

PACKAGES & PRICING*

Custom Website Packages for **YOUR** Business

1. BASIC Package: \$6,400

+Website Logo Creation

This is the cornerstone of your company's visual identity. We'll develop and refine three to four logo ideas until we have the best concepts to present. Your favorite option(s) will be selected and refined again. We'll include a final bundle of digital files suitable for every application, from print to web to promotional products and more, all with unrestricted usage rights.

+Brand Colors & Specifications

We'll create a comprehensive, visual document listing the specifications for the colors in your logo (used by print vendors and web developers) to ensure your brand colors will match across different applications. Pantone® (PMS), CMYK, RGB and hexadecimal codes will be provided.

+Basic 5-Page Website

We'll design a basic website with up to five pages of unique content (using Weebly®, Wix®, GoDaddy®, Joomla!, Pair®, etc.). The builder/platform used will allow you (or your staff) to make your own simple text or content edits anytime without any HTML coding knowledge. The client (or client's copywriter) will supply final copy.

2. STANDARD Package: \$11,800

+Website Logo Creation (as described above)

+Brand Colors & Specifications (as described above)

+Standard 5-Page Website (as described above, plus much more)

+Mobile Phone & Tablet Responsive

Included in this phase, is the integration of a fully-responsive website designed not only for a streamlined desktop experience, but also with a seamless mobile- and tablet-responsive interface. Users will be able to navigate your website effortlessly using their smartphones and/or tablets.

+Photo Selection & Placement

Stock photos or custom images (supplied by the client) can be integrated into your website as headers, banners, backgrounds, etc. (The number of photos used is limited to the hosting company's parameters.)

+Basic Content Writing & Editing

In cooperation with the client's needs for details and/or descriptions of products and/or services, we're fully versed and capable of providing website copy content specific to your industry. We can write and/or edit text for marketing services, sales promotions and/or product details and descriptions for any/all areas of your website. (Word-count for extensive copy-writing is limited and may include additional charges.)

3. COMPLETE Package: \$21,400

+Website Logo Creation (as described above)

+Brand Colors & Specifications (as described above)

+Complete 8-Page Website (as described above, plus much more)

+Mobile Phone & Tablet Responsive (as described above)

+Photo Selection & Placement (as described above)

+Basic Content Writing & Editing (as described above)

+Product Sales & Image Gallery

Similar to the 'Photo Selection & Placement' option showcased in our 'Standard Package,' our 'Product Sales & Image Gallery' offers this, plus so much more. We'll utilize the client's image database or catalog (if available), categorize, re-order and design a fully-integrated image website gallery for your products and/or services. (The number of photos used is limited to the hosting company's parameters.)

+Social Media Linked Account(s)

We'll link all your social media accounts to your website. Appropriate affiliate icon logos, profile images, photos and/or banner graphics for all your social media platforms (Facebook®, LinkedIn®, Instagram®, Twitter®, Pinterest®, YouTube®, HubSpot®, etc.) will be included.

+Live Form Fields & PDF Downloads

Along with a friendly and robust online user interface, we offer a host of interactive website components for your employees, clients and customers. We can build and incorporate live custom forms (accessed directly within your website) with active text fields specifically designed for data management. We also have the ability to create and integrate fillable pdf downloads for clients and customers, interactive pop-ups with links and attachment options, and client/customer feedback preferences.

4. AGENCY Package: \$45k+

+Website Logo Creation (as described above)

+Brand Colors & Specifications (as described above)

+Agency Multi-Page Website (as described above, plus much more)

+Mobile Phone & Tablet Responsive (as described above)

+Photo Selection & Placement (as described above)

+Basic Content Writing & Editing (as described above)

+Product Sales & Image Gallery (as described above)

+Social Media Linked Account(s) (as described above)

+Live Form Fields & PDF Downloads (as described above)

+Affiliate Logos Showcase

Our 'Affiliate Logos Showcase' feature is uniquely designed to showcase your clients'/partners' logos and/or brands. Using the sliding-motion display (if applicable), we can customize your logo banner and "name drop" some of the biggest names you've ever worked with.

+Advanced UI/UX Site Analytics

We offer additional website features and user interface/user experience tools, such as live form fields for customers, dynamic SEO Google® metrics and analytics, retail shopping options for products and services, and more. (Advanced third-party SEO fees are not included.)

+Photograph Products & Services

Our 'Photograph Products & Services' component offers a database of image options. Staged, professionally photographed and supplied by us (or provided by the client), your photo gallery can highlight products, services, features, clients, customers and much more. (The number of photos used is limited to the hosting company's parameters.)

+Photoshoots for Employees

Similar to the 'Photograph Products & Services' option, our 'Photo-shoots for Employees' service offers staged, professionally photographed head-shots and/or standing shots of your employees for integration into your website. (The number of photoshoots is limited.)

