



# Indigenous Nouveau

Digital commissions, Branding, Logo Design and  
Business Coaching

Pricing and Protocols for 2024

**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 and coach on developing your vision together with my one-own-one custom business coaching packages. I truly believe that logo design and branding for a company is more than just simple design. For me, it is the opportunity to help your clients and customers engage and connect with you and help the world see your work the way you want it to be seen.

I want to give you all the information possible to make the best decisions for investing in 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.

To help me to connect with your graphic design vision or business coaching needs, I ask all new clients to put together a small package of reference material for me to better understand you and your vision for your business. On the final page of this package, there is a form for you to fill out with your vision, goals and the direction that you want to go in with the designs we will work on together. I also ask for my clients to collect any visual reference they have in a Pinterest or Dropbox folder for us to review during the consultation process.

# The design process:

- At the beginning of the process, we will have 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 an entire 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 50% (depending on the scope of the project). 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. At this point, you will be sent an engagement agreement so that both parties understand their responsibilities and commitment to the project.
- In my fees, I allow for two redraws of the rough draft designs to ensure that you get the logo or design 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+ 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 when payment is received 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
- 2-5 thumbnail rough draft designs to give you a few options about the direction you would like to go
- A finished product, approved by you at every step in the format of your choice
- A safe, reviewed, and custom contract to protect your new branding and my intellectual property
- 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!

## Individual Graphic Design Projects

### **1. Small Logo Design: \$300-500 - Based on size and complexity**

A custom designed logo, based on your specifications, colours and taste. A logo design package includes a one hour formal planning and consultation session, emailing back and forth about revisions, 2-5 rough drafts of the design idea, the refinement of (one) of your design selections into a finished logo and delivery of the finished logo in the file type of the client's choosing. File types include JPEG, PNG, PDF, AI/SVG (Vector).

Approved usage for:

- Instagram, Facebook, personal website and promotion
- Business cards
- Promotional stickers
- Labels for products
- Packaging
- Non-merchandising products (not-for-profit products)
- Clothing and apparel where the logo design is not the main design
- 10% discount on all future work from me, including website design, merchandise design, or my online Indigenous Entrepreneurship Course

### **2. Large Logo and/or Branding for Merchandise and Reproduction:**

**\$400-1000+**

Custom designed larger logos or more detailed graphic designs licensed for you to reproduce for unlimited personal usage on social media and promotional material as well as your money making products. This package includes 1 hour of consultation and planning time and emailing back and forth regarding revisions.

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



### **3. Poster art, album and book covers: \$500-1200+**

I love designing posters for events, online classes, workshops, podcasts and more. Bring your album, book or event to life with a vibrant and unique design that reflects you as an artist or an organization.

This design package includes:

- Full consultation process to discuss how to make your project or event truly shine
- Rough draft consultation and 2 revisions
- A full sized finished poster in the size, format and file type of your choice (additional add ons include formatting for multiple platforms: ie. 8.5x11" for printing, square instagram posts, instagram stories, facebook post sizing, etc, full sized prints for poster printing, etc.)
- Full text formatting, font selection and copy editing
- Inclusion of all your information including QR codes, website links, etc.
- 10% discount on all future work from me, including website design, merchandise design, or my online Indigenous Entrepreneurship Course

### **4. Custom fabric design/repeating pattern: \$500-\$1000+**

Have you ever wanted to have your own fabric design to represent your business or to make your own perfect item of clothing or regalia? 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.

Some of the options available

- 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, as well as connections with ethical, local companies to print your fabric design on to any packing, clothing or product of your choice.
- Licensing to use the designs that you commission for sellable products

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](mailto:info@indigenouveau.com) for further information. Maarsii!

# Branding Packages

## **Complete Branding Packages from Scratch:**

Let me create a completely custom brand guide for you to launch your new business or to re-brand and reinvigorate your existing one. A branding guide is essential to any business to help develop a brand identity to help make your products and appearance as successful as possible.

## **Basic Branding package for start-ups, smaller businesses and new organizations: Starting at \$1350**

**This Package includes:**

- A 2 hour, comprehensive coaching and consultation session to aid in solidifying your vision for your business, your goals, review reference material and decide on how to present your business or organization to the world.
- 2 hours of review time to go over any of your materials along the process
- Clear and attentive communication over email along the entire process
- Your own basic custom logo for business cards, Instagram, Facebook and promotion
- 3-7 Custom selected brand colours in Pantone and CKMY to help guide your graphic design vision
- Basic PDF branding package with all of your customized graphic design work laid out
- 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, graphic design and merchandise design

