



DESIGN & PRICE PACKET



@GracefulLeoDesigns
gracefulleodesigns.com

Graceful Leo

Hello!

Thank you for contacting Graceful Leo!

Below you will find the base prices for design work.

Please note that these prices may change or be adjusted depending on the intricacy and total time spent on a project.

PRIMARY LOGO \$200

SECONDARY LOGO \$125

BUSINESS CARD DESIGN

ONE SIDED \$50

DOUBLE SIDED \$65

FULL PAGE FLYER \$65

LABEL DESIGN \$35

INSTAGRAM HIGHLIGHT

SINGLE \$25 OR 5 FOR \$105

COVER PHOTO \$50

BANNER DESIGN \$75

Have questions or need something that isn't listed above? Please ask!



*A 50% **non-refundable** deposit is required to be scheduled for all design work. Your project will not be added to the calendar until your deposit is paid. No exceptions.



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FULL BRANDING PACKAGE - \$425

Primary Logo Design • Secondary Logo/Icon Design
Front & Back Business Card Design • Brand Board
100 QTY Printed Business Cards
25QTY Printed Stickers

Originally \$492 value - \$67 Savings!

MINI BRAND PACKAGE - \$275

Primary Logo Design • Mini Brand Board
Front & Back Business Card Design
100QTY Printed Business Cards

Originally \$326 - \$51 Savings!

All logos are sent in 7 different **high resolution** file formats: .ai, .eps, .svg, .pdf, .png, and .jpg (CMYK & RGB version)



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DESIGN SAMPLES



CLEARCUT SOLUTIONS

PRIMARY



SECONDARY



#23431e

R: 35 G: 67 B: 30

C: 80% M: 46%
Y: 98% K: 54%



#436d3c

R: 67 G: 109 B: 60

C: 80% M: 33%
Y: 100% K: 24%



#ffffff

R: 255 G: 255 B: 255

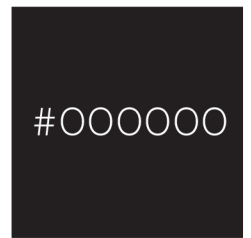
C: 0% M: 0%
Y: 0% K: 0%



#9e9e9e

R: 158 G: 158 B: 158

C: 41% M: 33%
Y: 33% K: 0%



#000000

R: 0 G: 0 B: 0

C: 0% M: 0%
Y: 0% K: 0%

ATMOSPHERIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

EDMUND

ABCDEFGHIJKLMNOPQRSTUVWXYZ

MRS EAVES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Sami RILEY

TRAVEL

WITH MAGICAL MOUSE TRAVEL

PRIMARY



SECONDARY



#5d8587

R: 80 G: 134 B: 135

C: 71% M: 33%
Y: 44% K: 6%



#68abac

R: 104 G: 171 B: 172

C: 67% M: 12%
Y: 34% K: 0%



#b8d4cd

R: 184 G: 212 B: 205

C: 31% M: 4%
Y: 20% K: 0%



#f2f2f3

R: 242 G: 242 B: 243

C: 4% M: 2%
Y: 2% K: 0%



#bdc898

R: 189 G: 200 B: 152

C: 29% M: 10%
Y: 51% K: 0%

British Shorthair

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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MANCHESTER CLASSICAL ASSOCIATION

PRIMARY



SECONDARY



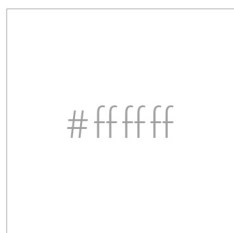
R: 204 G: 164 B: 50

C: 21% M: 33%
Y: 96% K: 1%



R: 204 G: 206 B: 207

C: 0% M: 0%
Y: 00% K: 22%



R: 255 G: 255 B: 255

C: 0% M: 0%
Y: 0% K: 0%



R: 171 G: 173 B: 175

C: 0% M: 0%
Y: 0% K: 38%



R: 0 G: 0 B: 0

C: 0% M: 0%
Y: 0% K: 0%

MONTAGE SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ

JOSEFIN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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COURT + Co

PRIMARY



SECONDARY



#e4963f

R: 228 G: 150 B: 63

C: 2% M: 51%
Y: 100% K: 0%



#fbb35b

R: 251 G: 179 B: 91

C: 0% M: 34%
Y: 73% K: 0%



#f0cb6f

R: 240 G: 203 B: 111

C: 3% M: 20%
Y: 75% K: 0%



#f0c1c1

R: 240 G: 193 B: 193

C: 0% M: 30%
Y: 14% K: 0%



#e38182

R: 227 G: 129 B: 130

C: 0% M: 65%
Y: 38% K: 0%

Breathing

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Josefin Sans (Light)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

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GRAPHIC DESIGN POLICIES

DEPOSITS

Deposits must be paid within 24 hours of invoice being sent to maintain agreed upon project date. If not paid within 24 hours, you will forfeit your designated time and be moved to next available slot.

