CLIENT × WELCOME PACKET

WHERE DESIGN MEETS REALITY

WWW.MELODRAMATICMEDIA.COM

melodyssipp@gmail.com

ABOUT US

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hello...

My name is Melody Sipp.
I am a brand designer, creative director, & project manager.

I am the owner & founder of Melodramatic Media, A graphic design agency focusing on small businesses and start-ups.

Through quality content and strategic design, I help clients realize their struggle points and come up with solutions to reach the common goal: making their vison a reality while also gaining the sales. To do this, I focus on perfecting their brand identity, strategy, web design, and marketing collateral in a way that stands out from their competitors and gives them their own voice.

OUR SERVICES X

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our services X

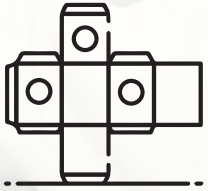
We provide a variety of services to help your business & vision get from the drawing board, to the digital space, and into the real world.

BRAND STRATEGY

BRAND IDENTITY

WEB DESIGN

MARKETING COLLATERAL



PACKAGE DESIGN

SOCIAL MEDIA CONTENT

CREATIVE DIRECTION

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brand strategy X

2 WEEK TURNAROUND (NO EXTRA FEES)| 1 WEEK EXPEDITED +$100 EXPEDITING FEE

STARTING COST	ENDING COST	TOTAL COST
$157.00	143.00	$300.00

brand audit	We'll discuss the past, present, and future of your business.
dna	We'll discuss and analyze your customer's profile and your business's competition.
vision	We'll have a look at your business past to come up with your business goals and a plan to reach them.
values	We'll discuss your brand values and ethics.
personality	We'll dig into your brand's personality and how it's character should be communicated.
mission	We'll create your business's slogan that communicates what sets your business apart from others.
brand strategy document	Once we have researched and built a good understanding of the company and project, we can start to diagnose, and formulate the brand strategy document. This document will outline the new brand positioning through a pragmatic analysis of the interviews and research.

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brand identity X

2 WEEK TURNAROUND (NO EXTRA FEES)| 1 WEEK EXPEDITED +$100 EXPEDITING FEE

STARTING COST	ENDING COST	TOTAL COST
$214.00	186.00	$400.00

*STAND ALONE LOGOS ARE $100 (INCLUDES ONLY ONE MAIN LOGO)

logo development	We'll develop your main logo, alternative logo, lettermarks, and icons.
color pallette	We'll create a color pallete that correlates with your brands personality and values.
typography	We'll choose how your messages are displayed through signature fonts.
photography	We'll lay out how your pictures should be taken and displayed.
pattern & illustration	We'll draw and digitize any elements that resignate with your brand. These will be used in conjunction with your visual elements and packaging
iconography	We'll create custom icons that can be used throughout your future or current website/ apps/ and social media content.
brand identity document	Once we have built a solid visual identity for your brand, we can formulate the brand identity document. This document will outline your brands overall look and use across platforms, prints, and packaging

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web design X

2 WEEK TURNAROUND (NO EXTRA FEES)| 1 WEEK EXPEDITED +$100 EXPEDITING FEE
4 WEEK TURNAROUND (NO EXTRA FEES)| 2 WEEK EXPEDITED +$100 EXPEDITING FEE

	STARTING COST	ENDING COST	TOTAL COST
ONE-PAGE	$114.00	86.00	$200.00
FULL	$214.00	186.00	$400.00

*WIX, SHOPIFY, & SQUARESPACE/ACUITY PLATFORMS

*PROFFESIONAL PHOTOGRAPHY IS PREFERRED. IF YOU ARE UNSURE WHETHER YOUR PHOTOS ARE ACCEPTABLE, PLEASE EMAIL US TO VERIFY AND/OR SEE WHAT PHOTOGRAPHY SERVICES WE OFFER AT EXTRA COSTS TO .

*INCLUDES FREE MAINTENANCE AFTER COMPLETION (DOES NOT INCLUDE NEW BANNERS OR ARTWORK).

onboarding call — We'll discuss your business and what you'd like to gain out of your website.

framework — We'll lay out the frame work and pages for your site.

design — We'll fill in the framework with designs made to fit your brand and match your identity

development — We'll add the designs to your site and give the design it's functionality and make sure it's mobily optimized.

email campaigns — We'll design your email campaigns and set up automations to help build your community and also gain more out of your brand's community.

