Graphic Design

SERVICES

PRICING & INFORMATION

CONTACT ME FOR A FREE
30 MINUTE CONSULTATION

04127 966 30
fin@finbarskitini.com
www.finbarskitini.com

Hi! I'm **Finbar**, a Graphic Designer with a BA (Hons) in Graphic Design from the University of Brighton, UK, where I graduated in 2021. Since then, I've been working professionally in the field, honing my skills in HTML and CSS, which are especially useful for Email Marketing and Website Building. My expertise also extends to Branding, Packaging, Reporting, Logo Design, Merchandise, Posters, Flyers, and various other graphic design projects.

In this document, you'll find a detailed overview of my design capabilities, including a breakdown of the packages and individual services I offer. Whether you're a start-up or an established business, this should give you a clear idea of the quality of work you can expect from me.

04127 966 30
fin@finbarskitini.com
www.finbarskitini.com

FAQs

What is the difference between a logo design and a brand identity?

A logo is a distinctive visual element crafted to be recognizable, memorable, and legible at various sizes, encapsulating the core essence of a brand. Brand identity, however, is more comprehensive. It includes your logo but also encompasses your color palette, typography, imagery, style, and brand voice and messaging.

What if what I am looking for isn't on your price list or packages?

If you need something that isn't listed, just reach out to me for a custom quote.

What sort of payment plan do you offer?

I require a 50% deposit to start, with the remaining balance due before the final files are delivered.

How many revisions can I make?

Two revisions are included in the fixed pricing. Any additional changes will be billed hourly. (See the next pages for details.)

What is the design process?

Once we agree on pricing, I'll send you a brand questionnaire, invoice, and contract. I'll research your business and industry and may ask additional questions to explore potential design directions. I'll provide 3 or more directions via a mood board. After you select a direction, I'll design and refine based on your feedback until it's approved. Two revisions are included;

further changes are billed hourly. This process might vary slightly depending on the project. Final files are sent after approval and payment.

What information do you need from me to get started?

I need details about your business, your goals for the design, any existing branding materials, and your preferences for style and tone.

How long will the design process take?

The timeline depends on the complexity of the project. Let me know your deadline, and I'll confirm if it's achievable.

What file formats will I receive for the final designs?

You'll receive files in AI, EPS, PDF, PNG, and JPEG formats, in various resolutions for different applications. If you need other formats, just let me know.

Can you help with printing the designs?

I can provide print-ready files and recommend printers, but I don't handle printing directly. Revisions needed by a printer, such as sizing or color adjustments that differ from our initial discussions, won't incur additional costs.

Do you offer any rush services for tight deadlines?

Yes, I can accommodate rush projects depending on my schedule. Contact me with your deadline, and I'll confirm if it's feasible and any extra fees involved.

How do you handle copyright and ownership of the final designs?

Upon full payment, you'll own the final designs. I retain the right to use them in my portfolio and for promotional purposes, with any private information censored if needed, unless otherwise agreed.

Can you redesign an existing logo or brand identity?

Yes, I can redesign logos or brand identities to better fit your current needs or refresh your brand.

Do you offer ongoing support after the project is completed?

Some fixed pricing includes ongoing support. If not, ongoing support will be charged at an hourly rate.

How do I provide feedback during the design process?

You can provide feedback via email or voice notes, in any way that's easiest for you. I'll ask for specific feedback on drafts to ensure your vision is realized.

What happens if I am not satisfied with the final design?

I aim for satisfaction through the design process and revisions. If you're not satisfied after the included revisions, we can discuss further adjustments, which may incur extra charges. If the dissatisfaction is due to an error or oversight on my part, I'll work to correct it at no additional cost.

Brand Packages

First Brand Package $1000

- **Brand questionnaire**
- **Logo design**
  3 concepts, 2 revisions
- **Logo suite**
  Print and web versions, all file formats, uploaded to canva.
- **Style sheet**
  Outlining brand fonts and colours

Second Brand Package $1450

- **Brand questionnaire**
- **Logo design**
  3 concepts, 2 revisions
- **Logo suite**
  Print and web versions, all file formats, uploaded to canva.
- **Style sheet**
  Outlining brand fonts, colours, graphic elements/patterns.
- **Choice of one:**
  Business card, Social media kit*, Letterhead, Email signature.

