

*a squarespace web design studio*



# Mulberry Design Co.

---

*pricing guide*

2019

*well hello!*



Welcome to Mulberry Design Co! Whether you're prepping for a new website, or ready for a re-design, I'm here to tell ya - it's exciting! And it doesn't need to be complicated or stressful.

From start to finish, the packages on the following pages will include everything you need in order to bring your business to life online! (and I'll be walking with you every step of the way)

The things I value: your story, your business growth, a clear process, and strong + strategic + clean design (also, coffee...).

Here's to you! Let's build!

**M**

*Elizabeth*

# Package Options

## OPTION 1

### *Custom Squarespace Website Design*

#### **what's included:**

This process begins by understanding your business' mission, identifying your audience, getting clear on your website goals, and creating the website design around them. I'll combine strategy and strong design so that your website operates seamlessly and has a look & feel that your client will find engaging.

This package is designed to be all-inclusive, and even comes with tutorial videos tailor-made for you so that after we're finished, you can confidentially manage your new site!

- Custom website design
- Mobile/responsive design
- Unlimited edits
- Design & content collection guide
- 'Coming Soon' landing page
- Custom icons, graphics, and forms
- Domain connection or transfer
- Basic SEO
- Style guide + color palette
- Social Media integrations
- Squarespace lesson (post-design)
- Custom video tutorials (tailored to your website & needs)

**your INVESTMENT: \$3,000**

# Package Options

## OPTION 2

### *Custom Squarespace Website Design + Branding*

#### **what's included:**

We'll start with your brand identity by getting clear on your business' mission, audience, and core values. Based on our discussions and branding questionnaire, I'll create cohesive branding options for you to choose from, and then use this as the foundation for designing your website.

This package includes everything listed in the Squarespace Web Design Package, which means you'll have a strong brand and a strategic website all wrapped up into one beautiful package!

This is a great option those just getting started, or those looking to re-align or re-vamp their current brand & business.

#### **WEB design**

- Custom website design
- Mobile/Responsive design
- Unlimited edits
- Design & content collection guide
- 'Coming Soon' landing page
- Custom icons, graphics, and forms
- Domain connection or transfer
- Basic SEO
- Style guide + color palette
- Social Media integrations
- Squarespace lesson (post-design)
- Custom video tutorials (tailored to your website & needs)

#### **BRAND design**

- Main logo, secondary logo, and favicon
- Custom mood board
- Custom color palette
- Curated font set
- Graphic elements + custom icons
- Style guide
- Branding guide (helps ensure cohesive branding across multiple platforms)

**your INVESTMENT: \$3,950**

# Add-On Items

These add-on items are 'a la carte' and are meant to help support your business growth, above and beyond the creation of your website and brand.

**Premium SEO Services (Search Engine Optimization) - \$495**

**The Pinterest Site Converter - \$395**

**Social Media Setup - \$395**

**Custom Email Setup (G-Suite) - \$195**

**Media Kit Design - \$100**

## The Design Process

So how does all of this work? Super smoothly. I'll provide with step-by-step workbooks and guides, and I'll be working with you every step of the way to make sure this is a stress-free process! There are three basic design phases: *Predesign*, *Phase I*, and *Phase II*. *Predesign* is when you do your client homework/questionnaires. *Phase I* is when I get to work with the branding and building of your site. *Phase II* is the editing and launch phase! For more details, [click here](#).

M





## Payment Policy

Standard payment policy is 50% due upon booking (this reserves your project on my design calendar) and 50% upon site launch!

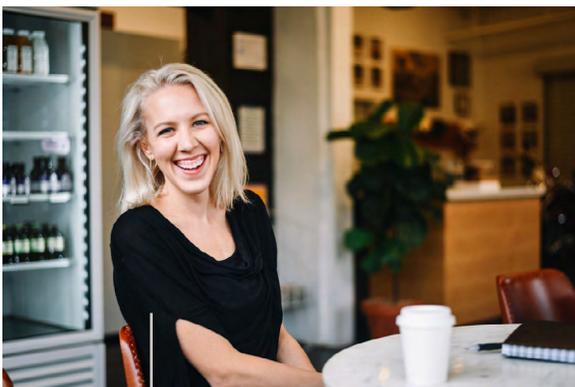
## Payment Plans

I understand that a new website or branding can be a significant investment. I do have payment plans available upon request! If you are interested in setting up a payment plan, I'm happy to work with you on this.

## FAQ

Have more questions? Feel free to contact me directly or check out some of the [FAQ!](#)

# Let's do this.



I would love to work with you and hear your story!

For more information, answers to questions, or to reserve space on my design calendar, please reach out!

You can [click here](#) to book a consult call with me or email me directly at [elizabeth@mulberrydesignco.com](mailto:elizabeth@mulberrydesignco.com)

---

Mulberry Design Co.