



## Services & Pricing Guide

# Table of Contents

---

WELCOME	03
OUR PROCESS	04
CORE BRANDING PACKAGE	06
ADD-ON ITEMS	08
FAQ	09
NEXT STEPS	10

# A warm welcome!

Thank you so much for considering Lemon Tree Design Studio to partner with you on taking your visual identity and/or website to the next level. Investing in our businesses can feel scary and oh so exciting at the same time so I really appreciate you being here right now going through this document.

This guide outlines everything you need to know about working together and should answer any questions you may have, but please don't hesitate to reach out at any time.

- Gaby xx

# Our Process

## **01 / BOOKING**

In order to secure a date in my schedule to start working in your beautiful new visual identity, a 50% deposit and signing of the contract is required.

## **02 / BRAND RESEARCH**

This is the time when I learn all about your business, your ideal client and your competition in order to get crystal clear on the strategy and direction of your branding moving forward.

## **03 / DESIGN DEVELOPMENT**

The most exciting step of them all! I'll work to translate all the information from the Research stage into a new visual identity. Once the Brand Concept Presentation video hits your inbox you can approve it and move forward or we can work together on any refinements.

## **04 / PROJECT DELIVERY**

Once the design is approved, I'll begin working in any additional items you have requested. Once the payment of the remaining 50% has been completed, I'll send you over the high resolution files for you start using them in your business.

# Core Branding Package

WHAT'S INCLUDED

- Brand strategy questionnaire
- Main logo + alternate versions
- Secondary logo + alternate versions
- Sub-mark logo (also called seal or stamp logo)
- Simple brand icon(s) and patterns
- Colour palette
- Font recommendations
- Brand identity concept presentation
- Brand reference sheet
- One concept with 2 rounds of revisions

TURNAROUND TIME

- 2-3 weeks

INVESTMENT **697 GBP \***

- 50% non-refundable deposit to get the project booked in and started
- Remaining 50% due at the end of project and prior to final files delivery.

\*Prices may be changed at any time without prior notice. Make sure to download the latest guide before confirming your booking.



# Add-on Items

---

Canva Brand Kit Set-up w/ 5 custom social media templates	97 GBP
--	--------

---

Html e-mail Signature	60 GBP
-----------------------	--------

---

Business Cards	60 GBP
----------------	--------

---

Letterhead	40 GBP
------------	--------

---

Envelope	40 GBP
----------	--------

---

Thank you/ Gift or Loyalty Cards	60 GBP
----------------------------------	--------

---



---

Tissue Paper	30GBP
--------------	-------

---

Brochure/ Lead Magnets	ENQUIRE
------------------------	---------

---

Labels	50 GBP
--------	--------

---

Design Audit of your DIY Website	97 GBP
----------------------------------	--------

---

Wordpress Website (5 Simple Pages) from 797GBP	Request a Quote
--	-----------------

---

**Don't see what you are looking for?**  
Drop me an e-mail for a custom quote



# Our Web Design Process

## 01 / BOOKING

In order to secure a date in my schedule to start working in your beautiful new visual identity, a 50% deposit and signing of the contract is required.

## 02 / BRAND RESEARCH

This is the time when I learn all about your business, your ideal client and your competition in order to get crystal clear on the strategy and direction of your branding moving forward.

## 03 / DESIGN DEVELOPMENT

The most exciting step of them all! I'll work to translate all the information from the Research stage into a new visual identity. Once the Brand Concept Presentation video hits your inbox you can approve it and move forward or we can work together on any refinements.

## 04 / PROJECT DELIVERY

Once the design is approved, I'll begin working in any additional items you have requested. Once the payment of the remaining 50% has been completed, I'll send you over the high resolution files for you start using them in your business.

# Frequently Asked Questions

## DO YOU DO JUST LOGOS?

No, I don't. I believe that you need to have a brand strategy and full visual identity in place in order to move your business forward.

## HOW MANY LOGO CONCEPTS ARE INCLUDED IN THE CORE BRANDING PACKAGE?

I follow the One Concept Method where instead of presenting you with multiple creative directions for your logo, I use my professional knowledge to craft and chose the strongest option so that I can go and develop a fullvisual identity to present to you.

## HOW MANY ROUNDS OF REFINEMENTS ARE INCLUDED?

Two round of refinements are included with the core branding package but 95% of the work I delivered so far got zero revisions and loads of happy tears! :)

## DO YOU OFFER WEBSITE DESIGN?

We offer web design to clients that have already worked through our branding process. My website offer is a simple and affordable solution built on Wordpress using my previously designed base sections. I get to built pages based on the right customer journey for your business in a fraction of the time and at an accesible price for small businesses, once the layout is ready I get to fully customised it with your own visual identity and the images and words you provided me with.

## CAN I ADD A BLOG OR E-COMMERCE TO MY WEBSITE?

You sure can! These and some other add-ons are available to add to main core web package so get in touch if there's anything else you'd like to add to your website.

# Next Steps

---

01 /

Let us know what services, beside branding, you'll need.

CHOOSE ADD-ONS

---

02 /

We will then send across a copy of our contract for you to sign and an invoice to pay your deposit.

SIGN CONTRACT + PAY

---

03 /

Now that you're officially booked in will be in touch within 48 business hours with your brand questionnaire and start date.

ON BOARDING

---



Whether you are ready to secure your spot in my schedule or you'd like to jump on a call with me first, just send me a message to the e-mail below and I'll get that sorted for you.

[\*\*gaby@lemontreestudio.co.uk\*\*](mailto:gaby@lemontreestudio.co.uk)

Looking forward to working together,

- Gaby xx