

branding and design



pricing guide 2023

[thelabhaus.com](https://www.thelabhaus.com)



**I create brands, and design assets
for entrepreneurs that
want to make a difference.
I'm pleased to meet you.**





I am here to make the
step-by-step process
to creating your brand
an enjoyable and
collaborative process!
I want you to own your brand.
I want it to excite you,
and something you and
your team are proud of.



• BRANDING & DESIGN •
• BRANDING & DESIGN •

Hi, I'm Dan and I love to get creative! Pleased to meet you.

I've been a graphic designer for over twenty five years and was an Interior Designer for over fifteen years. I have always been able to blend the two industries together, through the use of colour form, texture and spacial awareness.

Whether it's through a logo design that makes you feel great about your business, or through a detailed brand approach that genuinely helps you cut through the fear and confusion to achieve a connected and clear brand that brings in business, I want to help you achieve your business goals.

My other passions are my spiritual and personal growth. I am a Trauma Informed Breathwork Facilitator. I'm also a 1/3 Emotional Projector in Human Design, and a Scorpio. I live amongst the Southern most Alps in Germany. The mountains are my happy place. I am a mumma-bear, I am sporty, and I am a doer.

design bundles

GENERATOR PACKAGE - \$1200€ (+MwSt)

For clients who want the building blocks of the necessary collateral required to start their connected branding journey.

INCLUSIONS:

- Brand Analysis
- Project Mood Board
- Logo Design
- Style guide outlining fonts, colours & consistent design elements
- Logo Submark
- **Your choice of two collateral item designs:**
Business Card, Facebook Page Images, Mailchimp Template Design

design bundles

MANIFESTOR PACKAGE - \$2250€ (+MwSt)

You want the building blocks of a connected brand, plus the online presence to move your branding journey forward in a connected way.

INCLUSIONS:

- 30min 1:1 Strategy Session
- Logo Design
- Style guide outlining fonts, colours & consistent design elements
- Logo Submark
- **Your choice of two collateral item designs:**
Business Card, Facebook Page Images,
Mailchimp Template Design or Email Signature
- **Basic Website Design includes:**
homepage design & 2 sub-page designs
(does not include development or hosting/domain, however I
can provide a quote)

design bundles

PROJECTOR PACKAGE - 3050€ (+MwSt)

You have all that is required for your branding journey. The building blocks, the online presence and the connected branding collateral to be recognised by your tribe.

INCLUSIONS:

- 30min 1:1 Strategy Session
- Creative analysis and interpretation of your brand personality and vision
- Curation of a project mood board, as a guide to the design approach
- Design of three strong logo concepts
- Selections of your brand colours and fonts
- Up to 2 rounds of refinements to your preferred logo concept and colour palette
- Design of a beautiful brand style guide
- Logo Submark
- Analysis of your site content, structure and vision
- Design of a coming soon page, if required
- Custom design of your home page, and 2 additional sub-page designs
- Use of bespoke graphics, designer layouts and give it a truly custom feel
- Website Design Build includes, homepage & 6 sub-page designed and developed in Wordpress using Elementor Pro with Basic SEO Optimising and Google Search (domain and hosting not included)
- Setup and delivery of a full kit of logo files
- Backed-up website to client
- An exclusive license and unencumbered use for the life of your brand

design pricing

LOGO DESIGN ONLY 1050€ (+ tax (MwSt))

INCLUSIONS:

- 30min 1:1 Strategy Session
- Creative analysis and interpretation of your brand personality and vision
- Curation of a project mood board, as a guide to the design approach
- Design of three strong logo concepts
- Selections of your brand colours and fonts
- Up to 2 rounds of refinements to your preferred logo concept and colour palette
- Design of a beautiful brand style guide
- Logo Submark

WEBSITE DESIGN & DEVELOPMENT 2,350€ (+ tax (MwSt))