Third Brand Package $2000

- **Brand questionnaire**
- **Logo and logomark design**
  3 concepts, 2 revisions. Submark created accompany the main logo.
- **Logo suite**
  Print and web versions, all file formats, uploaded to canva.
- **Style sheet**
  Outlining brand fonts, colours, graphic elements/patterns, graphical rules, visual direction.
- **Choice of two:**
  Business card, Social media kit*, Letterhead, Email signature.

Social Kit includes: Profile Picture and Social Icon Set (x8) or Banner image

Individual Items

See overleaf for an in-depth breakdown of the design services we provide.

Business card_____**$250**

Letterhead_____**$200**

Email signature (image)_____**$200**

Custom coded HTML email_____**$1150**
Using HTML and CSS and tested to ensure your email is compliant with accesability standards, reads well on all screen sizes and delivers well to most email clients/versions.

Image based email_____**$500**

Logo design_____**$500**
3 initial concept, 2 revisions

Social media template pack x8 (In Canva)_____**$500**

Additional Canva template_____**$150**

Canva support_____**$150 per hour**

Extra revisions_____**$150 per hour**
Can be applied to package items.

Custom pricing

Contact me for a quote, packages and discounts can be discussed.

- Flyer
- Poster
- Signage
- Brochure
- Packaging
- Invitation
- Menu Design
- Event Graphics
- Pull-up Banner
- Gift Voucher
- Report Design
- Billboard Design
- Website Mockups
- Magazine Layout
- Labels & Stickers
- Whitepaper Design
- Web Banners & Ads
- Letterhead Design
- Vehicle/Bus Wrap
- Book Cover Design
- Brand Guidelines
- Infographic Design
- Business Card Design
- Corporate Stationery
- Video/Animated Slides
- Promotional Materials
- Presentation Templates
- Digital Presentations
- Trade Show Booth Design
- Custom Design Projects
- (Enquire for specific needs)

Reporting (Interactive PDFs)

Using info-graphics to summarise and communicate data internally or externally. Interactivity features within the PDF allows navigation of long reports. File optimisation makes sharing larger reports easier.

Email Marketing

Build a custom email (standalone or campaign) from the design phase to HTML and CSS. Manage the execution of a campaign via an ESP. Custom emails allow branding, GIFs and interactivity like countdowns and links to be implemented.

Branding and Identity design

I can create brand identities encompassing logos, colour schemes, and typographic elements. This allows your brand to feel at one between multiple stakeholders and platforms. Variations and considerations for different formats and applications.

Social Media Design

I can enhance your social media accounts with custom graphics and content across LinkedIn, Facebook, Instagram, X and more. Provide the designs as templates in Canva for your teams to edit and creating rolling variations.

Promotional Material

Business cards, posters, flyers, brochures, merchandise, displays and other advertising in print or digital formats, I can design material to boost the presence of your brand.

Presentations

In PDF format, pre-recorded video to allow for animation and motion graphics or as PowerPoint templates so your team can make adjustments and use them for the future. Could be used for internal communications or external events.

Printed Material

Packaging for your products can be created keeping to brand guidelines or with creative control. Vinyl and sticker design. Banners, signage and other collateral for events or occasions.

Photo Editing

Photo touch ups including removing objects or subjects and colour correction. Photo manipulation for creative purposes. Broader edits with graphic elements, collaging or labelling for online or print use. AI image generation which can be combined with existing images or standalone.

With my fluency in Adobe Suite, Canva, and HTML, your design projects can be completed to a professional level within tight deadlines. I use Adobe Photoshop for photo editing and retouching, Adobe Illustrator for vector artworks such as logos, Adobe After Effects for motion graphics and video editing, Adobe InDesign for document creation such as presentations and brochures, and HTML, CSS, and an ESP like MailChimp for the creation of bespoke emails and the management of campaigns, including sending, scheduling, and reporting. Canva is also utilised for quick, flexible design tasks and to create templates you can edit.

Thank you!

04127 966 30
fin@finbarskitini.com
www.finbarskitini.com