ZERAPHOX



SERVICES & PACKAGES

DESIGN, BUILT WITH INTENTION.

Thoughtful design solutions for businesses at every stage. From creating a brand identity to building a digital presence, every project is approached with creativity, purpose, and attention to detail.

PRICING AT A GLANCE

Brand Foundations	**Starting at $3,200**	Save $300
Website Essentials	**Starting at $2,850**	Save $595
The Signature Launch	**Starting at $6,500**	Save $1,330
Social Design Kit	**Starting at $1,100**	Save $140
Creative Partner Retainer	**From $575/month**	Monthly

Every package costs less than booking the same services separately. All listed prices are starting rates, and the Creative Partner Retainer is billed monthly. Final quotes are based on project scope, complexity, deliverables, and timeline.

HOW IT WORKS

01
Discover
A questionnaire and consultation so I understand your business, goals, and style.

02
Design
Creative direction and concepts built around your brand and audience.

03
Refine
Clear revision rounds on the direction you choose, so feedback stays focused.

04
Deliver
Organized final files, and a live walkthrough for website projects.

DESIGN PACKAGES

A CREATIVE SOLUTION FOR EVERY STAGE.

Whether you're establishing a new identity, developing your online presence, or looking to elevate your brand's visuals, these packages are designed to bring your vision to life.

Each package includes a personalized creative process, clear deliverables, and thoughtful design from start to finish, at a better value than booking each service on its own.

01. BRAND FOUNDATIONS

Starting at $3,200
Save $300

For businesses ready to build a visual identity that feels established, intentional, and distinctly theirs.

Your brand is more than a logo. Brand Foundations gives you a complete visual identity system designed to create consistency, build recognition, and support your business as it grows.

WHAT'S INCLUDED

Discovery & Creative Direction

- Brand discovery questionnaire
- Initial consultation
- Brand positioning summary
- Creative direction and visual moodboard

Brand Identity

- Two initial logo concepts
- One selected direction developed into a complete identity
- Primary logo, secondary logo, and simplified logo mark
- Custom color palette
- Primary and supporting typography
- One custom illustrated brand element (pattern, badge, or accent graphic)

Brand Essentials

- Mini brand guidelines (approximately 6 to 10 pages)
- One social media profile image
- One branded social media cover or banner

Final Deliverables

- Final logo files in SVG, PDF, PNG, and JPG, checked for print and digital use
- Brand guidelines PDF
- Color codes and typography references
- Organized digital brand assets

BOUGHT SEPARATELY	PACKAGE PRICE	YOU SAVE
~~$3,500~~	**$3,200**	**$300**

Revisions: 2 rounds on the selected direction

Timeline: Approximately 3 to 4 weeks

Best For: Businesses launching, refreshing their identity, or ready to establish a cohesive visual presence.

Editable source files (such as Illustrator documents) are available for an additional fee.

GET STARTED

02. WEBSITE ESSENTIALS

Starting at $2,850
Save $595

For businesses ready for a professional online presence that looks as good as it functions.

A custom-designed website that brings your brand to life online, combining thoughtful layouts, responsive design, and an intuitive user experience.

WHAT'S INCLUDED

Planning & Creative Direction

- Website discovery questionnaire
- Initial consultation
- Sitemap and page structure
- Visual direction based on your existing brand

Custom Website Design

- Custom Wix website, up to 4 standard pages
- Responsive desktop and mobile layouts
- Up to 3 custom website graphics using existing brand assets
- Navigation and footer design
- One standard contact or inquiry form
- Social media links

Website Setup & Launch

- Basic on-page SEO setup
- Website functionality and link testing
- Desktop and mobile quality checks
- Launch assistance

Final Deliverables

- Completed Wix website
- 30-minute live walkthrough session to teach you how to manage your site
- One update window after launch: up to 1 hour of text and image changes within 30 days

BOUGHT SEPARATELY	PACKAGE PRICE	YOU SAVE
~~$3,445~~	$2,850	$595

Revisions: 2 rounds
Timeline: Approximately 3 to 5 weeks
Best For: Businesses with an existing brand that need a polished, functional website.

Client-supplied content and existing brand assets are required. Wix subscriptions, domains, advanced integrations, e-commerce, and ongoing maintenance are not included.

GET STARTED

03. THE SIGNATURE LAUNCH

Starting at $6,500
Save $1,330

The complete creative foundation for your next chapter.

From your brand identity to your digital presence, The Signature Launch brings everything together through one cohesive creative experience.

Designed for businesses ready to establish or reinvent their visual presence with intention.

