



services

Ink Spike
Studio

authentic design

How can you make your business stand out from your competitors?

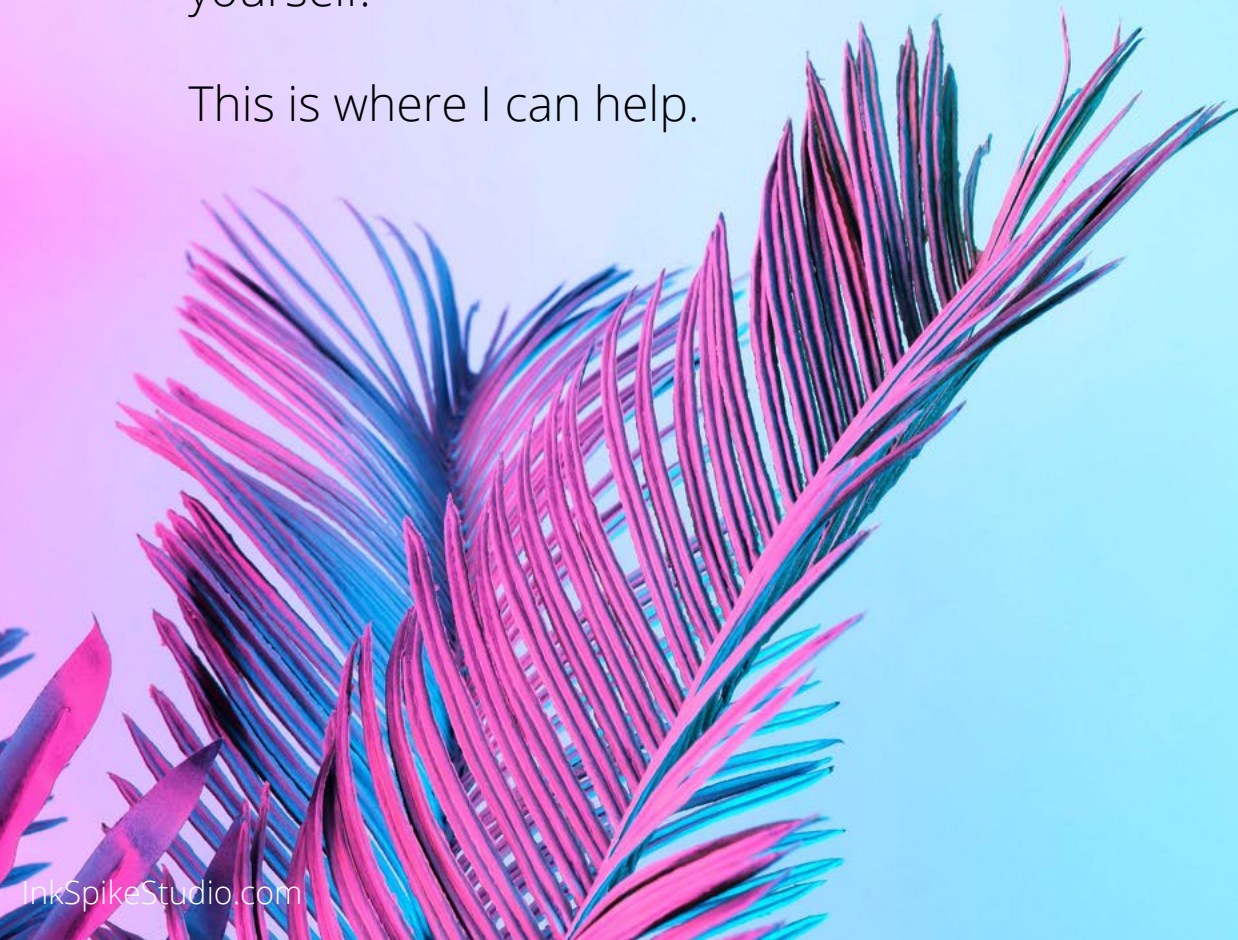
Be you! You are your businesses USP, so don't hide away behind a vanilla brand.

Be loud + proud, weird + quirky, feminine + fresh, but don't try and fit in.

Your differences are what helps you attract your raving fans, the die hard tribe that loves what you do, because they get you, but you have to be brave enough to show off the true you in the first place.

But you know what...it can be hard designing for yourself.

This is where I can help.



a magical mix of your
true purpose, quirks +
personality

hey...

I'm Lucie!

I'm a graphic + web designer who thrives on helping female, creative entrepreneurs with the design side of their businesses.



I believe that we need to be in love with our businesses visual identity, so we have the confidence and excitement to show them off.

I'm a tea drinking, mumma with a penchant for weird art and black eyeliner.

I'm nurturer at heart who has been lucky enough to stumble on my purpose in life, so I'm grasping it with both hands and seeing where it takes me.

Take a look at my services to see how I can help you + your biz.

