



Services & Pricing Guide



Welcome

Hello, it's Dani here...

Thank you for reaching out and for your interest in working with Dani Lunn Design Studio.

Take your time to look over the information and looking forward to hearing from you soon.

Dani

SERVICE OFFERING:

Layout Design

FOR PRINT AND ONLINE

INCLUDING: MAGAZINES, EDITORIAL DESIGN,
EBOOKS & ECOURSES, BROCHURES, LOOK BOOKS, INVITATIONS,
STATIONERY, MARKETING COLLATERAL, PACKAGING,
SOCIAL MEDIA GRAPHICS OR ANY BESPOKE PROJECT.

This service is bespoke to each client and their project.
From design to print management and installation,
we can work together to create your visual story.

Custom quote required based on detail of the project.

Email hello@danilunn.com.au
or call 0409 988 351 to discuss further.





SERVICE OFFERING:

Brand Identity



Keep it Simple Package

INVESTMENT: \$690

WHAT'S INCLUDED:

BRAND INSIGHT & VISION

BRAND IDENTITY QUESTIONNAIRE

To get all the details about you and your business

BRAND IDENTITY DESIGN

MAIN LOGO DESIGN

3 x Main Logo Design Concepts

ICON / SECONDARY LOGO DESIGN

Think of this Icon as your Main Logo's best pal, they go hand in hand and is often an abbreviated version of your logo or a graphical symbol

*3 x Revisions to chosen Logo:
For Main Logo and Icon Logo Designs*

COLOUR PALETTE

Unique colours for your brand

FONT FAMILY

Typeface families to use for your brand

BRAND FILES

Your final Brand Assets which are the finalised logo files for web and print platforms

BRAND STYLE GUIDE

This PDF document contains all the details of your branding and helps you roll-out your new brand identity across all aspects of your business

NOT INCLUDED:

Strategy Session | Mood Board | Examples of Brand Application | Social Media Profile Images | Business Card Design | Email Signature | Instagram Bonus: 6x Instagram Tiles & 6x Instagram Story Assets

SERVICE OFFERING:

Brand Identity



Go All Out Package

WHAT'S INCLUDED:

BRAND INSIGHT & VISION

BRAND IDENTITY QUESTIONNAIRE

To get all the details about you and your business

STRATEGY SESSION

A 30-minute call

MOOD BOARD

Establishes the design direction

INVESTMENT: \$1090

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EXAMPLES OF BRAND APPLICATION

In-sitчу mockups so you can see the potential use of your future logo

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SOCIAL MEDIA PROFILE IMAGES

Custom profile size logo for Facebook & Instagram, Facebook cover photo

BUSINESS CARD DESIGN

Double sided (includes 3 concepts and 1 revision)

EMAIL SIGNATURE

Graphic Banner (2 revisions & jpg file supplied)

INSTAGRAM BONUS

6 x Instagram Tiles & 6 x Instagram Story Assets
(2 revisions. Templates supplied as jpgs and can be placed into Canva or Photoshop. The Story Assets can also be used directly in Instagram)

SERVICE OFFERING:

Brand Identity



Go All Out Package + Website

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WEBSITE

Create or re-design a website through Squarespace

Why isn't there a set price? We work alongside an amazing web designer specialising in Squarespace. We guide you and advise on the perfect fit for the website design which varies the website design investment.

INVESTMENT: Starting at \$3900

IN SUMMARY:

Design Services

We have curated a series of packages that will take you from concept to finish. The best part? You can personalise the packages with add-ons to suit your project or we can design a project customised to your specific needs.

BRAND IDENTITY

Keep it Simple package	\$690
Go All Out package	\$1090
Go All Out package + Website	Starting at \$3900

ADD ONS

Business Card Design <i>(2 concepts + 2 revisions)</i>	\$150
Postcard sized Card/Flyer Design	\$150
Email Signature	\$80
Instagram Tiles x 6 & Instagram Story Assets x 6 <i>(Templates supplied as jpgs and can be placed into Canva or Photoshop. The Story Assets can also be used directly in Instagram)</i>	\$200

CUSTOM EXTRAS SUCH AS STICKERS, LETTERHEAD, PACKAGING DESIGN, SIGNAGE AND ANYTHING ELSE YOU ARE AFTER WE CAN PROVIDE A CUSTOM QUOTE.



FREQUENTLY ASKED QUESTIONS

HOW LONG DOES THE PROCESS TAKE? The timeline is dependant on the scope of the job. As a guide for the Keep it Simple and Go All Out packages you can expect 2-3 weeks turnaround. Project timelines are discussed at project kick-off.

DO YOU OFFER PRINTING WITH YOUR DESIGN SERVICE? We can arrange printing for you and provide a quote from our fantastic preferred Sunshine Coast printer. All printing is delivered directly from the printer. Or we can supply the print files and you are welcome to use your own preferred local printer.



