

# Services & Pricing Guide



---

## Services & Pricing Guide

*A transparent look at my offerings, process, and pricing*

---

### Welcome

Hey there, I'm Ricardo, a designer running Studio Frenezi, a creative studio offering branding, graphic design, and web design services. This guide outlines the services I offer, what you can expect in each package, and the investment required. I believe in transparency and setting clear expectations from the start so we can focus on building something great together.

---

### Services Overview

I offer creative solutions across four key areas:

- 1. Brand Identity Design**
- 2. Web Design**
- 3. Product Design**
- 4. Graphic Design**

---

### Packages

## 1. Brand Identity Package

Everything you need to build or refresh a brand — from strategy to final assets.

### Includes:

- Brand strategy (mission, values, audience, tone)
- Primary logo + alternates (wordmark, symbol, submark)
- Custom color palette + typography selection
- Brand guidelines (PDF deck, Notion doc, or Figma slides)
- Social media profile icons + 3–5 branded templates

**Deposit:** 25% of final price

*The deposit secures your spot in my schedule and allows us to begin. The remaining balance is due upon final delivery.*

- **Small Company/ Business:** 2–4 weeks
- **Large Company/ Business:** 3–6 weeks

---

## 2. Small Website Package

Best for portfolios, personal brands, or small businesses.

### Includes:

- Up to 4–5 pages (Home, About, Services, Contact, etc.)
- Mobile responsiveness
- Basic SEO setup
- Built in **Framer** (or **Cargo** for smaller projects)

**Deposit:** 25%

**Investment:** \$1,500 – \$2,500

**Timeline:** 2–4 weeks

---

## 3. E-Commerce Website Package

For brands that want to sell products online with a seamless user experience.

**Includes:**

- Up to 6–8 pages (Home, Shop, Product Page, Cart, About, Contact, etc)
- Product setup and integration (Shopify or Framer e-comm)
- Mobile responsiveness
- Basic SEO setup
- Handoff Walkthrough or Loom Video

**Deposit:** 50%**Investment:** \$3,000 – \$4,500**Timeline:** 3–7 weeks

## 4. Brand + Web Combo

Everything from the **Brand Identity Package** plus a **custom website** — ideal for new brands or complete rebrands looking to launch with clarity and cohesion.

**Includes:**

- Full Brand Identity Package:
  - Brand strategy (mission, values, audience, tone)
  - Primary logo + alternates (wordmark, symbol, submark)
  - Custom color palette + typography selection
  - Brand guidelines (PDF deck, Notion doc, or Figma slides)
  - Social media profile icons + 3–5 branded templates

**Plus one of the following site builds:**

### Small Website Package

- Up to 4–5 pages (Home, About, Services, Contact, etc.)
- Mobile responsiveness
- Basic SEO setup
- Built in **Framer** (or **Cargo** for simpler projects)

## E-Commerce Website Package

- Up to 6–8 pages (Home, Shop, Product Page, Cart, About, Contact, etc.)
- Product setup and integration (Shopify or Framer e-commerce)
- Mobile responsiveness
- Basic SEO setup
- Handoff walkthrough or Loom video for future site edits

### Deposit:

- 25% deposit to book and begin brand identity phase
- Additional 25% deposit before starting the web design phase
- Remaining 50% due upon final delivery

*A deposit is required to reserve your spot in the schedule and kick off the project. Final payment is due upon delivery of all assets and website.*

### Investment:

- **Small Brand + Site:** \$3,500 – \$5,000
- **Brand + E-Commerce Site:** \$5,500 – \$7,500



## À La Carte Deliverables

Looking for something specific? Here's a breakdown of individual services.

### Brand Identity

- **Primary Logo** – \$400–\$800
- **Alternate Logos / Submarks** – \$150–\$400
- **Color Palette & Typography** – \$250–\$500
- **Brand Strategy Workshop** – \$500–\$1,000

*(includes defining mission, audience, tone, etc.)*

### Web Design

- **One-Pager Site (Framer or Cargo)** – \$500–\$800
- **Multi-page Website** – \$2,000–\$3,500
- **Landing Page Design** – \$400–\$700  
*(promo, campaign, or email sign-up focused)*

## Product Design

- **Banner Design** – \$150–\$350
- **Packaging Design** – \$500–\$1,200
- **Flyers / Flags** – \$200–\$500
- **Stickers / Pins** – \$150–\$300  
*(includes print-ready files)*

*(Includes up to 2 revision rounds. Additional revisions available at an added cost.)*

## Graphic Design

- **Album Cover Art** – \$400–\$1,000  
*(depends on illustration, photo manipulation, etc.)*
- **T-Shirt / Clothing Design** – \$250–\$500
- **Poster or Flyer** – \$200
- **Custom Illustration** – \$300–\$500  
*(based on style, detail, licensing)*
- **Individual Logo** – \$400–\$800  
*(for single-use, not full identity)*

*(Includes up to 2 revision rounds. Additional revisions available at an added cost.)*



## My Process

## 1. Discovery

We'll hop on a call or chat to align on your goals and vision.

## 2. Proposal

I'll share a custom proposal outlining deliverables, pricing, and timeline.

After that, you'll receive a short survey (for branding or web projects) to help define your goals, target audience, engagement needs, and what success looks like for your project. This helps ensure we're aligned before moving into design.

## 3. Design Phase

Based on our direction, I'll begin designing and sharing updates along the way for review.

I prefer to be contacted through

- **email or scheduled phone calls**

(for any questions, feedback, or requests — this helps me stay focused and ensures I can give your project the attention it deserves.)

## 4. Feedback & Revisions

You'll have space to give feedback throughout the process.

## 5. Delivery

Final files are prepped and delivered in all necessary formats.

---

JUL  
17

## Project Timelines

Each project varies depending on scope and deliverables, but here's a general estimate:

- **Brand Identity:**

2–4 weeks for small businesses

3–6 weeks for larger or more complex brands

- **Web Design:**

2–4 weeks for small websites

3–7 weeks for e-commerce websites

- **Brand + Web Combo:**

4–6 weeks for small business brand + site

6–9 weeks for full rebrand + e-commerce site

- **Individual Deliverables:**

3–10 days depending on complexity and availability

---

## Let's Work Together

If something here speaks to you, or if you have a custom project in mind, feel free to reach out. I'm always happy to talk and help find the right fit.

---

### FAQs & Expectations

What file types will I receive?

You'll get vector (SVG, PDF, AI), raster (PNG, JPG), and editable (Figma, PSD if needed) formats based on the deliverables.

---

How do revisions work?

Two rounds of revisions are included in most deliverables. Additional rounds are available at an added cost.

---

What are my responsibilities as the client?

To keep things on track, I ask that clients respond to feedback rounds within 48–72 hours, provide necessary content (text, photos), and come ready with their goals in mind.

---

Do you offer payment plans?

For larger packages, yes — I break payments into phases (e.g., 25/25/50 split). This will be outlined clearly in the proposal.