

2022

*wolfe* **CREATIVE**

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*pricing guide*

2022

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# WOLFE CREATIVE

## About Us

Hello & thank you for your interest in Wolfe Creative! We are a Southern California based design studio specializing in web & graphic design, content creation, social media marketing and more. We help businesses reach their full potential through strategic marketing and meaningful designs that work. Stephanie has a BFA in Graphic Design from the University of Hawai'i at Mānoa and has been a designer since 2012. When she is not designing, you can find her traveling the world as a Flight Attendant for a major US airline. [Learn More](#)

## Our Process

Our process has a specific method that allows us to create custom design solutions that are not only aesthetically pleasing but hold meaning in relation to your brand and vision. We start each project with a design meeting & brand questionnaire to get to know your business better and learn about what you envision for the project. From there, we create and pitch a set of 2-3 initial designs. Once these initial designs are established and the client narrows it down to one favorite, we gather your feedback and make up to three rounds of revisions. Once a final design is approved, we will send over all relevant files and your project is complete!

*"[Stephanie's] knowledge of branding and expertise in graphic design was a huge advantage to the growth of our brand image and accomplishment of marketing goals."*

*- Curtis Rose, Premier Mounts*





# e1 graphic design

Every business needs solid branding & quality marketing collateral to build their brand, make connections, and expand their business. Our graphic design services can get you started with everything you need from business cards to postcards, brochures, invitations, signage, digital graphics, packaging and more.

**LOGO DESIGN**

**BRANDING IDENTITY SYSTEMS**

**MARKETING COLLATERAL**

**DIGITAL CONTENT CREATION**

**SIGNAGE & LARGE SCALE PRINT DESIGN**

**ENVIRONMENTAL DESIGN**



SEE MORE SAMPLES OF WORK ON [WOLFECREATIVELA.COM](http://WOLFECREATIVELA.COM)

# PRICING BREAKDOWN

## LOGO DESIGN

Design meeting to discuss project outline & scope

Brand questionnaire to understand your business

2-3 original logo concepts

Development of secondary / alternate layouts

Typeface selection & recommendations

Up to three rounds of revisions of one concept

Deliverables in popular file formats  
(including vector)

***\$400 investment***

## BRAND IDENTITY

Brand Identity includes everything in logo design package with the addition of the following:

Brand audit & research to develop a strong brand, voice, aesthetic, & message

Development of icons, patterns & other assets

In depth color, photo & type recommendations

Brand guidelines booklet (PDF) outlining logo concept & usage rules

Examples of branding applications via marketing collateral & product mock-ups

***\$1,000 investment***

## PRINT COLLATERAL

Examples of print collateral include:

Business Cards

Brochures

Postcards & Flyers

Stickers & Labels

& More

***Starting at \$250\****

## DIGITAL DESIGN

Examples of digital marketing collateral include:

Social Media Post Design

Digital Ad Design

E books & Brochures

Newsletters & Email Campaigns

& More

***Starting at \$250***

\*price does not include printing costs



# 02 website design

We design and develop websites that are not only visually appealing but also very user friendly to provide a seamless user experience. All of our websites are designed with the WordPress content management system which means they are mobile responsive and easy for you to update yourself.

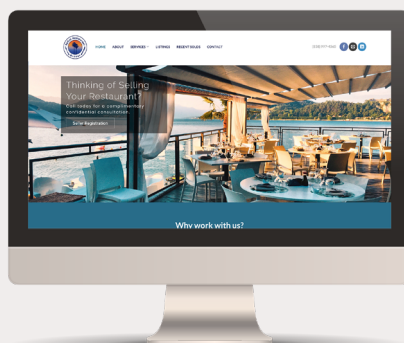
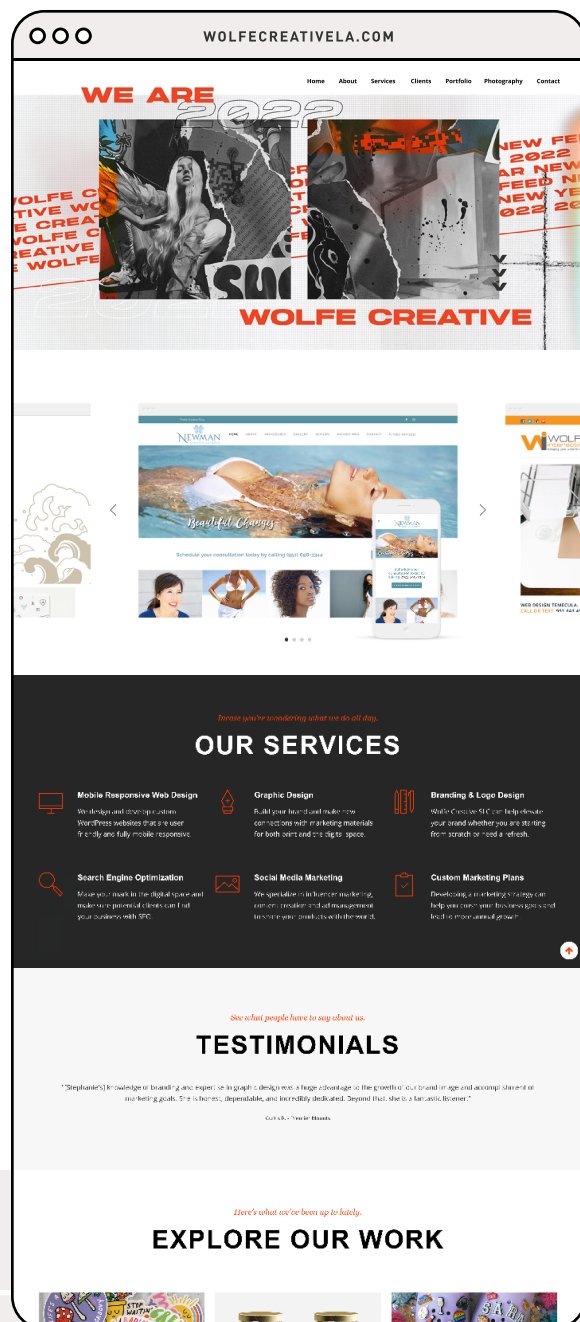
WEB DESIGN & DEVELOPMENT

