



Indigenous Nouveau

Digital commissions, Branding and Logo Design

Pricing and Protocols for 2022

Tansi! Hello!

Thank you so much for choosing me to design something original for your business! I am excited to create something that represents you, your brand and your values. I truly believe that logo design and branding for a company has more to do with the vision you have for your business than just a simple design. I want to help the world see your work the way you want to be seen!

I want to give you all the information possible to make the best decisions for your business so I have laid out the details of my process to help you better understand how I work and how I can work for you.

The design process:

- At the beginning of the process, we will sit down over a call or video chat to discuss your ideas and goals for the art I am creating for you. Whether you are looking for a simple logo, a full website or a whole branding overhaul, I make sure that I take the time to get to know you and your vision for your business.
- I will take notes and ask questions during the consultation to get a idea of what your goals are for what we are creating together and give you a clearer idea of costs, timeline and how to use and work with the designs you are commissioning from me. I can give you a written quote for exactly what you are going to need and what you are going to be using your custom art for. *(Things that may change the pricing scale: licensing to reproduce the design for merchandise, add ons like text or animations, size, detail and the amount of colour involved, training and advice on how to have your materials reproduced and recommendations for producers and manufacturers to make your product dreams a reality.)*
- You will provide me with your social media, website or any other photos of your work for me to get an idea of the overall feeling of your business and the look we are going for. If you have any reference material on logos you like, paintings, photos or pieces of your own, I would like to see them so we can discuss the possibilities.
- At the point that we have agreed on an idea, I take a non-refundable deposit to begin working on your project of 25-50% (depending on the scope of the project). I have 15 years of experience in creating custom art for people including tattoos, websites, murals and graphic design and I have found that this is the best way for us to keep the process professional and clear. Taking a deposit means that I have the confidence to take

on the project, and it assures me of your commitment to seeing it through. It is also necessary to have a deposit on file for me, to ensure that I am being paid for my time at every part of the design process.

- In my fees, I allow for two redraws of the rough draft designs to ensure that you get the logo of your dreams. My ultimate goal is to have satisfied customers and help other small businesses thrive, so I will do everything I can to make your vision a reality for your business.
- Once we have established an idea and a solid direction, I will then give you a timeline to expect seeing thumbnails and rough draft versions of your idea. I will draw up 3-5 small, unfinished versions of the idea to show you a few different paths we can take with your art. Once you have chosen your favourite of the rough versions that I have drawn, I can start working on the final project.
- Full payment is due after I have provided a watermarked version of the finished piece, and then you will receive your un-watermarked logo in the format of your choice! (PNG, JPEG, JPG, etc.)

What your basic quote for graphic design will include:

- FREE consultation to discuss your ideas and goals
- 3-5 Thumbnails and Rough draft designs to give you a few options about the direction you would like to go (Including 2 redraws of the rough drafts to get us to the final product)
- A finished product, approved by you at every step in the format of your choice
- 10% discount on all future work from me, including website design, merchandise design, or my online Indigenous Entrepreneurship Course
- Advice on how to maximize the benefits of using the custom art you have commissioned
- Optional add-on: Text to accompany your logo
- Optional add-on: Animation for your logo for online application
- Optional add-on: Advice and recommendations for production of merchandise and developing basic marketing techniques

Pricing Structure:

What I offer and what I can do for you!

❖ Small Logo Design: \$200-300

Appropriate for Instagram, Facebook and website avatars with usage for personal use (non-profit products)

Approved usage for:

- Instagram, Facebook, personal website and promotion
- Business cards
- Promotional stickers

- Labels for products
- Packaging
- Non-merchandising products (profit made products)
- 10% discount on all future work from me, including website design, merchandise design, or my online Indigenous Entrepreneurship Course

❖ **Small – Large Logo or Branding for Merchandise and Reproduction: \$300-600**

These are larger logos or more detailed graphic designs licensed for you to reproduce for both your own logo for social media and promotional material as well as your money making products.

Approved Usage:

- Stickers, prints, merchandise and clothing reproduced for sale by your business
- Licensed for unlimited use of digital art for commercial use by your company
- Instagram, Facebook, personal website and promotion
- Business cards
- Promotional stickers
- Labels for products
- Packaging
- 10% discount on all future work from me, including website design, merchandise design, or my online Indigenous Entrepreneurship Course

❖ **Custom Fabric Design Services: \$200-500**

Have you ever wanted to have your own fabric design to represent your business? I can design something completely from scratch or use your own images and designs to put together a unique way to promote your work and use your own designs in your products.

- Create a new fabric from scratch with a new and fresh logo design for your business
- Format, edit and create a fabric from your own unique designs (Beadwork, quillwork, art, drawings or pre-existing logo)
- Use your new repeating fabric design for backdrops on your website, for printing your own tissue paper, boxes and packaging
- 10% discount on all future work from me, including website design, merchandise design, or my online Indigenous Entrepreneurship Course
- Recommendations on how to have your fabric produced and websites to start your own fabric business!

❖ **Branding Services Packages: \$800-1500+**

For completely branding or re-branding your business! This Package includes:

- Your own original logo for business cards, Instagram, Facebook and promotion
- Custom designed website and ad banner for online promotion
- Custom designed reproducible large logo/design for merchandise, including licensing for clothing, shirts, bags, prints etc. To get your business making money right away!
- Help in setting up Instagram and Facebook accounts to get you up and running

- Advice and recommendations for production of merchandise and developing basic marketing techniques
- 25% off of my online Indigenous Entrepreneurship Course, and 10% discount on all future work from me, including website design, logos and merchandise design

❖ **Website Design Services: \$1000-3000+**

Whether you are new to having a website or your website needs a revamp, I can help you represent your business exactly how you would like. This process takes more consultation than graphic design, but I am confident you will love what I can create for you!

Including any of the above:

- A polished, fresh website with 3-5 pages (ie. gallery/portfolio pages, blog/journal page, links page with access to all your social media, contact page, resource pages etc.)
- Including or not including e-commerce functionality (your own online store!)
- Contact forms and website pop-ups, including the ability to set up email blasts and announcements with a customer subscription service
- Training on how to use your new website, adding gallery photos, and using your new asset
- Editing your photos to fit into gallery pages and advice on business branding
- 25% off of my online Indigenous Entrepreneurship Course, and and 10% discount on all future work from me, including branding packages, logos and merchandise design

If you are in need of another project that is not included on the list, acrylic paintings, mural design, collaborative corporate design or large scale painting please feel free to contact me.

If you have any questions regarding my process, pricing or delivery on materials, or more examples of my work, please contact me at info@indigenouveau.com for further information. Maarsii!