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marketing collateral X

1 WEEK TURNAROUND (NO EXTRA FEES)| 48-HOUR EXPEDITED +$50 EXPEDITING FEE

BUSINESS CARDS	TOTAL COST $35.00	FLYER DESIGN	TOTAL COST $35.00
THANK YOU CARDS	TOTAL COST $35.00	BILLBOARD DESIGN	TOTAL COST $100.00
LABEL DESIGN	TOTAL COST $50.00	VEHICLE WRAP	TOTAL COST $100.00
RETRACTABLE BANNER	TOTAL COST $70.00	T-SHIRT DESIGN	TOTAL COST $70.00
TENT DESIGN	TOTAL COST $100.00	BOOK COVER	TOTAL COST $70.00

*ALL SERVICES ARE DESIGN-ONLY. PLEASE EMAIL MELODYSSIPP@GMAIL.COM FOR PRINT RESOURCES IF NEEDED OR IF YOU WOULD LIKE US TO PUT IN A PRINT ORDER FOR YOU (TURNAROUND MAY BE LONGER)

*YOU WILL RECEIVE THE ORIGINAL ADOBE ILLUSTRATOR FILE FOR ALL SERVICES AS WELL AS JPG,PDF, AND SVG

OUR SERVICES X

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package design X

1 WEEK TURNAROUND (NO EXTRA FEES)| 48-HOUR EXPEDITED +$50 EXPEDITING FEE

PACKAGE DIELINE	TOTAL COST $100.00	PACKAGING MOCKUP	TOTAL COST $35.00
LABEL DESIGN	TOTAL COST $50.00	LABEL MOCKUP	TOTAL COST $35.00

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OUR SERVICES

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social media content

1 WEEK TURNAROUND (NO EXTRA FEES)| 48-HOUR EXPEDITED +$50 EXPEDITING FEE

DIGITAL FLYER	TOTAL COST $35.00	DIGITAL FLYER(12)	TOTAL COST $410.00
DIGITAL FLYER(3)	TOTAL COST $95.00	DIGITAL FLYER(15)	TOTAL COST $515.00
DIGITAL FLYER(6)	TOTAL COST $200.00	DIGITAL FLYER(20)	TOTAL COST $690.00
DIGITAL FLYER(9)	TOTAL COST $305.00	DIGITAL FLYER(30)	TOTAL COST $975.00
SOCIAL BANNER	TOTAL COST $25.00	SOCIAL BANNER(3)	TOTAL COST $70.00

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OUR SERVICES X

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creative direction X

1 WEEK TURNAROUND (NO EXTRA FEES)| 48-HOUR EXPEDITED +$50 EXPEDITING FEE

PHOTOSHOOT DIRECTION

TOTAL COST
$75.00

We will discuss your budget and will then formulate a moodboard with photo direction and inspiration. A pricelist will be included with resources for style direction (clothing), & we will include necessary props and pricelist/resources based upon your budget. We will then help find a photographer in your area that we feel may execute this vision well. ***We do not purchase these items for you. It's up to you to purchase based upon your budget**

PACKAGE DIRECTION

TOTAL COST
$55.00

We will discuss your budget and will then formulate a moodboard with your formulated package style. We will help you find vendors for your packaging (boxes, labels, tape, tissue paper, polymailers, etc.) to give your customers a full branding experience when opening their packages. ***We do not purchase these items for you. It's up to you to purchase based upon your budget. We do not design the box or label for you, just an idea of overall presentation. See Package and Label services for design pricing.**

PRODUCT PHOTOGRAPHY

TOTAL COST
$95.00

We will discuss your budget and will then formulate a moodboard with your formulated product photography style. We will help you find vendors for your products (bottles, bags, boxes, etc.) to give your customers a full branding experience when recieving your product. ***We do not purchase these items for you. It's up to you to purchase based upon your budget. We do not design the box, label, polymailer, or jars for you, just an idea for overall presentation. See Package and Label services for design pricing.**