The Brand Identity Design Process

STEP 1

BRAND IDENTITY QUESTIONNAIRE

We start by sending you a branding questionnaire to get all the details about you and your business.

This is a great time to also send through any references you may have seen that inspire you. Once all the paperwork is complete – you’ve paid the 50% deposit, filled in our questionnaire and finalised your references – we organise your Strategy Session. *For the Keep it Simple package we go to Step 4.*

STEP 2

STRATEGY SESSION

A 30-minute call to have a more in-depth chat about your business goals, values and personality. We discuss how you envisage your brand and we establish your brand direction. This in turn enables us to use our expertise in art direction and graphic design to capture your visual story.

STEP 3

MOOD BOARD

We put together a mood board to establish the visual direction of your brand which will be a mix of both design-focused and atmospheric images. The mood board will set the tone for your brand moving forward and will give you a good idea of the kind of art direction you can expect to receive as the project unfolds.

STEP 4

DESIGN

HERE'S WHERE YOU'LL SEE ALL YOUR BRANDING AND GRAPHIC DESIGN IDEAS COME TO LIFE.

We'll deliver 3 Main Logo Design Concepts for your consideration.

Each concept will include a Main Logo, Icon/Secondary Logo, Colour Palette, Font Family. For the *Go All Out Package* this will also include examples of brand application.

Once we present you the logo concepts, you'll get a few rounds of revisions so we can finesse your preferred logo. Most clients don't generally need to use all three rounds, but the option is there if you need it.

STEP 5

FINAL DESIGN APPROVAL

Once you have chosen the concept you love, we'll make any final adjustments to perfect it for you. For the *Go All Out Package*, the rest of your brand collateral is created that is included in your package. Once all artwork is finalised and approved, you will be sent the final invoice for payment.

STEP 6

FINAL BRAND FILES & BRAND STYLE GUIDE

Once we have everything finalised we wrap up by sending your Final Brand Files and Brand Style Guide. Your final Brand Assets are the finalised logo files for your web and print platforms. Your Brand Style Guide is a PDF document outlining all the details of your branding and how to implement them with consistency. Everything you need so that you can maintain brand consistency going forward. We're here to create your visual story.

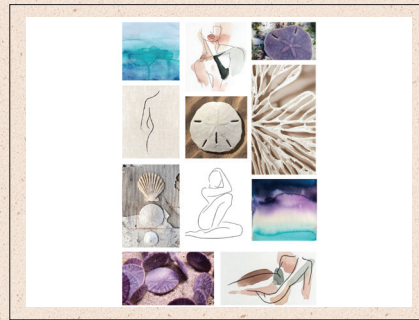
Congrats! Your branding project is now COMPLETE and ready to be shown off to the world!



ORTHO-BIONOMY BY BEC

Case Study

This case study shows examples of some of the visual elements included in the design process



Moodboard



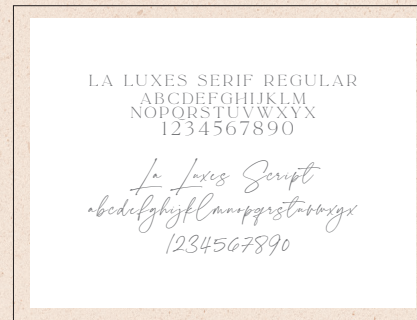
Main Logo



Secondary Logos & Imagery



Colour Palette



Font Family



Examples of Brand Application



Brand Style Guide



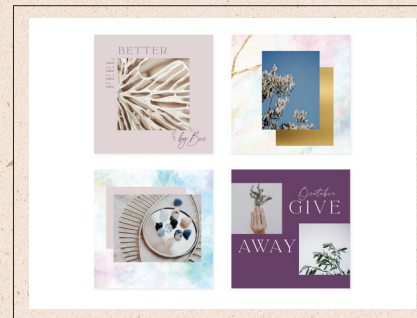
Social Media Profile Images



Business Card Design



Email Signature



Instagram Tiles



Instagram Story Assets



Art Direction & Styling for Mama Disrupt Magazine Summer issue ~ in collaboration with Kingfisher Bay Resort, Fraser Island

SERVICE OFFERING:

Art Direction & Styling

For brand imagery and photoshoots:
Everything you need is taken care of, photo shoot concepts and production, commissioning, propping, casting, location sourcing, on-set art direction and styling for stills and video. Let us help you with creative direction to achieve your look and feel with flair.

Custom quote required based on detail of the project.



Let's get started...

We would love to get the opportunity to work with you on your exciting project!

Dani

0409 988 351

HELLO@DANILUNN.COM.AU