CONTENT MANAGEMENT

MOBILE RESPONSIVE DESIGN

ONLINE STORE / E-COMMERCE

COPY WRITING & WIRE-FRAMING



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## WEBSITE DESIGN

Initial consultation to discuss project	Set up of blog & news articles
Installation of WordPress CMS & any required plugins	Setup of photo & video galleries if applicable
Customize theme to align with branding	Optimize website for mobile
Development of up to 15 pages	Up to 3 rounds of revisions via email or phone
Create home page slider using Slider Revolution	One hour WordPress training session
Setup of main menu for easy user navigation	Web hosting is available for an additional fee

***\$2,500\* investment***

## E-COMMERCE WEBSITE DESIGN

Initial consultation to discuss project	Setup of WooCommerce e-commerce plugin
Installation of WordPress CMS & any required plugins	Addition of up to 10 products
Customize theme to align with branding	Setup shipping & payment gateways
Development of up to 15 pages	Optimize website for mobile
Create home page slider using Slider Revolution	Up to 3 rounds of revisions via email or phone
Setup of main menu for easy user navigation	One hour WordPress training session
Set up of blog & photo galleries if applicable	Web hosting is available for an additional fee

***\$4,500\* investment***

## LANDING PAGE DESIGN

Initial consultation to discuss project	Optimize landing page for mobile
Installation of WordPress CMS & any required plugins	Up to 2 rounds of revisions via email or phone
Customize theme to align with branding	30 minute WordPress training session
Development of one landing page	Web hosting is available for an additional fee

***\$500\* investment***

\*price does not include cost to purchase any stock photography, themes, plugins, 3rd party service fees, website hosting, or domain names

# 03 *social media marketing*

A strong social presence can make a huge impact on your business. We specialize in social media content creation and influencer marketing to share your products with the world. Brands we have worked with include Roxy, Blowfish Malibu, Crocs, Social Native, Oribe and more.

**CONTENT CREATION**

**PHOTOGRAPHY & VIDEO PRODUCTION**

**INFLUENCER MARKETING**

**SOCIAL MEDIA MANAGEMENT**

**AD CAMPAIGN DESIGN & MANAGEMENT**



SEE MORE SAMPLES OF WORK ON [WOLFECREATIVE.COM](https://www.wolfecreative.com)



# PRICING BREAKDOWN

## CONTENT CREATION

Initial consultation to discuss content plan

Design layouts for use on social

Conduct photoshoots

Edit photos for use on social

Deliverable of high-res graphics and images

*Starting at \$200*

## VIDEO PRODUCTION

Initial consultation to develop video concept

Pre-production planning

Up to 4 hour video shoot in 1080p

Edit video for a range of platforms & aspect ratios

Deliver of videos in popular file outputs

*Starting at \$500*

## PHOTOGRAPHY

1.5 hours of coverage

2 different locations

Up to three outfit changes

Full professional edit

20 picked photos

Rights to download images + print

*Starting at \$250*

## SOCIAL MEDIA MANAGEMENT

Development of marketing strategy

Creation of posting schedule

Design content and ads for use on social

Queue up & post weekly content

Run ads & boost posts to increase engagement & reach

Deliver reports on insights & growth

*Starting at \$300 / month*

THANK YOU

# WOLFE

CREATIVELA

[WOLFECREATIVELA.COM](http://WOLFECREATIVELA.COM)

[STEPHANIE@WOLFECREATIVELA.COM](mailto:STEPHANIE@WOLFECREATIVELA.COM)

951.201.2671



THANK YOU