

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 'Photoshoots 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

1

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

2

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

3

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.

dipersiodesign
CREATIVE MARKETING

Peter DiPersio is the Chief Executive Officer and Creative Director of DiPersioDesign, Creative Marketing. All company and organization names, brands and logos shown herein, as well as all associated print and on-line materials associated with DiPersioDesign, are trademarked by their respective owners. Any reproduction of materials is strictly prohibited. For details and/or more information, please visit us on-line at www.DiPersioDesign.com. For marketing services, please contact us at (303) 859-1996 or Peter@DiPersioDesign.com. ©2020 Copyright DiPersioDesign, Creative Marketing

HOW MUCH MONEY

Should a Branding Identity Package **REALLY** Cost?*

The Real Cost of Branding:

You just received a quote for \$85,000 from a **corporate agency** (or firm) to tackle the positioning and new identity branding for your business. You gulped and thought, “Are you kidding me?! That’s a lot of money!” But the reality is... that’s fair. It’s difficult to put a hard-dollar value on **strategic thinking, years of honed skills and training, and beautiful, diligent execution**. And, of course, keeping the lights on in a modern office building and paying a salaried creative team comes at a price.

Choosing a branding firm can be a nightmare. If you ask most agencies for a quote, you’ll usually get a price ranging anywhere **from \$1,000 to \$85,000 and up...** and sometimes this includes only the design. But through Craigslist®, for example, a so-called “graphic designer” or “freelancer” might offer a basic logo design for \$300 or less.

From the full-scope, corporate agency, to the struggling art student trying to make a buck (and everything in between), all of these options can lead you to wonder, “Do you really get better work the more you pay? How do these various services differ? **How much should I really spend on branding and marketing** my business?” It all comes down to what different agencies and contractors mean by “branding” and what your ultimate business goals are. Basically, the more you spend, the more you’ll get. But professional results come at a price... and you’ll almost always **“get what you pay for.”**

The Meaning of Three:

Branding encompasses **three different phases**. First, there’s the **visual brand** that aesthetically represents what you’re all about—the design of your logo, your website and associated marketing materials. Then there’s the **brand messaging** that communicates what you do and why you’re different. This can include your introduction content, your tag line and/or your profile message. Finally, there’s the **positioning of your brand**, which represents your consistent business plan, how you separate yourself from your competitors, your overall business strategy and structure, and all of your internal and external communications.

When a firm offers a **“branding package,”** it may be referring to only one or two aspects of the term. To decide exactly what your company needs, you must take into account where you rank in the **evolution of your business**, how far you want to take it and assess your current challenges and goals. You then need to determine the **best agency partner** to help you address each of these factors accurately.

Visual Brand Designers:

When a designer says they’ll design your brand, what they really mean is your **logo, website and accompanying materials only**. In fact, it would be more accurate to say they’re designing your **visual brand**. They’ll often need **you or your staff** to provide the messaging and copy, logo ideas and concepts, color swatches, etc. And they’ll **completely rely on you** in terms of positioning and strategy. This unexpected process may cost your staff time, money and resources. The visual brand designer is the person you want to use when you’re

first starting out and if you don’t necessarily have a lot to invest. At least this option gives you “something” to get your business out there and to start **selling and testing** your products and/or services in the market. Once you’ve had some experience and success with clients in your industry, a **corporate agency** can craft your existing “visual brand” into something much more robust that will take you to the next level.

You can find those who might develop **your visual brand for \$1,000 to \$3,000**, and it’s possible to hook a great designer for even less (if you catch them at the right moment—perhaps right out of school). But these folks are unicorns—not the norm—and you’ll **always end up paying more** in other ways. A rising design star may be incredibly talented creatively, but likely hasn’t yet mastered the art of managing projects and clients. This usually means a lot more of their time (and your time) are spent on the project. Also, they’re generally not thinking about **messaging and business strategy**. They may make something that looks great, even brilliant, but if your messaging is generic and your overall business strategy is weak, **a gorgeous visual brand isn’t going to help very much** in the long run.

Brand Messaging & Design:

A firm can develop your brand messaging by learning what your business is about, what your long-term goals are and what/how you want to communicate. They’ll put it into words, develop a tag line and design an identity to match. There are several branding agencies out there that **integrate visual design with brand messaging**. And if you’ve got a **solid business strategy** already in place, a firm that can create both your visual design and brand messaging is a great fit. This approach is the most common for small- to medium-sized businesses.

