK ARE IMPORTANT TO START US OFF ON THE RIGHT FOOT. HOPEFULLY YOU AGREE, AND THIS WILL BE A MATCH MADE IN HEAVEN.

RESPECT THE PROCESS

I am hardworking and fast, but working under pressure or skipping steps does not do wonders for creativity. I strive to deliver the goods ahead of schedule, but working closely with each client means I accept a limited number of new clients per month. It's worth the short wait when it's your turn and all focus is on you.

EVENINGS AND WEEKENDS ARE FOR MY FAMILY

I sure do love what I do. But I also have 2 curly-haired girls that love playing dress-up and a husband that likes my cooking. So, after hours I step away from the computer. If you contact me after hours, I will respond as soon as I am back to business.

I LOVE TO LAUGH

I am all about creating results-driven design. But along the way, I love to laugh, and if you do too, we should get along just fine. I create happy, modern brands which usually stem from happy, eager clients who love their business. It doesn't hurt if you appreciate dry humor and a stiff drink too.

I DON'T CHURN & BURN

What fun is brand building if you build the foundation and never see the growth? Once you have a Pop & Grey brand, any projects you need to support your brand growth down the road is fit into my schedule as soon as possible. Brands grow and change, and I love to be a part of that progress.

custom

BRAND

STRATEGIC
DESIGN



BRAND DESIGN + STRATEGY

STRATEGIC BRAND DEVELOPMENT

We'll peel back the layers of your business to build a crystal-clear visual identity full of richness and depth that effortlessly attracts your ideal customers. You walk away with a brand strategy brief and a timeless visual brand identity that communicates your story and supports your business's continued growth.

Pair this base package with any print or digital brand style assets for a complete brand overhaul. Fill out the contact form for a custom bundled quote.

TIMELINE:

4-6 weeks

INVESTMENT:

\$3000

(2 payments of \$1500)



LET'S DO THIS!

- Brand workbook
- Pinterest inspiration board
- One-Hour strategy session with Katie
- Brand brief for future guidance that dissects your voice, ideal audience and positioning
- Curated mood board to inspire your creative direction
- Tagline development
- Primary logo design
- Secondary logo/submark design and logo variations for flexibility and continuity in small spaces, on social media platforms, stickers, stamps, etc
- Corresponding pattern and/or texture design
- Custom social media icons
- Custom Pantone, CMYK, RGB and hex color palette
- Typography selections
- Full brand board and styling guide for future guidance
- Client feedback skype sessions
- Three revision cycles before delivering perfectly-tailored final files through dropbox

BRAND STYLING

PRINT AND DIGITAL ASSET CREATION

During your brand development, we will dissect which assets would best engage your ideal audience. Each business has a unique story to tell, so we will build a custom package based on your needs. Whether your audience appreciates luxurious, tactile printed goods, a gorgeous and functional web presence or a social media identity that calls to them, I will make sure your brand has the most effective marketing tools to make a statement with the right audience.

Some common options are listed to the right, but it is by no means an exhaustive list. Have a creative idea not on this list? Let's talk!

TIMELINE:

custom depending on choices

INVESTMENT:

custom depending on choices

LET'S DO THIS!

- Business Cards
- Sticker, hangtag or stamp
- Thank you note, stationery or letterhead and envelopes
- Mailing label or return address stamp
- Packaging Design
- Interior or Exterior Signage
- Welcome packet, brochure, media kit, lookbook or e-book (print or digital)
- Digital Opt-in PDF
- Squarespace website customizations
- Instagram-sized animated gif
- Advertising (print or digital)
- Business Name Development
- Social Media Profile and Cover Design
- Branded editable graphic template sized for the social media outlet of your choice
- Pinterest-friendly editable graphic template for branded blog images

BRAND STYLING

WEBSITE DESIGN + DEVELOPMENT

Your business deserves a digital home that seamlessly aligns with your brand voice and style. But more importantly, your audience aches for a flawless user experience. No cookie cutter templates here. Just custom design and clean code to produce a mobile responsive, intuitive selling machine for your business.

Need a workhorse e-commerce website?
Contact me for a custom quote.

TIMELINE:

6-8 weeks

INVESTMENT:

\$6000

(3 payments of \$2000)



LET'S DO THIS!

- One-Hour planning session with Katie
- Completely custom design based on your strategic brand development
- Homepage, blog and up to 4 additional pages styles included
- Custom-built Wordpress backend for easy management (while I recommend Wordpress, other platforms are available upon request)
- Live test site during development & seamless migration to your server at launch
- Fully responsive, google mobile-friendly tested design
- Branded social icons, Pin It button and blog share and comment icons
- Custom widget design
- Contact form
- Blog post transfer from old site (formatting may not be the same)
- Google Analytics integration
- Initial seo-friendly content import (content provided by client)
- Your choice of Screen cast tutorial videos or a 30-minute Skype walkthrough for easy content updates
- Client feedback skype sessions
- Three revision cycles before launch

customer

BRAND

STRATEGY



BRAND STRATEGY

BRAND AUDIT

Your brand isn't always attracting your ideal customer, but you aren't sure why. I'll evaluate your website and one other brand asset and provide a recorded screencast of detailed analyzation of the design, functionality and strategy, plus action steps to put your brand's best foot forward.

TIMELINE:

1 week

INVESTMENT:

\$150

INCLUDES:

- 🌀 Simple Questionnaire
- 🌀 Evaluation of your website + one other brand asset of your choice
- 🌀 Recorded screencast of analysis with action steps to uplevel your brand



LET'S DO THIS!

BRAND STRATEGY

BRAND STRATEGY ACTION PLAN

You want to understand and uplevel your brand strategy but aren't quite ready for a custom-designed visual identity yet. This package gives you the strategy portion of custom brand development without the design. The action plan ends with a brand strategy brief and action steps to continue your brand growth, knowing you are moving in the right direction.

TIMELINE:

2 weeks

INVESTMENT:

\$285

INCLUDES:

- 🌀 Brand Workbook
- 🌀 One-Hour strategy session with Katie
- 🌀 Brand brief that dissects your voice, ideal audience and positioning and action steps to uplevel your brand



LET'S DO THIS!

BRAND STRATEGY

BRAND BOOST

The brand boost includes all of the strategic goodness of the brand strategy action plan with a visual moodboard to kick start the implementation of your perfectly-positioned identity. You will also receive a 30-minute followup implementation call to assess your progress and the option to apply your payment if you upgrade to a strategic brand development package within 30 days.

TIMELINE:

2 weeks

INVESTMENT:

\$650

LET'S DO THIS!
















APPLY THIS FULL PAYMENT
IF YOU DECIDE TO UPGRADE TO
STRATEGIC BRAND DEVELOPMENT!

- Brand Workbook
- Pinterest inspiration board
- One-Hour strategy session with Katie
- Brand brief that dissects your voice, ideal audience and positioning and action steps to uplevel your brand
- Curated mood board to inspire your creative direction
- 30-minute followup implementation session to assess your progress
- 30 days to apply full payment to upgrade to a strategic brand development package

WHAT TYPE OF BRAND STRATEGY DO YOU NEED?

LOOKING FOR DESIGN? HEAD BACK TO THE BEGINNING!



	BRAND AUDIT	BRAND STRATEGY ACTION PLAN	BRAND BOOST
Session with Katie			
Action Steps			
Brand Workbook			
Brand Brief			
Video Guidance			
Pinterest Inspiration			
Visual Direction			
Upgrade Option			
Followup Session			

thank you

READY

TO BOOK?

Fill out the contact form at www.popandgrey.com/contact

OR

email hello@popandgrey.com with any questions

