



## Stacey Lind

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Shoot me a text or an email with questions, or to set up a call or Zoom.

### Artist's visual brand

\$1500

Elevate your personal brand with a logo and simple visual system that ties everything together.

#### Logo

Including variations for light and dark backgrounds, two orientations, full-color and one-color versions

#### Color palette

Swatches with codes you and other designers can use to implement your theme anywhere

#### Typography

Simple typographic system with guidelines and the fonts for making all of your assets sing

#### Basic social set

Profile images and backgrounds for your social media platforms.

#### Collateral

Designs for 1-2 pieces of collateral — such as business cards, postcards, slide templates, resume templates, stickers, notebooks, bookmarks, rack cards, and rate sheets.

#### Cheat sheet

A one-page guide to all of your brand elements.

*Cost is for design only and does not include production costs like printing and shipping. Market research is also not included, so I assume you are coming in with an idea of what sets you apart — I will help you translate that visually!*

### Simple website

\$1500

Brush up your existing website or start afresh. We'll set you up for future success.

#### Website

Custom-designed, one-page site on a DIY platform (like Squarespace) you can manage going forward.

#### Copywriting

Professional bio, headlines, short copy. Will polish existing material or create from scratch.

#### Image library

Set of stock photographs that jive with your brand.

#### Teach you to fish

Help with the setup of your site, including domain name and hosting if needed, and training on how to maintain the site going forward, so you can make changes and updates at a moment's notice

*Cost is for design and implementation of a simple website on a DIY platform only. If you need custom coding, schmancy effects, big time e-commerce, or sophisticated SEO, hook up with a developer. You are responsible for domain and hosting fees and site maintenance (but I can show you the ropes).*

### Tasty combo meal

\$2500

Need the identity AND the website? You're all in. I'll cut you a deal. Because I like you.

### Audiobook cover

\$500

Stop listeners in their tracks with a stand-out audiobook cover design that teases the story, is legible at all display sizes, makes sense for your genre, and can be used across platforms. Flat fee includes unlimited revisions to a single concept (illustrated or photo-manipulated).

*Character illustrations not included.*

### Hourly design

\$75/hour

Need something that doesn't come in one of the packages? Add-on services for illustration, swag design, email templates and more are available at an hourly design rate.

### Yeah, no.

If you need any of these things I'm glad your business is thriving — but I am not your gal.

#### Marketing

Social media management, website hosting and maintenance, SEO, ad campaigns, demand generation, market/competitive research/analysis, event planning, really big chunks of copywriting.

#### Photography

Headshots, custom product shots, etc.