



Learn about the design process
+ your payment options!

digital  lotus

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hello!

DIGITAL LOTUS

is a vibrant and FUN design studio
that offers branding and design solutions
for lady entrepreneurs.

This is a guide to help you understand
the branding & design process and the price sheet.

The Process

THE INQUIRY

Yay, you chose me... aww!!! So, after filling out the Custom Design Inquiry, you should receive an email from me to schedule a phone call or Skype session to discuss your needs. You will also receive a questionnaire regarding your design project needs.

It is preferred that you fill out the questionnaire before our phone or Skype meeting so we can discuss your need and I can ask any questions regarding your design needs. This is also the time we will discuss price quotes, timeframes, and to see if we are a great fit! (*I hope so!*)

WELCOME PACKAGE

So, if we are a perfect fit... you will be receiving a Hello + Welcome Package from me! This will include a proposal of what I will be doing for you and what you will receive from me per our phone or Skype conversation. It will also include a description of costs and services and your design quote. And... it will also include a contract (*legal jumbo*) listing our terms and agreements. This will be the time to complete the invoice for payment to hold your spot in the queue.

THE WAITING AREA

During this period, there is wait time until your design start date. This is when you do your homework to help me design your project. I recommend creating a secret Pinterest board full of ideas containing color schemes, style, fonts, layout and other inspiration to give me sense of what you need and want for your design. Remember to invite me to your secret board!

Also make sure you have all of your content ready, your photos, and social network links up and running. This will also be the time to learn the platform your website if you are getting a new web design. I will also set up your google drive folder to share docs and images and Asana account for communication.

LET'S GET CREATIVE!

So we have arrived at your design START day! This is the step where I create a mood board based on your Pinterest board. I will then start creating logos or layouts based on your wants and needs for your project, I will send you samples to review to see if I am on the right track. Then we will keep revising until it is perfect for your brand! I will also create a shared dropbox/ google drive so that your image files are always accessible. (*Files will be purged after 3 months*)

INSTALLATION

This is the exciting part! I will then create your brand style guide which displays your final logo and alternative logos, your color scheme, font palette, and inspiration. We will then install your design into marketing materials and into your website. Remember your final payment will be due at this time.

BON VOYAGE

We will go through your site and see what is missing and what we need to add. This will be the time to ask questions about your site. I will be sending you your own personal brand kit with all your brand images, layout, and links together able to show your brand to the world!

The Price List

THE FULL BLOOM : FULL BRANDING , WEBSITE DESIGN , + PRINT

LOGO & BRANDING :

primary logo
secondary logo
icon/favicon
font palette
brand style board

WEBSITE :

Custom web
layout mobile
responsive social
icons
favicon
up to 7 pages

MARKETING COLLATERAL

business card + postcard design
facebook & twitter design
Other social media design

| investment: R5000

THE HALF BLOOM : BRANDING + WEBSITE

LOGO & BRANDING :

primary logo
secondary logo
icon/favicon
font palette
brand style board

WEBSITE :

Custom web
layout mobile
responsive social
icons
favicon
up to 7 pages

| investment: R3500

THE FLOWER BUD : BRANDING

LOGO & BRANDING :

primary logo
secondary logo
icon/favicon
font palette
brand style board
social media branding

| investment: R1500

If you need something designed that is not on this list, feel free to inquire during our phone consultation!

Deposit Fee + Payment Options

PAYMENT OPTIONS FOR WEB DESIGN & BRANDING PACKAGE

In order to be placed in the queue, you must pay 25% of your package price total cost of your design project. All invoices will be sent through email and it will include entire balance of design package cost. If you decide to add on an item that is not included in the pack, you will be sent a separate invoice that will need to be paid immediately. Design Start dates begin start on the 1st or 15th of every month.

THERE ARE 2 PAYMENT OPTIONS FOR THE BRANDING AND WEBSITE PACKAGES :

OPTION A

Half up Front, Half at end of Project

EXAMPLE:

Package Price: **R1000**

Deposit Fee: $(R1000 * 50\%) = R500$

Remaining Balance before start date: **R500**

Due at end of project: **R500**

OPTION B

Monthly for 4 months:

EXAMPLE:

Package Price: **R1000**

Deposit Fee: $(R1000 * 25\%) = R250$

Remaining Balance before start date: **R750**

Due on Start Date: **R250**

Payment due Monthly: **R250**

LATE PAYMENT POLICY

Client will receive an invoice and balance sheet a week before payment is due. The client will have a 3-day grace period to fulfill the payment obligation in full. Payments not received on or before the 3rd day (Includes weekends and holidays) will incur a R200 late fee. An additional late fee of R50 per day will incur for payment delinquency on every day following the 3rd day. No services will be rendered until payment and late fees are paid in full. Client has the right to suspend services at anytime, however deposit fee and any cost associated with the project is non-refundable

