



GRAPHIC DESIGN

## CULPEPPER CREATIVE CO. LLC DBA CULPEPPER GRAPHIC DESIGN INFORMATION SHEET

### **SERVICES:**

- + WEBSITE DESIGN
- + LOGO DESIGN
- + OTHER BY REQUEST\*

### **PRICING: \$65/hr**

All services will be invoiced per hour worked. *Checkout my offered discounts for eligibility below.*

### **PAYMENT POLICIES:**

- + All Culpepper Graphic Design consultations are free but do not guarantee acceptance of the design service.
- + A \$75 deposit will be required before design services may be rendered. *This fee will be deducted from the final invoice.*
- + Payment in FULL is due upon receipt of invoice and BEFORE access/files of completed services will be sent.
- + Final invoices are billed per hour worked with details provided.

### **DISCOUNTS & PAYMENT PLANS:**

- + At this time, there are no payment plan options available, however that is subject to change as needed.
- + Culpepper Graphic Design currently offers 3 discounts to those eligible:
  - STUDENT DISCOUNT: All students are eligible for an augmented hourly rate of \$30/hour upon *proof of active enrollment*.
  - FRIENDS & FAMILY DISCOUNT: All "friends & family" may redeem a \$45/hour rate for services rendered.
  - PARTNER DISCOUNT: Culpepper Creative Co. Partners may enjoy a \$50/hour rate for services rendered.

### **CANCELLATION & NO-SHOW POLICIES:**

If you need to reschedule your consultation, please do so at least 24 hours in advance. At this time there are no late cancellation fees. A no-show fee of \$25 may be due to those wanting to reschedule.

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## INFORMATION SHEET CONT.

### PRE-CONSULTATION DETAILS:

#### + WEBSITE DESIGN

- It is recommended to conduct mild-moderate research on websites similar to your business model/needs.
- Create a list of items, design choices, etc. of what you do and don't like and why.
- Bring a comprehensive list of what you think your website needs to include. Extensive help will be provided but a starting point helps keep your consult efficient and effective.
- Bring any brand standard notes that will need to be utilized (or ideas such as colors and preferred fonts if the branding still needs to be established).

#### + LOGO DESIGN

- Bring a comprehensive list of what your business/brand is.
- Compare with other similar business model logos to create a list of what you do and don't like and why.
- Bring any brand standard notes that will need to be utilized (or ideas such as colors and preferred fonts if the branding still needs to be established).
- Bring an open mind for ideas. Remember, less is sometimes more!

#### + OTHER BY REQUEST

- Please use the contact page to request other graphic design services such as social media, t-shirt design, book design, etc.
- You will be contacted within 48 hours upon receipt and review of your contact form. A consult may or may not be extended after a review of your request to continue to the next steps. If a consult is extended to you, it may mean that more details are necessary and does not mean your request has been accepted.
- All accepted requests will be notified via email and your \*deposit amount (determined per service request) will be due before the design process begins.