STUDIO LUNAR

Design Services & Packages

studiolunar.com

BRAND FOUNDATION

Timeline: **4 weeks**

What you'll receive:

- A design questionnaire to help us craft a clear-cut design brief.

- Research and concept development of all brand elements.

- Brand direction presented in a one-page style guide. This will include a moodboard, colour palette, colour codes, relevant fonts and a mock-up of your logo in situ.

- Presentation of 1 x logo design concept whereby you will have the opportunity to provide feedback.

- Three revisions of the logo design concept (or one hour of revision time total).

- A design kit delivered via Dropbox. This will include your style guide and all necessary file formats of your logo for both print and web use.
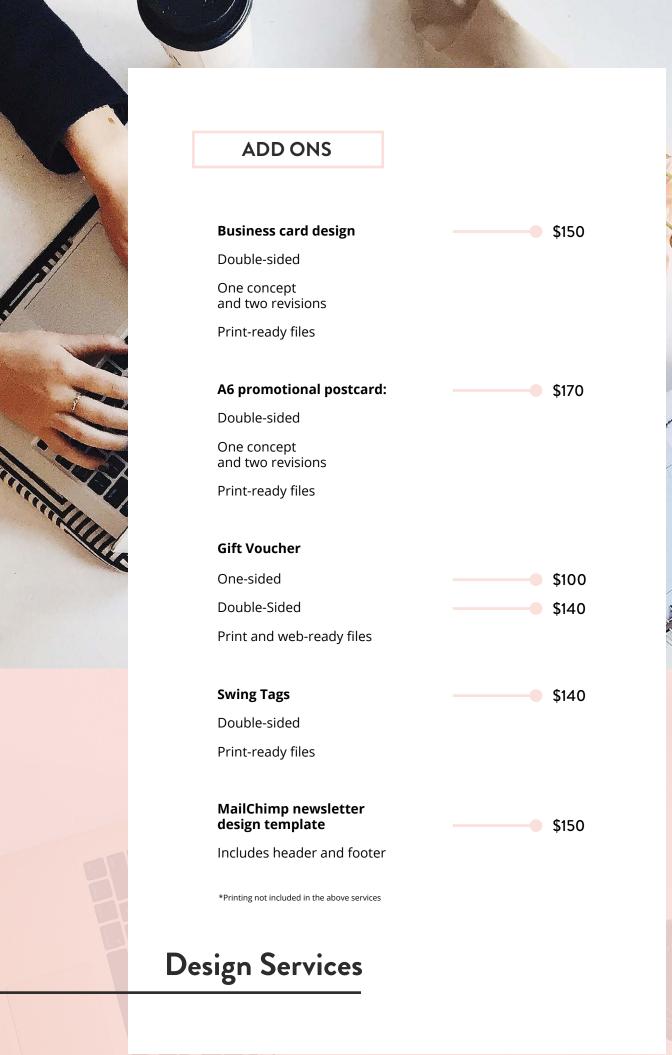
$490

BRAND COMPLETE

Timeline: **6 weeks**

What you'll receive:

- A design questionnaire to help us craft a clear-cut design brief.

- Research and concept development of all brand elements.

- Brand direction presented in a style guide. This will include a moodboard, colour palette, colour codes, relevant fonts, a mock-up of your logo in situ.

- An additional brand element such as a pattern, texture or image.

- Favicon Design

- Presentation of 3 x logo design concepts whereby you will have the opportunity to provide feedback.

- Three revisions of 1 x logo design concept (or one hour of revision time total).

- Two logo variations, in addition to your final logo concept.

- A design kit delivered via Dropbox. This will include your style guide and all necessary file formats of your logo for both print and web use.

- A double-sided business card design including 1 x concept and 2 x revisions (printing not included).