TIMEFRAME

Though Graceful Leo cannot guarantee a completed time frame on projects, we do strive to get your designed items back to you as soon as possible. Projects typically take around a week from start to finish.

PAYMENT METHODS

You may pay with debit or credit through the invoice that is sent to your email. You can also redirect and pay through PayPal.

CANCELLATIONS AND REFUNDS

You may cancel at any time. Please keep in mind that any payment made will not be refunded.

PORTFOLIO AND WEBSITE CREDIT



Graceful Leo reserves the right to add completed projects to our portfolio. If there is a privacy issue involved, please let us know.

COPYRIGHT FOR ARTWORK

Graphic design work created through Graceful Leo are custom-created and exclusive to each business, so the designs are yours after final payment has been made. Any concepts that are not chosen and paid for will be a violation of Graceful Leo's rights if they are used elsewhere.

CONTINUED ON PAGE 2



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GRAPHIC DESIGN POLICIES CONT.

LOGO VISION

Please have some design samples that you like to give Graceful Leo a direction to go. If you have no specific direction, a \$15 fee will be added if a design from the first set of design samples that Graceful Leo sends are not a direction you want to go. The more information you can provide to start, the better off we will be.

REVISIONS

You are allowed up to 5 revisions. Any more than 5, there will be a \$5 revision fee added on per revision.

ABANDONED PROJECTS

A project will be considered abandoned if we have not heard from you in 30 days. You will not have any rights to use any of the work that was presented to you, unless the project has been paid in full. If we have not heard from you and you contact me after the 30 day abandonment, a new start up fee may apply.

PRINTING WITH US

Graceful Leo offers printing to you for anything that you may need. Note that some print materials may not show the exact same color that is showing up on your screen. This is due to the fact that each computer screen tint can be different.

CONTRACT WITH GRACEFUL LEO DESIGNS

By signing below and entering into a project with Graceful Leo, you are consenting to be bound by the terms of these policies and procedures.

PRINTED NAME: _____

SIGNATURE: _____

BUSINESS NAME (IF APPLICABLE): _____

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CLIENT INTAKE FORM

Client Name: _____

Business Name: _____

Email: _____

Phone: _____

Service(s) Needed:

☐ LOGO DESIGN

☐ SECONDARY LOGO

☐ FULL PAGE FLYER

☐ LABEL DESIGN

☐ COVER PHOTO

☐ BANNER DESIGN

☐ MINI BRAND PACKAGE

☐ FULL BRANDING PACKAGE

☐ BUSINESS CARD DESIGN
SINGLE SIDED

☐ BUSINESS CARD DESIGN
DOUBLE SIDED

☐ INSTAGRAM HIGHLIGHT
SINGLE

☐ INSTAGRAM HIGHLIGHT
PACKAGE (5)

☐ OTHER (PLEASE SPECIFY):

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PRINTING SERVICES

Business Cards

- Double Sided - matte or glossy finish
- | | |
|---------------|----------------|
| 100 - \$26.60 | 1000 - \$55.28 |
| 250 - \$33.68 | 1500 - \$71.14 |
| 500 - \$38.40 | 2000 - \$88.35 |

Stickers

- Die Cut, 100% Waterproof, Scratch Resistant, UV-Resistant Top Coat, Split Back for easy peeling

2x2

| | |
|---------------|----------------|
| 25 - \$31.00 | 250 - \$81.40 |
| 50 - \$48.50 | 500 - \$128.65 |
| 100 - \$63.25 | |

3x3

| | |
|---------------|----------------|
| 25 - \$38.00 | 250 - \$108.20 |
| 50 - \$55.65 | 500 - \$173.25 |
| 100 - \$78.85 | |

4x4

| | |
|----------------|----------------|
| 25 - \$48.25 | 250 - \$153.65 |
| 50 - \$76.40 | 500 - \$248.45 |
| 100 - \$105.65 | |

4x6 Postcards/Invites

- Double Sided - matte or glossy finish
- | | |
|---------------|-----------------|
| 50 - \$30.79 | 500 - \$65.25 |
| 100 - \$43.22 | 750 - \$104.74 |
| 250 - \$54.65 | 1000 - \$113.23 |

5x7 Postcards/Invites

- Double Sided - matte or glossy finish
- | | |
|---------------|-----------------|
| 50 - \$59.11 | 500 - \$112.50 |
| 100 - \$67.88 | 750 - \$145.69 |
| 250 - \$88.69 | 1000 - \$203.55 |

Table Runners

- Full color print
- | |
|---------------------------|
| 24 Inches Wide - \$65.00 |
| 30 Inches Wide - \$85.00 |
| 36 Inches Wide - \$102.00 |



Vinyl Banner

- Includes brass grommets for hanging
- | | |
|---------------|----------------|
| 2x4 - \$40.00 | 2x10 - \$75.00 |
| 3x5 - \$55.00 | 4x8 - \$115.00 |
| 3x6 - \$65.00 | |

Pop-Up Banner

- Includes base & carrying case
- | | |
|------------------|------------------|
| 24x62 - \$105.00 | 33x80 - \$145.00 |
|------------------|------------------|



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*typically 1-2 week turn around time for all printed materials.

