



## PACKAGE OFFERINGS

*Why work with me?* I communicate in a clear, compassionate, intuitive, and patient way. I have 15+ years of experience creating beautiful work, all while making the process enjoyable and easy for my clients. My number one priority is to produce invaluable work that will lead to results and growth for my client's business. Below, I outline a few collaboration opportunities and packages. **If you have questions about these offerings or want a more customized experience, feel free to email me at [hello@reneefidz.com](mailto:hello@reneefidz.com).**

### SIMPLE LOGO

*Estimated 1-2 weeks*

This approach is for you if you want a quick and simple logo, and if you are super clear on what you are wanting and require little exploration. Included in this package:

- 1 Hour Kick-Off Call
- 1 Design Direction
- 2 Rounds of Revisions
- Final delivery of logo in vector and various file formats

**\$1.000**

### COMPREHENSIVE BRANDING

*Estimated 4-6 weeks*

This approach is for you if you need more guidance and exploration around your logo and visual brand. We will go into detail about who your target audience is, what your main message is, and what kind of colors, fonts, or imagery would best suit your brand. Included in this package:

- 1 Hour Kick-Off Call
- Creative Brief Workshop
- Online Mood Board
- 2-3 Design Directions
- 3 Rounds of Revisions
- Check-In Calls As Needed
- Development of Branding Guidelines
- Final delivery of logo in vector and various file formats, font files, and Branding Guidelines PDF

**\$3.000**



## PACKAGE OFFERINGS

### SIMPLE WEBSITE

*Estimated 3-4 weeks*

This approach is for you if you already have a logo and branding and need a simple website. I specialize in building in Wordpress, but I can use Squarespace, Wix, or Shopify if requested. A simple website has anywhere from 3-9 pages, social media integration, a contact form, and a blog. Please let me know if you require anything else. I can also provide website text editing and proofreading services.

- 1 Hour Kick-Off Call
- UI, UX, Information Architecture Plan
- Initial Buildout
- 3 Rounds of Revisions
- SEO
- Proofreading
- Testing and Bug Fixes
- Launch
- One Training Session Post Launch and Documentation and Delivery of How To Screenscasts

**\$4.000**

### COMPREHENSIVE WEBSITE

*Estimated 4-8 weeks*

This approach is for you if you already have a logo and branding, and need a more complex website. I specialize in building in Wordpress, but I can use Squarespace, Wix, or Shopify if requested. A complex website can include but is not limited to multiple pages, a blog, a contact form, a shop, a payment portal, a scheduler, third party plug-ins and integrations, video and photo galleries, social media integration, and any other features as needed.

- 1 Hour Kick-Off Call
- UI, UX, Information Architecture, and Technology Plan
- Initial Buildout
- 3 Rounds of Revisions
- Check-In Calls As Needed
- SEO
- Set Up Google Analytics
- Proofreading
- Testing and Bug Fixes
- Launch
- One Training Session Post Launch and Documentation and Delivery of How To Screenscasts

**\$6.000**



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### COMPREHENSIVE WEBSITE + BRANDING

*Estimated 8-10 weeks*

This approach includes everything in both the comprehensive branding and website descriptions above.

**\$9.000**

### ALL INCLUSIVE BRANDING LAUNCH

*Estimated 12 weeks*

This approach includes everything in both the comprehensive branding and website descriptions above, in addition to the creation of branding collateral, email marketing, and list and data management.

- Comprehensive Branding
- Comprehensive Website
- Business Cards
- Letterhead
- Report and Invoice Templates
- Email Marketing Strategy
- Responsive Email Template Design
- Initial Setup and Ongoing Management of Email Marketing Account or List
- A series of emails written, designed, layed out and managed in your chosen email marketing platform (Mailchimp, Constant Contact, Substack, etc)
- Check-In Calls As Needed
- Website Revisions As Needed (for 12 weeks)
- Email Correspondence As Needed
- Training and Documentation Support As Needed

**\$18.000**