BASIC BRANDING £500

- mood board, custom colour + font selection
- Logo Design, primary + secondary layout
- up to 3 revisions included
- icon or logo submark, + favicon
- style guide outlining fonts, colours & consistent design elements
- logo guidelines
- your choice of two collateral item designs:
Business Card, Facebook Page Images, Newsletter
Template Design or Email Signature

estimated time frame / 4-6 weeks

BRANDING + SIMPLE SITE £1000

- mood board, custom colour + font selection
- Logo Design, primary + secondary layout
- up to 3 revisions included
- icon or logo submark, + favicon
- style guide outlining fonts, colours & consistent design elements, logo guidelines
- your choice of two collateral item designs:
Business Card, Facebook Page Images, Newsletter Template Design or Email Signature
- one page website (*hosting + domain is not included in the price*)

estimated time frame / 6-8 weeks

LUXE BRANDING + MULTI PAGE WEBSITE £1800

- mood board, custom colour + font selection
- Logo Design, primary + secondary layout
- up to 3 revisions included
- icon or logo submark, + favicon
- style guide outlining fonts, colours & consistent design elements, logo guidelines
- your choice of two collateral item designs:
Business Card, Facebook Page Images, Newsletter Template Design or Email Signature
- 1 of the following: up to 12 page interactive pdf workbook or 12 social media images
- 4 x custom designed icons for use on your website and throughout your brand
- up to 8 page website (*hosting + domain is not included in the price*)

estimated time frame / 8-10 weeks

INDIVIDUAL GRAPHIC DESIGN PRICE LIST

business card - £50

thank you card - £50

gift voucher - £50

flyer - £75

postcard - £75

social media cover - £30

podcast artwork - £75

email signature - £50

newsletter template design - £50

custom icons or illustrations - £75 each

worksheet design (PDF) - £30

interactive worksheet design (PDF) - £30

small ebook / welcome kit (PDF) 6 pages - £125

interactive workbook (up to 12 page PDF) - £250

social media images x 10 - £50

social media templates x 10 - £150

one page website design + development - £600

8 page website design + development - £1200

MAINTENANCE PLAN £100 per month

YAY!!! You've launched your brand new site, now you can work on the rest of your biz + leave the site to work its magic....unfortunately, not quite.

To keep your site healthy + secure you need to make sure it's updated regularly, + checks are made.

The monthly maintenance plan gives you peace of mind, knowing that your site is being updated each week, plugins checked for any functionality issues, and problems resolved.

Small site additions are also included, blog posts can be uploaded, and adjustments can be made to pages.

MONTHLY RETAINER

A monthly retainer gives you a graphic designer at your side. If you know you have quite a bit of design work that's needed for your business + it's not something you're comfortable with, or have the time to do, then it's a great, affordable option. My hourly rate is £30 to hire out with a retainer.

1 MONTH PAID IN ADVANCE £100/ 4hrs

1 MONTH PAID IN ADVANCE £200/ 8hrs

3 MONTHS PAID IN ADVANCE £275/ 4hrs per month

3 MONTHS PAID IN ADVANCE £600 / 8hrs per month

FAQ

Why does design cost so much? Well thoughtout design is an investment in your business. You need to be able to attract your raving fans + perfect customers. It's not just about picking a nice font + your fave colours, there is alot of thought + structure that goes into the process.

What I'm after isn't on your pricelist? No worries, get in touch, I love taking on new + exciting opportunities, drop me a message at lucie@inkspikestudio.com + I will get back to you with a quote.

Are there payment plans? Yes! For all design work over £350 there is a payment plan available. 30% is due when booking in your project, then a further 2 payments of 35% are due throughout the project timeline. If you would like to discuss a different payment structure I'm happy to offer a schedule that fits your budget.

What is the design process? After an initial consult + your contract has been signed, I will send over a design questionnaire, this helps me to delve into your business a little deeper, so I can inderstand who your target market is. You will be asked to collect images for an inspiration board so we can be on the same page regarding the look + feel you're after. After some industry research I will get my sketchbook out + get some ideas down, I will present 3-5 different design concepts for your brand logo, + then work from your feedback, tweaking + refining until you have the perfect design for your business. 3 revisions are included in the price, any further revisions will be at the hourly rate.

How long does the design process take? This varies greatly + depends on how time-ly you as the client respond with feedback. It also depends on the type of project, if you have a deadline to meet please let me know before the project starts to make sure I'm able to fulfil it in time.

Can I schedule a call before I commit? Of course! Having a chat over the phone or through zoom is always available both before + throughout a project, please bear in mind, that my time is extremely important to me, so please only schedule a call if you genuinely want to work with me.

OK, I'm ready, what do I do next? Awesome!!! I can't wait to get to know you + your biz!
Drop me a message at lucie@inkspikestudio.com and we'll get you booked in.

let's do this!

lucie@inkspikestudio.com