

tiny fox creative

# *Visual Branding + Web Design Packages*



for small businesses + nonprofits

I know that no two projects are the same; so if what you need is not listed, please contact me to discuss personalized options. WordPress training is available upon request and can be ordered separately at an hourly or retainer rate. Web packages do not include hosting/domain, WordPress themes, or third party plugins. Visual packages do not include the printing of print collateral.

Getting stuff in order to launch your business is no joke. There seems to be so much on your plate. I get it, savvy business boss. I've been there myself. Wouldn't it be nice to hand one or two things off, knowing and trusting that they would get done... correctly... the first time?

*YES!*

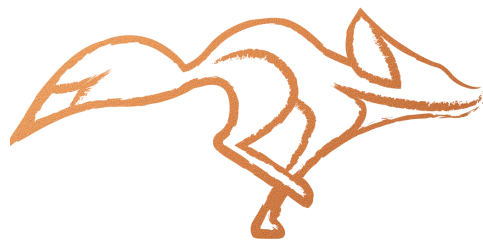
Guess what, that's exactly what I'm going to help you with! Think of me as your **tiny virtual creative department**– I have all of the know-how to get it done for your small business so you can focus on other things that need your attention.

So, if you're looking to dip your toe into the creative pond with just visual branding or web only, that's ok – it's the perfect way to start. Or, if you want to get it all done in one pass and go with a visual + branding kit, we can do that too.

I'm here to partner with you along this journey and make it as fun and worry-free, as possible.

Are you ready?  
Your small business goals await you!

*cheers -*  
*Amy*



*Visual Branding* **OR** *Web Design Packages*



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People buy from "brands they trust."

#1

*Tiny Fox Package*

RESEARCH + INSPIRATION

Exploratory Brand Research  
Discovery Call (20 Minutes)  
Brand Archetype

LOGO + BRANDING

Mood Board - 1 Revision  
Color Palette - 1 Revision  
Typography (Fonts) - Primary  
Main Logo - 3 Design Concepts /2 Revisions

THE GOODS (DELIVERABLES)

Tiny Style Guide - 3pg. PDF

TINY FOX PACKAGE | \$850

Includes: 10 hours initial design time, 1 rounds of changes and final package delivery.



Your logo is not your brand.

#2

*Curious Fox Package*

RESEARCH + INSPIRATION

Exploratory Brand Research  
Discovery Call (20 Minutes)  
Brand Archetype

LOGO + BRANDING

Mood Board - 1 Revision  
Color Palette - 1 Revision  
Typography (Fonts) - Primary  
Main Logo - 3 Design Concepts /2 Revisions  
Secondary Logo - 1 Revision  
Brand Pattern

THE GOODS (DELIVERABLES)

Tiny Style Guide - 3pg. PDF  
Business Card  
Letterhead

CURIOUS FOX PACKAGE | \$900

Includes: 15 hours initial design time, 1-2 rounds of changes and final package delivery.

[tinyfoxcreative.com](http://tinyfoxcreative.com) | 480.256.9953

Completion times are estimates and are based on client response and feedback times.



*A brand is a living breathing thing.*

#3

*Skilled Fox Package*

RESEARCH + INSPIRATION

Exploratory Brand Research  
Discovery Call (20 Minutes)  
Brand Archetype

LOGO + BRANDING

Mood Board - 2 Revisions  
Color Palette - 2 Revisions  
Typography (Fonts) - Primary + Secondary  
Main Logo - 3 Design Concepts /5 Revisions  
Secondary Logo - 1 Revision  
Brand Pattern  
Submark

THE GOODS (DELIVERABLES)

Style Guide - 6pg. PDF  
Business Card  
Letterhead  
Folder Design For Business System  
Social Media Images - 3 Templates

SKILLED FOX PACKAGE | \$1200

includes: 25 hours initial design time, 2 rounds of changes, and final package delivery.

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Completion times are estimates and are based on client response and feedback times.

 | Visual Branding Packages

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Be flexible and adapt.

#4

Cunning Fox Package

RESEARCH + INSPIRATION

Exploratory Brand Research  
Discovery Call (20 Minutes)  
Brand Archetype

LOGO + BRANDING

Mood Board - 3 Revisions  
Color Palette - 3 Revisions  
Typography (Fonts) - Primary + Secondary  
Main Logo - 3 Design Concepts /5 Revisions  
Secondary Logo - 2 Revisions  
Brand Pattern  
Submark

THE GOODS (DELIVERABLES)

Style Guide - 6pg. PDF  
Business Card  
Letterhead  
Folder Design For Business System  
Printed Item - Other  
Social Media Images - 3 Templates

CUNNING FOX PACKAGE | \$1700

Includes: 40 hours initial design time, 3 rounds of changes and final package delivery.

[tinyfoxcreative.com](http://tinyfoxcreative.com) | 480.256.9953

Completion times are estimates and are based on client response and feedback times.



Your website is your virtual handshake.