+Ongoing Edits & Updates (Limited)

Ongoing copy edits, design tweaks, content updates, new products/services uploads, and photo edits/options are available as needed going forward. (Continuing edits may be limited based on contract terms.)

+Website Design & Production PACKAGES & PRICING*

1. BASIC Package

+WEBSITE LOGO Creation

+BRAND Colors & Specifications

+BASIC 5-Page Website

\$6,400

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2. STANDARD Package

+WEBSITE LOGO Creation

+BRAND Colors & Specifications

+STANDARD 5-Page Website

+MOBILE Phone & Tablet Responsive

+PHOTO Selection & Placement

+BASIC CONTENT Writing & Editing

\$11,800

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3. COMPLETE Package

+WEBSITE LOGO Creation

+BRAND Colors & Specifications

+COMPLETE 8-Page Website

+MOBILE Phone & Tablet Responsive

+PHOTO Selection & Placement

+BASIC CONTENT Writing & Editing

+PRODUCT Sales & Image Gallery

+SOCIAL MEDIA Linked Account(s)

+LIVE FORM Fields & PDF Downloads

\$21,400

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4. AGENCY Package

+WEBSITE LOGO Creation

+BRAND Colors & Specifications

+AGENCY Multi-Page Website

+MOBILE Phone & Tablet Responsive

+PHOTO Selection & Placement

+BASIC CONTENT Writing & Editing

+PRODUCT Sales & Image Gallery

+SOCIAL MEDIA Linked Account(s)

+LIVE FORM Fields & PDF Downloads

+AFFILIATE Logos Showcase

+ADVANCED UI/UX Site Analytics

+PHOTOGRAPH Products & Services

+PHOTOSHOOTS for Employees

+ONGOING Edits & Updates (Limited)

\$45k+

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*All pricing, descriptions and design services are subject to change.

DiPERSIO DESIGN CREATIVE MARKETING

THE INTENT & VALUE OF YOUR BRAND

Choosing a branding firm can be overwhelming and confusing. Where do you start? If you ask a professional creative agency for a quote, you might get a price anywhere from \$1,000 to \$85,000 and up. Why? We'll simplify it all. — Peter DiPersio, Creative Director & CEO

DEFINING & MANAGING YOUR BRAND:

In essence, **your identity is your brand**. It defines who you are, what you stand for, what you say about yourselves and how your company acts. This represents the overall experience you want your clients to have when they interact with you. **DiPersioDesign, Creative Marketing**, has years of real-world experience to develop a unique visual identity, your brand and logo elements, and a host of dynamic and relevant marketing materials that describe and promote your products and services—all within your budget.

COMMUNICATING YOUR BRAND:

In any successful business, marketing and communications play a critical role in **promoting and selling your brand** to the public, as well as advocating the overall mission of its leaders. **DiPersioDesign, Creative Marketing**, can create a consistent, over-arching image that **upholds and represents your vision...** that is your brand.

CREATIVE MARKETING SERVICES:

- ✓ Brand & Identity Development
- ✓ Logo Creation & Messaging
- ✓ Custom Logo Design
- ✓ UX & UI Website Development
- ✓ Brochures & Pocket Folders
- ✓ Print & Digital Advertising
- ✓ Flyers, Inserts & Handouts
- ✓ Newsletters & Invitations
- ✓ Direct Mail Postcards & Flyers
- ✓ Bi-Fold & Tri-Fold Mailers
- ✓ Digital E-mail Newsletters
- ✓ Business Cards & Stationery
- ✓ Copywriting, Proofing & Editing
- ✓ Custom Infographics Design
- ✓ Small Business Development
- ✓ Event & Invitation Design
- ✓ Trade Show Booths & Banners
- ✓ Press Releases & Drafting
- ✓ Promotional Product Design
- ✓ Conferences & Event Planning
- ✓ Client Campaign Messaging
- ✓ Strategy & Creative Consulting
- ✓ Statements of Qualifications
- ✓ Corporate Brand Strategy
- ✓ Business & Client Messaging
- ✓ Corporate Custom Stationery
- ✓ Large-Format Displays & Banners
- ✓ Creative Content Development
- ✓ Field Market Writing & Editing
- ✓ Off-Site Event Promotions
- ✓ Product Design & Production
- ✓ Intranet Website Production
- ✓ Client Micro-Site Development
- ✓ Photography & Photo Editing
- ✓ On-Location Photo-Shoots
- ✓ Microsoft® Design Templating
- ✓ Video Biographies & Editing
- ✓ Video Production & Delivery
- ✓ Client Publication Design
- ✓ Intranet Design & Production
- ✓ Media Packaging Design
- ✓ Integrated Marketing Solutions

◀ We've created **brand identities** for businesses and entrepreneurs for **more than 20 years**. Since different clients have different needs, we offer a variety of brand identity **pricing packages** designed to fit **your needs**. For more information, please contact us today at **(303) 859-1996**. Or visit us online at www.DiPersioDesign.com.

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CREATIVE MARKETING

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