WHAT'S INCLUDED

Everything in Brand Foundations

- Brand discovery and creative direction
- Two initial logo concepts
- Primary, secondary, and simplified logos
- Brand color palette and typography
- One custom illustrated brand element
- Mini brand guidelines
- Social media profile image and cover/banner
- Complete brand asset files

Launch Essentials

- Three custom social media launch graphics
- Consistent brand styling across all deliverables
- Social-ready final files

Custom Website

- Custom Wix website, up to 5 standard pages
- Website sitemap and structure
- Responsive desktop and mobile layouts
- Up to 3 custom branded website graphics
- Navigation and footer design
- One standard contact or inquiry form
- Basic on-page SEO setup
- Website testing and launch assistance

Final Delivery

- Organized digital brand asset library
- Brand guidelines PDF and final logo files
- Completed Wix website and launch graphics
- 30-minute live website walkthrough and handoff session
- One update window after launch: up to 1 hour of text and image changes within 30 days

BOUGHT SEPARATELY	PACKAGE PRICE	YOU SAVE
~~$7,830~~	**$6,500**	**$1,330**

Revisions: 2 rounds for branding and 2 rounds for website design
Timeline: Approximately 6 to 8 weeks
Best For: Businesses launching a new identity or rebranding with a complete, cohesive digital presence.

Client-provided copy and content are required. Wix subscriptions, domains, advanced functionality, and ongoing maintenance are excluded.

LAUNCH YOUR BRAND

04. SOCIAL DESIGN KIT

Starting at $1,100
Save $140

A cohesive set of social media visuals, designed around your brand.

A ready-to-use collection of custom graphics created to keep your social presence polished, recognizable, and consistent.

WHAT'S INCLUDED

Creative Direction

- Short creative questionnaire
- Review of existing brand identity
- One cohesive visual direction

Custom Designs

- 4 custom static social media posts
- 2 carousel designs, up to 5 slides each
- 3 story adaptations based on approved graphics
- One editable Canva template so you can keep your feed consistent on your own

Final Delivery

- 9 completed content pieces plus the Canva template
- Social-ready PNG or JPG files
- Organized digital delivery folder

BOUGHT SEPARATELY	PACKAGE PRICE	YOU SAVE
~~$1,240~~	**$1,100**	**$140**

Revisions: 1 round

Timeline: Approximately 1 to 2 weeks

Best For: Businesses that need professional, consistent social media graphics without ongoing account management.

Clients supply branding, copy, and content direction. Strategy, captions, posting, scheduling, and social media management are not included.

GET STARTED

CUSTOM PROJECTS

SOMETHING DIFFERENT IN MIND?

Not every project fits into a package, and that's completely okay. Whether you need a single design, specialized creative work, or a larger project with unique requirements, I offer custom solutions tailored to your needs.

REQUEST A CUSTOM QUOTE

ONGOING CREATIVE SUPPORT

CREATIVE PARTNER RETAINER

From $575/month
Monthly support

Ongoing design support from someone who already knows your brand.

For brands that need design regularly and want a designer who already understands their business. Less re-explaining, faster turnaround, and one person keeping everything consistent as you grow.

STARTER
1 day per month
About 6 hours of design time

$575 per month

Monthly work summary by email

MOST POPULAR

CORE
2 days per month
About 12 hours of design time

$1,100 per month

Includes a monthly creative check-in

PLUS
3 days per month
About 18 hours of design time

$1,600 per month

Includes a monthly creative check-in

WHAT'S INCLUDED

Creative Work

- Social media and campaign graphics
- Marketing and promotional materials
- Print collateral
- Branded visual assets and custom illustrations
- Minor Wix website updates
- Other agreed creative requests

Support

- Priority scheduling ahead of new projects
- Estimate within 2 business days
- Delivery in 3 to 5 business days after approval
- Monthly summary of the work completed
- Monthly 15 to 20 minute creative check-in (Core and Plus)

HOW IT WORKS

Day to Day

- A day means about 6 hours of focused design work, used flexibly across the month
- Send requests in one place and receive an estimate
- Approve the estimate and I get started
- One revision round per request. Extra rounds use more time
- Unused time does not roll over
- Extra time is quoted per request at $95/hr, with your approval first

Terms

- Payment is due on the first of each month, before work begins
- 3-month minimum, then month to month with 30 days' notice
- Fees are non-refundable once the month has started
- Work pauses on overdue invoices
- Availability is limited

Revisions:	1 round per request
Turnaround:	Approximately 3 to 5 business days after estimate approval
Best For:	Businesses that have finished a brand or website and need ongoing design support from someone who already knows their brand.

