

Erin Belley



## Digital Art, Illustration, Graphic Design + Blog Writing

### Design Process Outline + Pricing Guidelines

Thank you so much for your interest in working with me! I'm genuinely excited to collaborate with you and create something that reflects the values, vision, and goals of your business. Every project is an opportunity to explore ideas, uncover what makes your brand unique, and turn that into a design that's not only visually engaging but also meaningful for your business or event.

My approach is very hands-on and collaborative; I want you to feel informed and supported every step of the way. From our first conversation to the final delivery, I'll guide you through the process, offer professional insight and help you make decisions that effectively serve your goals and engage your audience. My aim is always to create work that you're proud of and that authentically represents your brand.

Below you'll find pricing guidelines, as well as a clear overview of what you can expect when working with me. This includes the process, timelines, revisions, and all the little details that make a project run smoothly. Of course, if you have any questions or need clarification on anything, please don't hesitate to reach out.

## The Design Process: Working Together

**Step 1: Consultation & Brainstorm** – We'll meet via video call to chat about your ideas, goals, and what you want created. Bring any references, brand materials, or inspiration you have. This usually takes 30–60 minutes, depending on the project. I'll take notes and ask questions so we can fully understand your vision. My goal is to make sure you feel informed and confident about the process from the very start.

**Step 2: Formal Quote & Proposal** – After reviewing your materials, I'll send a detailed quote that covers project scope, proposed timelines, deliverables, legal usage, and file types. We'll go over it together on a call so you can ask any questions and feel fully prepared. Deposits are typically 30–50% to get started, and if the project is staged or larger in scope, we'll adjust accordingly.

**Step 3: Confirmation & Kickoff** – Once the quote is signed and deposit is received, I'll begin work on 3–5 small thumbnail ideas. These will be delivered within the proposed timeline, and I'll give you a date so you know exactly when to review and provide feedback. Once a thumbnail direction is approved, we'll move on to the first draft.

**Step 4: First Draft / Rough Draft** – I'll create a rough draft of the chosen concept. Two rounds of revisions are included here, so you can request adjustments and fine-tune the direction. Major changes should happen at this stage, and I'll clearly outline deadlines for feedback so the project stays on track.

**Step 5: Final Project** – You'll receive a watermarked version of the project for review. One minor revision is included at this point, but most changes should be made during the first draft stage. Full payment is due before final files are released in the formats we agreed on. You'll receive clear instructions for usage, as well.

**Optional Add-ons** – include a Strategic Planning Calendar Download, Merchandising Design Assets, Strategic Digital Marketing guidance and implementation, and Web Design, giving you additional tools and support to expand and strengthen your brand.

## TL;DR – Working with Me

**Step One:** Free Consultation & Brainstorm – Video call to discuss your ideas, goals, and references. 30–60 min. You'll feel fully informed from the start.

**Step Two:** Quote & Proposal – Detailed project quote with scope, timeline, deliverables, and legal usage. Review together on a call. Deposit usually 30–50%.

**Step Three:** Confirmation & Kickoff – I create 3–5 thumbnail ideas within the proposed timeline. You review and approve direction before the full draft.

**Step Four:** First Draft / Rough Draft – Rough draft with two rounds of revisions. Major changes happen here. Feedback deadlines keep us on track.

**Step Five:** Final Project – Watermarked version for final review. One minor revision included. Full payment before release of final files.

# Pricing Guidelines

## Basic Logo Design — \$150 - \$300

**Description:** A small or simple logo design for personal use or branding use.

**Designated Use:** This logo is licensed for *brand identity use only*. It may be used for items such as business cards, websites, product packaging, labels for products and social media, but it cannot be used on products intended for sale.

## Logo Design + Commercial Usage Rights — \$300 - \$750

**Description:** A logo design as well as commercial usage for product sales.

**Designated Use:** This license grants full commercial usage rights. The logo may be used on all brand materials as well as on products intended for resale, including apparel, merchandise, printed goods, and other commercial items.

## Business Branding Package + Commercial Usage Rights — \$750 - \$1500+

**Description:** A complete visual identity for your business, plus a basic marketing guide to help you apply your new branding across all platforms.

**Designated Use:** This package gives your business a complete visual identity. It includes a professionally designed logo, brand colours, pattern design, website banners, and other branding elements to ensure a cohesive look across all platforms, all licensed for commercial use. Plus, you'll get a basic marketing guide to help you use your new branding effectively for social media, business cards, and other materials.

## Website Design Package — \$1000 - \$2500+

**Description:** Custom website design tailored to your brand, including layout, visuals, and graphics to create a cohesive and engaging online presence.

**Designated Use:** This package includes a custom-designed website aligned with your brand identity, with a focus on layout, visual hierarchy, and on-brand graphics. You'll receive guidance on how to use and update your website after launch. The design is licensed for use on your business's owned digital platforms for marketing and promotional purposes and may not be resold or transferred

without written permission.

**Optional Add-Ons:** Strategic marketing support for social media and a basic marketing guide, offering guidance on how to use your website and branding together across platforms.

## Blog Writing + Content Creation — \$150 - \$300+ per article

**Description:** Professionally written blog content designed to support your business, strengthen your website, and improve long-term visibility.

**Designated Use:** Blog content is written to align with your brand voice and business goals and is intended for use on your business website and owned digital platforms, including blog pages, email newsletters, and social media sharing. Content may be reused and adapted for your marketing and promotional efforts. Blog content may not be resold, redistributed, or licensed to third parties without written permission.

**Optional Add-Ons:** Starter blog bundles are available for businesses launching new websites or content, with multiple articles created to establish a strong foundation. Ongoing content subscriptions are available for businesses seeking consistent monthly blog content. Hourly content writing is also available for one-off articles, updates, or revisions.

Thanks so much for taking a look! I'm always excited to hear about new projects and ideas, and I'd love to chat about how we can bring yours to life. Feel free to reach out anytime at [erinbelley@hotmail.com](mailto:erinbelley@hotmail.com). I'm happy to answer questions, brainstorm concepts, or explore possibilities together.