## #1 Tiny Web Package

- Great for “Splash / Landing pages”
- Discovery Call
- Web Design Research
- 1-3 Custom Wordpress Pages
- 1 Site Revision
- Brand Application – Favicon Creation
- Wireframe Meeting + Final Wireframe
- Wordpress Theme Selection

SIMPLE: 1-3 Pages | \$600

## #2 Curious Web Package

- Discovery Call
- Web Design Research
- 4-6 Custom Wordpress Pages
- 2 Site Revisions
- Brand Application – Favicon Creation
- Wireframe Meeting + Final Wireframe
- Wordpress Theme Selection
- 3 Launch Graphics
- 1 Hour Of Website Updates (Post Launch)

MID-LEVEL: 4-5 Pages | \$850





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*Content is king.*

#3

*Skilled Web Package*

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Discovery Call

Web Design Research

6+ Custom Wordpress Pages

2 Site Revisions

Brand Application – Favicon Creation

Wireframe Meeting + Final Wireframe

Wordpress Theme Selection

5 Launch Graphics (Social Media)

1 Hour Of Website Updates (Post Launch)

COMPLEX: 6+ PAGES | \$1200+



Visual Branding +

Web Kits





#1

*Tiny Start-up Kit*

RESEARCH + INSPIRATION

Exploratory Brand Research  
Discovery Call (20 Minutes)  
Brand Archetype

LOGO + BRANDING

Mood Board - 1 Revision  
Color Palette - 1 Revision  
Typography (Fonts) - Primary  
Main Logo - 3 Design Concepts / 2 Revisions  
Adobe Stock Photography

THE GOODS (DELIVERABLES)

Tiny Style Guide - 3pg. PDF

WEB DESIGN

Web Design Research  
1-3 Custom Wordpress Pages  
1 Site Revision  
Brand Application – Favicon Creation  
Wireframe Meeting + Final Wireframe  
Wordpress Theme Selection

TINY START-UP KIT | \$1100 (SAVINGS OF \$100)

Includes: 6 weeks of design time to completion.

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Completion times are estimates and are based on client response and feedback times.



#2

*Curious Branding Kit*

RESEARCH + INSPIRATION

Exploratory Brand Research  
Discovery Call (20 Minutes)  
Brand Archetype

LOGO + BRANDING

Mood Board - 1 Revision  
Color Palette - 1 Revision  
Typography (Fonts) - Primary  
Main Logo - 3 Design Concepts / 2 Revisions  
Secondary Logo - 1 Revision  
Brand Pattern  
Adobe Stock Photography

THE GOODS (DELIVERABLES)

Tiny Style Guide - 3pg. PDF  
Business Card  
Letterhead / other print collateral piece

WEB DESIGN

Web Design Research	Wireframe Meeting + Final Wireframe
4-6 Custom Wordpress Pages	Wordpress Theme Selection
2 Site Revisions	3 Launch Graphics
Brand Application – Favicon Creation	1 Hour Of Website Updates (Post Launch)

CURIOUS BRANDING KIT | \$1450 (SAVINGS OF \$200)

Includes: 8 weeks of design time to completion.

[tinyfoxcreative.com](http://tinyfoxcreative.com) | 480.256.9953

Completion times are estimates and are based on client response and feedback times.



#3

## Skilled Branding Kit

### RESEARCH + INSPIRATION

Exploratory Brand Research  
Discovery Call (20 Minutes)  
Brand Archetype

### LOGO + BRANDING

Mood Board - 2 Revisions  
Color Palette - 2 Revision  
Typography (Fonts) - Primary + Secondary  
Main Logo - 3 Design Concepts /5 Revisions  
Secondary Logo - 1 Revision  
Brand Pattern  
Submark  
Adobe Stock Photography

### THE GOODS (DELIVERABLES)

Style Guide - 6pg. PDF  
Business Card  
Letterhead / other print collateral piece  
Folder Design For Business System  
Social Media Images - 3 Templates

### WEB DESIGN

Web Design Research	Wordpress Theme Selection
6+ Custom Wordpress Pages	Wireframe Meeting + Final Wireframe
2 Site Revisions	5 Launch Graphics (Social Media)
Brand Application – Favicon Creation	1 Hour Of Website Updates (Post Launch)

SKILLED BRANDING KIT | \$2000 (SAVINGS OF \$300)

Includes: 10 weeks of design time to completion.

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Completion times are estimates and are based on client response and feedback times.



#4

## Cunning Branding Kit

### RESEARCH + INSPIRATION

Exploratory Brand Research  
Discovery Call (20 Minutes)  
Brand Archetype

### LOGO + BRANDING

Mood Board - 3 Revisions  
Color Palette - 3 Revisions  
Typography (Fonts) - Primary + Secondary  
Main Logo - 3 Design Concepts / 5 Revisions  
Secondary Logo - 2 Revisions  
Brand Pattern  
Submark  
Adobe Stock Photography

### THE GOODS (DELIVERABLES)

Style Guide - 6pg. PDF  
Business Card  
Letterhead / other print collateral piece  
Folder Design For Business System  
Printed Item - Other  
Social Media Images - 3 Templates  
Folder Design For Business System  
Social Media Images - 3 Templates

### WEB DESIGN

Web Design Research	Wordpress Theme Selection
6+ Custom Wordpress Pages	Custom Website Iconography
3 Site Revisions	5 Launch Graphics (Social Media)
Brand Application – Favicon Creation	1 Hour Of Website Updates (Post Launch)
Wireframe Meeting + Final Wireframe	

CUNNING BRANDING KIT | \$2900 (SAVINGS OF \$400)

Includes: 12 weeks of design time to completion.

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Completion times are estimates and are based on client response and feedback times.