*does not include design prices. Additional fees may be required for design

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PRINTING SAMPLES

STICKERS

BUSINESS CARDS



POP-UP BANNER

TABLE RUNNERS



BANNERS





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CUSTOM HANDMADE PIECES

This list contains some of our most popular items, but this list does not limit the things we can do. If you have an idea or request not listed below, please shoot us a message!

QR SIGNS

Standard QR Code Sign: \$60

*Includes up to 3 codes

Tall/Skinny QR Code Sign: \$50

*Includes up to 3 codes

Mini/Single QR Code Sign: \$35

Custom Design: \$75

*Card Holder: +\$5 on all designs

STAMPS

2x2 Stamp: \$13.25

2x3 Stamp: \$16.85

3x3 Stamp: \$17.25

4x4 Stamp: \$19.50

KEYCHAINS

QR Code Keychains: \$20

*Double Sided: \$25

LOGO/ROUND SIGNS

18" Round Sign: \$85

20" Round Sign: \$115

22" Round Sign: \$145

24" Round Sign: \$175

PET MEMORIALS

Without Picture: \$50

With Picture: \$65

NEON SIGNS

2ft: \$145

2.5ft: \$185

3ft: \$225

DESSERT TOPPERS

Cake Topper: \$10

Double Layer: \$15

Cupcake Topper: \$5

*Bulk discount available

MILITARY PLAQUES

1ft: \$105

2ft: \$135

3ft: \$175

NAME CUTOUTS

2ft: \$65

3ft: \$90

NOTICE: Please keep in mind that these are BASE prices for these projects. Final price may adjust depending on intricacy of the project and the materials used.

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CUSTOM HANDMADE PIECES SAMPLES

QR SIGNS



LOGO/ROUND SIGNS



DESSERT TOPPERS



STAMPS



MILITARY PLAQUES



PET MEMORIALS



NEON SIGNS



KEYCHAINS



NAME CUTOUTS



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HANDMADE POLICIES

USAGE AND CARE

All jewelry should be handled and worn with care. Store all jewelry away from moisture and always put on last when getting ready. Hang or lay flat for storage. Jewelry can be wiped clean with a soft cloth - we do not recommend anything damp for wood items. Though the hardware will begin to discolor overtime, following the steps above will help lengthen the life of your jewelry. DO NOT wear in or around a lot of water/humidity as this can cause the wood to become soft and lead to discoloring of hardware. Graceful Leo is not responsible for any damages that occurred after purchase is received. For all other items, a usage/care card will be given with order. Please follow those directions.

SHIPPING

Items will be shipped as soon as possible. Once items have shipped, it is out of our control on how long it takes to receive the package. Please refer to your tracking number when waiting to receive package(s).

REFUNDS

There will be no refunds once item has shipped. If item is received damaged, a prepaid label will be sent via email for the item to be returned. Once damaged item has been returned, a refund or replacement will be sent.



CUSTOM ITEMS

There will be absolutely NO REFUNDS on custom items. Once mockups have been approved, no other changes may be made. If mistakes are found AFTER mockup has been approved, item will be remade at cost to the customer.

TIMEFRAME

Though Graceful Leo cannot guarantee a completed time frame on projects, we do strive to get your item to you as soon as possible.



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HANDMADE POLICIES CONT.

DEPOSITS

All handmade items will require a 50% deposit if over \$50 (anything under \$50 will require 100% payment before project is started). Once item is completed, the remaining balance is due and item cannot be picked up or will not be shipped until final payment is received. No exceptions.

PAYMENT METHODS

You may pay with debit or credit card through the invoice that is sent to your email. You can also redirect and pay through PayPal.

CANCELLATIONS

Based on a term to term basis. Please message us with questions/concerns.

CANCELLATIONS AND REFUNDS

You may cancel at any time. Please keep in mind that any payment made will not be refunded.

PORTFOLIO AND WEBSITE CREDIT

Graceful Leo reserves the right to add completed projects to our portfolio. If there is a privacy issue involved, please let us know.

ABANDONED PROJECTS

A project will be considered abandoned if we have not heard from you in 30 days. You will not have any rights to use any of the work that was presented to you, unless the project has been paid in full. If we have not heard from you and you contact us after the 30 day abandonment, a start up fee may be applied.