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OUR PACKAGES X

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our packages X

2 WEEK TURNAROUND (NO EXTRA FEES) 1WEEK EXPEDITED +$100 EXPEDITING FEE	4-6 WEEK TURNAROUND (NO EXTRA FEES) 2-4WEEK EXPEDITED +$100 EXPEDITING FEE	6 WEEK TURNAROUND (NO EXTRA FEES) 3WEEK EXPEDITED +$100 EXPEDITING FEE
Mini Branding Package	**Standard Branding Package**	**Blue-Print Branding Package**
What's Included: Main Logo Alternative Logo Brand Mark + **Marketing Collateral (Choose 3):** Business Card Design Thank You Card Design Polymailer Design Instagram Highlights Web Banner	**What's Included:** Brand Identity Web Banners Social Media Flyer Templates(6) Business Card Design Instagram Highlights Thank You Card Design Label Design + **Marketing Collateral (Choose 2):** Product/ Mailer Box Design Polymailer Design T-Shirt Design Retractable Banner	**What's Included:** Brand Strategy Brand Identity Thank You Card Design Business Card Design Label Design Instagram Highlights Web Banners Social Media Flyer Templates(6) + **Marketing Collateral (Choose 2):** Product/ Mailer Box Design Polymailer Design T-Shirt Design Retractable Banner
TOTAL COST $305	TOTAL COST $750	TOTAL COST $1200

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*YOU WILL RECEIVE THE ORIGINAL ADOBE ILLUSTRATOR FILE FOR ALL SERVICES AS WELL AS JPG,PDF, AND SVG

OUR PACKAGES X

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our packages X

8 WEEK TURNAROUND (NO EXTRA FEES)
5WEEK EXPEDITED +$100 EXPEDITING FEE

Ultimate Branding Package

What's Included:

Brand Strategy
Brand Identity
Thank You Card Design
Business Card Design
Label Design
Instagram Highlights
Web Banners
Social Media Flyer Templates(6)
Full Web Design

Marketing

Collateral (Choose 2):

Product/ Mailer Box Design
Polymailer Design
T-Shirt Design
Retractable Banner

TOTAL COST **$1550**

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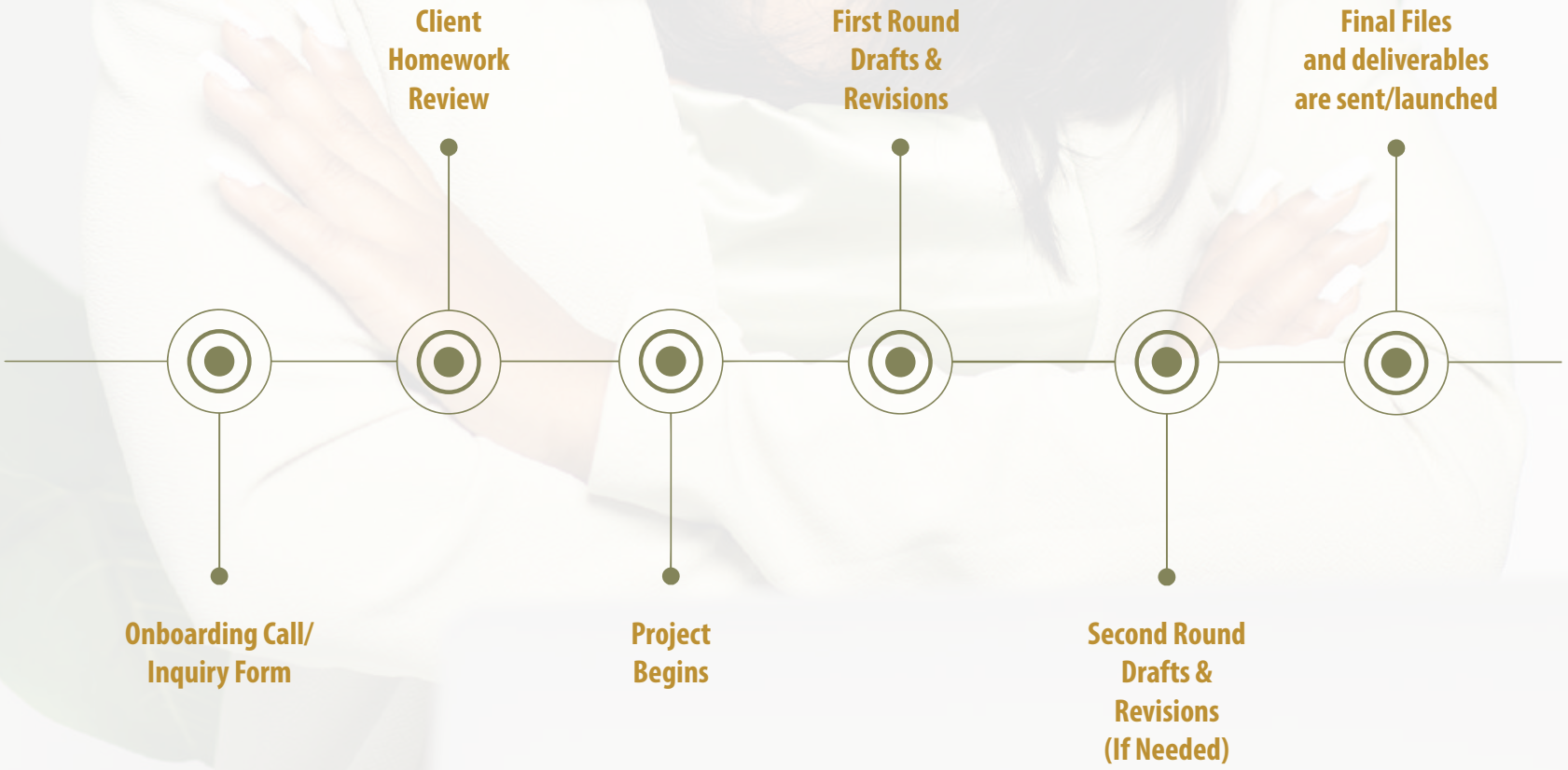
*YOU WILL RECEIVE THE ORIGINAL ADOBE ILLUSTRATOR FILE FOR ALL SERVICES AS WELL AS JPG,PDF, AND SVG