- Social media logo profile picture and banner image

Logo & Brand Design

$890

Business card design — $150

Double-sided

One concept
and two revisions

Print-ready files

A6 promotional postcard: — $170

Double-sided

One concept
and two revisions

Print-ready files

Gift Voucher

One-sided — $100

Double-Sided — $140

Print and web-ready files

Swing Tags — $140

Double-sided

Print-ready files

**MailChimp newsletter
design template** — $150

Includes header and footer

*Printing not included in the above services

Design Services

WEBSITE FOUNDATION

Timeline: **6 weeks**

What you'll receive:

- A design questionnaire to help us craft a clear-cut design brief.
- A link to a Dropbox folder where you can upload all your text and imagery for your website
- Presentation of a website design mock-up (homepage plus one other page).
- Three revisions of your website design (one hour of design time total).
- Coming soon page whilst your website is in development
- A customised website design using WordPress, Squarespace or Shopify
- A fully responsive design optimised for mobile, tablet and desktop
- Set up and design of up to five pages (Eg. Home, about, services, contact, blog, etc.). This includes 5 hours of design time in total.

- Upload of your current logo, branding, imagery and written content
- Homepage header design
- Navigation bar, sidebar and footer setup with all relevant links
- MailChimp newsletter integration
- Social media icons and links set up
- Installation/set up of plugins for SEO management, security, analytics and content back-up
- Contact form integration and customisation
- Instagram slider installation
- A tutorial to show you how to maintain your website

$990

ADD ONS

Add an extra 12 products to your eCommerce site — $50

Opt-in form design and integration — $80

NOTES

Domain name, hosting and Shopify or Squarespace plan purchases are not included.

Website Design

WEBSITE COMPLETE

Timeline: **8 weeks**

What you'll receive:

- A design questionnaire to help us craft a clear-cut design brief.

- A link to a Dropbox folder where you can upload all your text and imagery for your website

- Presentation of a website design mock-up (homepage plus one other page).

- Three revisions of your website design (one hours of design time total).

- Coming soon page whilst your website is in development

- A customised website design using WordPress (DIVI theme) or Squarespace

- A fully responsive design optimised for mobile, tablets and desktop

- Set up and design of up to 10 pages (Eg. Home, about, services, contact, blog, etc.). This includes 8 hours of design time in total.

- Blog page setup plus setup of first two posts

- Upload of your current logo, branding, imagery and written content

- Homepage slider with up to 3 slides

- Navigation bar, sidebar and footer setup with all relevant links

- Newsletter integration

- Mailchimp newsletter design (if required)

- Social Media icons and integration

- Installation/setup of plugins for SEO management, security, analytics and content back-up

- Contact form integration and customisation

- Pop-up integration and customisation

- Instagram slider installation

- Basic SEO including image and alt tag optimisation

- A tutorial to show you how to maintain your website.

$1990

ADD ONS

eCommerce Add-On $290

Installation of your choice of either WooCommerce, Shopify or Squarespace.

Addition of up to 12 products to your online store with instructions on how to add/edit products.

Set up of payment systems, eg. Stripe, PayPal, AfterPay

WORDPRESS INSTALL

Timeline: **2 weeks**

What you'll receive:

- Domain name and hosting configuration

- Coming soon page whilst your website is in development

- Wordpress Installation with a premium theme

- Set up of a homepage template to help get you started

- Installation of WooCommerce for your eCommerce site (if relevant)

- Installation of plugins for SEO management, security, analytics and content back-up

- Set up of navigation bar and up to six pages

$290

SQUARESPACE SET UP

Timeline: **2 weeks**

What you'll receive:

- Installation of Squarespace template to suit your business needs

- Domain name configuration

- Set up of your navigation menu and all pages

- Setup of social media links and Instagram slider in footer

- Setup of footer with relevant links

$240

NOTES

Hosting,domain name and Squarespace plan purchase not included

No design or further customisations are included in the above packages

Shopify set up also available

Set Up Packages

All prices in Australian dollars (AUD)
Images by STIL via Unsplash.com

www.studiolunar.com