## **Full Branding package for organizations and businesses: Starting at \$3500**

**This Package includes but is not exclusive To:**

- 4 hours of comprehensive coaching and consultation session to aid in solidifying your vision for your business, your goals, review reference material and decide on how to present your business or organization to the world.
- 3-5 hours of review time to go over any of your materials along the process
- Clear and attentive communication over email along the entire process
- Worksheets to establish the core values vision, mission statement and goals to guide your branding
- Your own advanced custom logo for business cards, Instagram, Facebook and promotion, rendered in 3 different colour versions
- 3-7 Custom selected brand colours in Pantone and CKMY to help guide your graphic design vision
- Typography: Business name logo and font selections for ongoing graphic design
- 2 branding and product mockup pages, including optional social media and website page mockups
- Optional mockups for letterheads, brochures and print media
- 10-15 page PDF branding guide with all of your customized graphic design work laid out for future branding and graphic and product design
- Mood boards with your new brand colours, incorporating your own designs/work
- 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



## Build your own Branding Packages:

Sometimes there isn't a one size fits all program for the needs of your business. Whether you already have a logo, a website or have worked with another designer in the past, i offer all of my branding and design services á-la-carte so that you can design a complete program for your specific needs and goals. The pricing below is discounted based on ordering any of these services together.

### Individual Branding Package Services:

- A 2 hour, comprehensive coaching and consultation session to aid in solidifying your vision for your business, your goals, review reference material and decide on how to present your business or organization to the world: \$200
- Your own original logo for business cards, Instagram, Facebook and promotion: \$350-\$450
- Custom designed website and ad banner for online promotion: \$200
- Custom designed reproducible large logo/design for merchandise, including licensing for clothing, shirts, bags, prints etc. To get your business making money right away! \$400-1500+
- Help in setting up Instagram and Facebook accounts to get you up and running: \$100 per hour coaching and tutoring
- Advice and recommendations for production of merchandise and developing basic marketing techniques: \$100 per hour coaching and tutoring
- Custom selected brand colours in Pantone and CKMY to help guide your graphic design vision: \$200
- Product mockups: merchandise, website, social media pages, letterheads, print media, etc: \$200-\$450
- Full product development and Design; \$400-\$1000+
- Typography: Business name logo and font selections for ongoing graphic design: \$200
- Brand Guide using the custom graphic design work I have done for you, or using your own work: \$400 per 5 pages
- Any other of the branding coaching or products that I offer or that you need to see your vision come to life

**NOTE:** There is a surcharge for working with or for any organization where the design and consultation process will be reviewed by committee, regardless of the size of the project. This is from my experience of working with organizations that need to collate, review and adjudicate to reach a final design, which greatly increases the amount of work involved for me, extends the project timeline and which will also require additional clauses in our contract to protect against the terms changing as the project progresses. This surcharge is between 10-25%.

# Business Coaching:

Starting a business can be a daunting mission, but I can help make it not only painless, but rewarding and enjoyable. I offer on-on-one business coaching and consultant services in person and over video conferencing to help you focus on what is important and how to maximize your time, effort and investments. I offer clear and attentive communication over email along the entire process Helping to your get your idea off the ground, revitalize your existing business or help you to gain the skills you need to run your business smoothly and sucessfully.

Since I started my first business at age 12, creating jewellery from recycled wire and scrap, beads and feathers, my guiding passion has been entrepreneurship and developed into me currently running 2, six-figure arts-based businesses. The independence and confidence that owning my own businesses has given me, has been an amazing gift and I want to share my 23 years of business experience and with you. My goal is to give you your own confidence to do the market reasearch, development, goal setting and preparations that you need to be able to support yourself and your family with your business ideas and own passions.

I offer my business coaching consultations and tutoring sessions at \$125 an hour and discount that rate for packages and offer discounts to all of my business coaching clients who wish to have me work on their branding and graphic design during the coaching process. You can prepare a list of topics that you would like us to cover during our coaching, or I can help with that part of the process as well. This is a list of the different topics that I am confident in advising on, but if you feel like you need help with more than 5-7 items on this list, please consider enrolling in my Indigenous Entrepreneurship course: Holistic Business Planning.

## **Some of the topics that I can cover in our coaching sessions:**

- How to properly solidifying your vision for your business, your goals, review reference material and decide on how to present your business or organization to the world including:
- Core value alignment
- Incooperating Indigenous Values into your business
- Worksheets to clarify your vision, mission statement and goals
  
- Building and scaling your business at every stage
- Customer service and engagement
- Understanding social media
- Developing market research skills and data collection
- Advertising and publicity
- Targeting demographics
- Training on how to access funding and grants, including websites, direct access to resources and introductory grant writing
- Graphic design and Canva training
- Introductory website building using Wix and Squarespace
- Beadwork, quillwork and traditional arts techniques
- 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
- Product development, all the way from design and vision to execution, including ethical and domestic manufacture of your products and sources for manufacturing from companies that I use myself
- or any other business topic that you need guidance on

# Consultation Worksheet:

This worksheet will help both of us reach our goals faster by clarifying your vision, direction and goals for us working together. This sheet is for you to understand where you want to take your business, and for me to help you get there.

## VISION FOR YOUR BUSINESS AND BRANDING

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## TOP THREE VALUES

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## TOP GRAPHIC DESIGN GOALS, IE. LOGO, PRODUCTS

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## PREFERRED COLOURS

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## BUDGET FOR SERVICES

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## TIME LINE GOALS

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