Major branding projects, new website builds, strategy, captions, posting, account management, printing, and third-party costs are not included. Editable working files are available for an additional fee. Clients supply copy and content.

ASK ABOUT RETAINERS

OUR SERVICES

DESIGN, BUILT WITH INTENTION.

Thoughtful design solutions for businesses at every stage. From creating a brand identity to building a digital presence, every project is approached with creativity, purpose, and attention to detail.

01. BRANDING & IDENTITY

Build a brand that's distinctly yours.

More than a logo, your visual identity is how people recognize, remember, and connect with your business. I create cohesive brand identities that communicate who you are and leave a lasting impression.

SERVICES INCLUDE

- Custom logo design and logo systems
- Visual identity design
- Brand guidelines and style guides
- Brand refreshes and rebranding
- Creative direction
- Branded stationery and identity assets

> **Custom Logo Design starting at $650**

02. WEBSITE DESIGN & BUILD

Your brand deserves a home online.

Custom-designed Wix websites that combine thoughtful visuals, intuitive layouts, and functionality to create a seamless experience for your audience.

SERVICES INCLUDE

- Custom Wix website design and development
- Landing pages
- Website redesigns and refreshes
- Responsive desktop and mobile design
- Website graphics and visual assets
- Website updates and maintenance

> **Landing Pages starting at $1,100**

03. SOCIAL MEDIA & CAMPAIGN DESIGN

Creative that makes an impression.

Bring consistency and personality to your digital presence with custom graphics that reflect your brand and stand out across platforms.

SERVICES INCLUDE

- Social media posts and carousels
- Story graphics
- Branded social media templates
- Digital advertisements
- Promotional campaign graphics
- Campaign visual design

> **Static social designs from $95 each, $200 minimum project**

Design services only. Content strategy, caption writing, posting, and account management are not included.

04. PRINT & EDITORIAL DESIGN

Good design goes beyond the screen.

From everyday business essentials to large-scale visuals, I create thoughtfully designed materials that bring your brand into the physical world.

SERVICES INCLUDE

- Business cards and stationery
- Flyers, brochures, and catalogs
- Menus and promotional materials
- Editorial layouts and publications
- Posters, banners, and signage
- Invitations and event materials

> **Print design from $175 each, $200 minimum project**

Printing and installation are not included.

05. PACKAGING & MERCHANDISE

Every detail is an opportunity to stand out.

Packaging and merchandise that reflect your brand's personality, capture attention, and create a memorable experience.

SERVICES INCLUDE

- Product packaging design
- Product labels
- Packaging redesigns and refreshes
- Apparel and merchandise graphics
- Branded promotional products
- Print-ready artwork

> **New Product Label Design starting at $425**

06. ILLUSTRATION & VISUAL CONTENT

Original visuals, made to stand out.

Custom illustrations and graphics that add creativity, character, and a unique visual touch to your brand or project.

SERVICES INCLUDE

- Custom digital illustrations
- Icons and graphic elements
- Promotional artwork
- Digital compositions and photo manipulation
- Photo retouching
- Custom branded visuals

> **Custom Illustration starting at $350**

GOOD TO KNOW

THE DETAILS, UP FRONT.

Pricing

All listed prices are starting rates. Final quotes are based on project scope, complexity, deliverables, and timeline. Package prices reflect a savings compared to booking the same services separately.

Minimum Project

Individual designs priced under $200 are combined with other work into a single project of at least $200.

Revisions

Each package includes the revision rounds specified above. Additional revisions, new design directions, or work outside the approved scope may incur additional fees.

Project Timelines

Timelines are estimates and depend on timely feedback, project complexity, and delivery of required materials. Rush scheduling may be available for an additional fee.

Third-Party Expenses

Printing, hosting, subscriptions, premium assets, and other external expenses are not included unless otherwise stated.

Payment

Projects begin once the agreement is signed and the initial payment is received. Projects of $2,500 and under are paid 50% before starting and 50% before final delivery. Projects over $2,500 are paid 50% before starting, 25% at an agreed milestone, and 25% before final delivery or launch. Deposits are non-refundable once work begins, and work pauses on overdue invoices.

Final Files & Usage

Final approved files are delivered according to your project agreement. Editable working files are available for an additional fee. Ownership, licensing, and usage rights are defined in the signed contract.

LET'S MAKE SOMETHING GREAT.

Ready to get started? Tell me about your project, your ideas, and what you want to bring to life.

START YOUR PROJECT | BOOK A DISCOVERY CALL

zeraphox.com/contact