A **branding agency that has marketing savvy** can enhance your brand’s existing profile in the market and separate you from your competitors. If you have a clear business model, own a solid positioning in the market and are already profitable and looking to take your company to the next level, **this is the option for you**.

Positioning Your Brand:

Positioning your brand may be the **most important phase** of your branding strategy and marketing efforts. The right agency can help you strategize how to better position your business in the market to increase profit, build a consistent and relevant brand message, and design your identity (based on that positioning) to catapult your business to market domination. **This is the agency you want** if you have some revenue to work with—and therefore a budget. However, relatively few of these agencies offer positioning because **they often lack the skills** required to understand business strategy, marketing and communications, design strategy and consistency, and how to **integrate it all together**.

Another reason many branding agencies don’t touch business positioning and strategy is that strategists are **often the bearers of bad news**. And many agencies don’t want to take on that responsibility. Essentially, you may think your strategy is solid, but if your business is not profitable and is barely breaking even, **your brand needs more of a strategic position** in the market—a more solid sales and business plan—as a foundation for your new messaging and design. Without that, your shiny new brand may help you look sexy, but ultimately, you’re **not going to achieve your business aspirations**. In short, making your ideal business model highly profitable should be the end-goal of any company... regardless of the price tag.

Agency Focus & Abilities:

Some agencies may **focus their work** by industry, by business size, by the clients’ target market or by a variety of factors. But if they don’t have a focus, they’re sometimes able to **learn other nuances** of their clients’ business model and consult on other aspects during the process.

It’s rare to find a creative marketing agency that’s adept at developing a complete branding strategy for **businesses of all kinds**. This usually means that the one steering the ship has a **vast knowledge of various industries and decades of experience** developing identity campaigns for companies across the board. And bringing outside industry expertise into the conversation, even if it may seem completely unrelated to your business, can sometimes bring **invaluable insight** to the process.

The Oscillating Price Range:

Pricing for corporate agencies that **offer all three phases** of a complete branding strategy (visual, messaging and positioning), can range widely **from \$15,000 to \$85,000 and up**. A great way to identify a qualified firm and if **they’re the right fit for you** is to pay attention to their questions. Are they asking about your numbers? Are they asking about your pricing, your process and your profitability? Are they interested to learn about your ROI goals, long-term business plans and growth? If they are, then they’re making sure that your brand messaging is supported by a **strategic and profitable** business strategy.

Some of the biggest agencies in the industry do this and do it well, but the price tag usually starts at about **\$35,000... just for the strategy**. And when you throw in research, messaging and visual design, the project can potentially add up to **hundreds of thousands of dollars**. Smaller agencies usually don’t offer all three phases of a complete branding strategy since the experience and skill-set required is so extensive. But if you’re looking for a firm to **tackle the full spectrum** of a complete branding package for your business and you can’t afford an \$85,000 price tag, it’s highly recommended that you **interview different agencies** about the scope of their experience, the specific services and packages they offer, and their collaboration process.

Success for Your Business:

While building our own business, **standing out in the market is critical** to your success. Even with an aesthetically gorgeous design, without a unique message and brand voice, you’ll lose out to other agencies that made a better case. While a beautiful brand may make people ogle over a pretty new logo and website, if you can’t close the deal with your clients and are **unable to create a lucrative business**, your brand didn’t accomplish the ultimate goal—profitability.

To decide who to hire and help you **take your business to the next level**, you need to deduce how much you want to spend (what your branding and/or marketing budget is), identify where you are in the market, determine what your short- and long-term goals are, and **find an agency that’s qualified** to meet each of those goals. And that firm needs to do it all at a reasonable cost. **Corporate agency results don’t have to come at a corporate agency price**.

Your Point of Contact:

For additional pricing options and/or more information, please contact **DiPersioDesign, Creative Marketing**, at **(303) 859-1996**. Or visit us on-line at **www.DiPersioDesign.com**.

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1. BASIC Package

+WEBSITE LOGO Creation
+BRAND Colors & Specifications
+BASIC 5-Page Website

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2. STANDARD Package

+WEBSITE LOGO Creation
+BRAND Colors & Specifications
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+MOBILE Phone & Tablet Responsive
+PHOTO Selection & Placement
+BASIC CONTENT Writing & Editing

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\$11,800

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\$21,400

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+AFFILIATE Logos Showcase
+ADVANCED UI/UX Site Analytics
+PHOTOGRAPH Products & Services
+PHOTOSHOOTS for Employees
+ONGOING Edits & Updates (Limited)

4

\$45k+

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