the process x



*PLEASE REACH OUT TO US REGARDING ANY QUESTIONS YOU MAY HAVE (MELODYSSIPP@GMAIL.COM)

THE PROCESS x

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NEXT STEPS ✕

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next steps ✕

1

The first step to starting your branding experience is to hop on a call with us so we may become aquainted with eachother and get a better understanding of the services you're interested in. We know our entrepreneurs are busy and have other obligations so if you would like to continue this process via email, that is okay too! Be sure to inquire through our inquiry form. You may schedule a call or fill out the inquiry form using the link below and going to the "work with us" section. *Please use the email you'd like us to contact you through.

SCHEDULE DISCOVEY CALL OR FILL OUT INQUIRY FORM (https://linktr.ee/melodramaticmedia)

2

The next step will be looking over and signing our contract agreement. This is the first part of your homework that will need to be turned in. Our contract agreement is signed by both us and the client to ensure protection for both parties and to make sure this process runs as smoothly as possible. Your expected launch/due date will be included on the project as well as timeframes and deadlines for portions of your project. Turn-around for your project does not begin until all 3 parts of your homework are turned in. *Contract will be sent via email.

SIGN CONTRACT (SENT VIA EMAIL)(COPY: https://linktr.ee/melodramaticmedia)

3

The third step and second part to your home work is to pay your invoice which will have payment instructions and time frames according to your project. Payment schedules will be included for services requiring deposits. You are responsible for making final payments at the end of your project to receive deliverables. Your final project will not be sent until your remaining balance has been paid in full.

PAY THE INVOICE (SENT VIA EMAIL)

4

The fourth step and final part to your home work is to fill out the questionaire that corresponds with your service being provided. This questionnaire will be sent to your email as well. It is important to be as detailed as possible with your answers for better accuracy with your design work. After filling out the form, we will look over the answers provided and email you an approval response or reach out to you if we need more information.

FILL OUT THE CORRESPONDING QUESTIONNAIRE (SENT VIA EMAIL)

*PLEASE REACH OUT TO US REGARDING ANY QUESTIONS YOU MAY HAVE (MELODYSSIPP@GMAIL.COM)

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ONE VISION AT A TIME

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MONDAY: 10 AM - 5 PM
TUESDAY: 10 AM - 5 PM
WEDNESDAY: 10 AM - 5 PM
THURSDAY: 10 AM - 5 PM
FRIDAY: 10AM - 4 PM

melodyssipp@gmail.com