- Website Design includes, homepage design & 2 sub-page designs and homepage and up to 6 sub-page developed in Wordpress using Elementor Pro with Basic SEO Optimising and Google Search (domain and hosting not included)

ADDITIONAL COLLATERAL (PRICES + tax (MwSt))

- Business Card Design 125€
- Letterhead Design 125€
- Facebook Images (profile & timeline) 150€
- Sticker Design 80€
- Postcard Promo Flyer 220€
- Facebook Advertising Campaign Images (x6) 200€
- Mini eBook Design (up to 10 pages) 450€
- Style Guide 400€

design pricing

Other Design Collateral if your require it for your tribe

Colour Guide	Posters
Colour Concept / Palette	Sales Kits
Prospect	Advertising Signage
Brochure	Presentation Mood Boards - Templates and Finished Options
Catalogue	Presentation Collateral - CV Sheets, Project Sheets, Plan Sheets, Team sheets, About Us sheets, General
Brand Signage - Internal /External	Project Information Sheets
Website Design	Marketing Kit
Website Build	LookBook
Digital Magazine	Reports
Print Magazine	Document Designs
Coffee Table book	Brand Guidelines
Social Media Template	
Portfolio Books / Presentations	
Folders	
Packaging	
Welcome Kits for hotels	

All prices in Euros plus tax (Mehrwertsteuer).

*A print quote can be organised once printing options have been discussed.

Please note, additional changes outside of the above noted are charged at an hourly rate.

Prices and information are current as of MARCH 2023. Prices may change after the issue of this document.

faq

WHY DOES DESIGN COST SO MUCH?

Brand strategy and Design are the investments in your business. Without a cohesive, intentional and aligned brand you will never connect with your ideal people. Plus, I am good at what I do, I am an experienced creative who will make this process smooth and worthwhile for you.

WHAT IF WHAT I AM AFTER IS NOT ON YOUR PRICE LIST?

No worries, I can design everything that you require for your business to complete the brand identity. If you need a custom quote for a unique project, email me here for a quote: danielle@thelabhaus.com.

WHAT SORT OF PAYMENT PLAN DO YOU OFFER?

An initial deposit of 50% is required prior to starting your project. The remaining balance will be made over two payments via bank deposit.

WHAT IS THE DESIGN PROCESS?

Once we have talked through the costs and you are happy with your quote we will send over a design proposal that includes a deposit invoice and proposed project timeline. Once you have paid your deposit we will spend some time getting to know you and your business better – via a skype call and questionnaire (depending on your package inclusions). We will move onto designing some concepts for you. You will then have the opportunity to give us your feedback (this is usually via email). We will then continue to tweak and refine your design until it is approved. Once everything is approved, finalised and paid for we will send over your final files in various formats for web and print. See my [design journey](#) for the outline of my creative process.

HOW LONG WITH THE DESIGN PROCESS TAKE?

Each job is different. If you have a deadline in mind please let us know at the beginning of the process and we will let you know if it is achievable. When we start working together we will send you a design proposal that outlines your project timeline so you know when you can expect to hear from us and when we expect to hear from you.

CAN WE TALK ON THE PHONE TO SEE IF WE CONNECT BEFORE I COMMIT?

Sure, if you love the look of my work and are happy with my pricing feel free to send me an email to organise a time to have a quick chat. However please note, my time is very important to me and only request a call if you are genuinely interested in working together.

OK, I AM READY! WHAT DO I DO NEXT?

Send me an email & we can lock in your branding session and get the ball rolling: danielle@thelabhaus.com. You'll also get a brief run down on how everything will work so you feel prepared and ready to go.

ready for the journey?

If you are ready to get started on
your exciting branding journey. Lets chat!

Send me an email to get things started.

danielle@thelabhaus.com

All prices in Euros.

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Prices do not include stock imagery costs, printing organisation, travel costs, printing costs or delivery.
Fonts are not included due to copyright laws.