



J. Alexandria Creative
PRICING GUIDE



Hello There

I'm Jade Buford, creative director of J. Alexandria Creative. I am so excited to meet you and begin this journey with you. At J. Alexandria Creative, we work with movers and shakers—photographers, coaches, bloggers, makers, and creative entrepreneurs—who are pushing the envelope, staying in their lane and adding their own spin to their space. I'm located in Huntsville, Alabama and live with my husband, Brandon and we have two pups: a goldendoodle named Finn and a boxer named Trooper. I'm happiest when I can be sitting by a body of water whether that's a lake, a pool, or the ocean with a book in hand. I'm a graphic designer, photographer, an avid reader, and a business owner's biggest cheerleader. I am here to help you take your business to the next level.

xoxo, *Jade*

FAVORITES

my family | bubble baths | unsweet tea | good paper
bright colors | summertime | traveling | a good meal



Your J. Alexandria Creative Experience

1

INSIGHT + STRATEGY

This is the most important part of the process and serves as the foundation for our time together.

- | INITIAL CLARITY CALL
- | CLIENT INSIGHT QUESTIONNAIRE
- | STRATEGY CALL

2

CONCEPT DEVELOPMENT

Once we've completed the strategy phase, we will begin to move into concept development.

BRANDING:

- | MOOD BOARD
- | BLACK AND WHITE LOGO
- | COLOR PALETTE EXPLORATION

WEB DESIGN:

- | SITE MAP
- | WIREFRAME CONCEPTS

3

EXECUTION

Execution is the final stage of the process where we have finalized the overall look and feel of the design and move into creating the final layouts.

BRANDING:

- | COLOR LOGO DESIGN
- | FINAL BRANDING PACKET

WEB DESIGN:

- | FINAL MOCKUP APPROVAL
- | BUILDOUT OF SITE

Kind Words

“Jade was amazing to work with! She was so thorough and I really appreciated her follow up and patience. I felt like she was very responsive and proactive. I would love to work with her again!”

-Erin, Life on Madison Lane

PACKAGES

Custom Website

1 hour strategy session

Custom website up to 8 pages

Email integration

Site map

Basic SEO implementation (Can upgrade to Full SEO for \$750)

Site speed optimization

Social media integration

*Build options include Wordpress OR ShowIt with Wordpress blog**

2 social media launch graphics

60 day support period prior to site launch

Video training walkthrough of your new website

TIMELINE: 12 WEEKS

INVESTMENT: 3 MONTHLY PAYMENTS OF \$1,500

NEED HELP WRITING YOUR SITE CONTENT? ADD ON COPYWRITING FOR \$1,500



PACKAGES

Mini Custom Website

Client Insight Questionnaire

1 hour strategy session

Site Map

Custom website design up to 3 pages

Social media integration

Basic SEO (option to upgrade to full SEO for \$750)

Site speed optimization

Email integration

*Build options include Wordpress OR ShowIt with Wordpress blog**

2 Social media launch graphics

60 day support period prior to launch

Video training walkthrough of your new site

TIMELINE: 8 WEEKS

INVESTMENT: 2 MONTHLY PAYMENTS OF \$1,250

NEED HELP WRITING YOUR SITE CONTENT? ADD ON COPYWRITING FOR \$500



PACKAGES

Branding Essentials

Client Insight Questionnaire

30 Minute Strategy Call

Mood Board

Logo Design in color and B/W

Color Palette

Typeface Selection

One-Page Brand Board

TIMELINE: 6 WEEKS

INVESTMENT: 2 PAYMENTS OF \$400

PAY IN FULL AND RECEIVE A COMPLIMENTARY COLLATERAL ITEM OF YOUR CHOICE

one-page pricing menu | business card design | social media template | letterhead



PACKAGES

Branding Experience

Client Insight Questionnaire

1 hour strategy call

Mood Board

Logo Design in color and B/W

Submark

Color Palette

Typeface Selection

In-Depth Style & Strategy Guide that includes:

» *All visual branding components (i.e logo, submark, color palette)*

» *Typeface Selection and Treatments*

» *Photography Style*

» *Brand Voice Strategy*

» *Target Audience Profile*

» *Marketing and Sales Funnel Strategy*

» *Business Card Design*

TIMELINE: 12 WEEKS

INVESTMENT: 3 MONTHLY PAYMENTS | PAYMENT 1: \$500 | PAYMENT 2 & 3: \$1,000

PAY IN FULL AND RECEIVE A COMPLIMENTARY COLLATERAL ITEM OF YOUR CHOICE

pricing menu | email opt-in freebie | social media template | letterhead



PACKAGES

Branding + Web Template Install

BRANDING

Client Insight Questionnaire

1 hour strategy call

Mood Board

Logo Design in color and B/W

Submark

Color Palette

Typeface Selection

In-Depth Style & Strategy Guide that includes:

» *All visual branding components (i.e logo, submark, color palette)*

» *Typeface Selection and Treatments*

» *Photography Style*

» *Brand Voice Strategy*

» *Target Audience Profile*

» *Marketing and Sales Funnel Strategy*

» *Business Card Design*

TEMPLATE INSTALLATION

Template selection for ShowIt or Wordpress

Up to 5 pages

Customized to fit branding (logo, colors and typefaces implemented)

Additional customization to design not included, but may be added on for additional fee

TIMELINE: 12 WEEKS

INVESTMENT: 3 MONTHLY PAYMENTS OF \$1,500

NEED HELP WRITING YOUR SITE CONTENT? ADD ON COPYWRITING FOR \$1,500



PACKAGES

Branding + Custom Website *Just*

BRANDING

Client Insight Questionnaire

1 hour strategy call

Mood Board

Logo Design in color and B/W

Submark

Color Palette

Typeface Selection

In-Depth Style & Strategy Guide that includes:

» *All visual branding components (i.e logo, submark, color palette)*

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» *Photography Style*

» *Brand Voice Strategy*

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» *Marketing and Sales Funnel Strategy*

» *Business Card Design*

CUSTOM WEBSITE

1 hour strategy session

Custom website up to 8 pages

Email integration

Site map

Basic SEO implementation

Site speed optimization

Social media integration

*Build options include Wordpress OR ShowIt with Wordpress blog**

2 social media launch graphics

60 day support period prior to site launch

Video training walkthrough of your new website

TIMELINE: 16 WEEKS

INVESTMENT: 4 MONTHLY PAYMENTS OF \$1,400

*Save 20%
with *Just**



ADDITIONAL SERVICES

ADDITIONAL SERVICES

Photography Visioning + Branded Photo Session

Photoshoot planning session & mood board

Photo Session up to 4 hours

Online digital gallery with 100 fully edited photos

High-res images and low-res images optimized for web

Full print release and commercial use license

INVESTMENT: \$1,500



ADDITIONAL SERVICES

Photography Visioning

Photoshoot planning session & mood board

Photographer outreach and booking

Assist with prop planning

INVESTMENT: \$500



ADDITIONAL SERVICES

Social Media Styling

Cover photos for Facebook, Twitter, YouTube

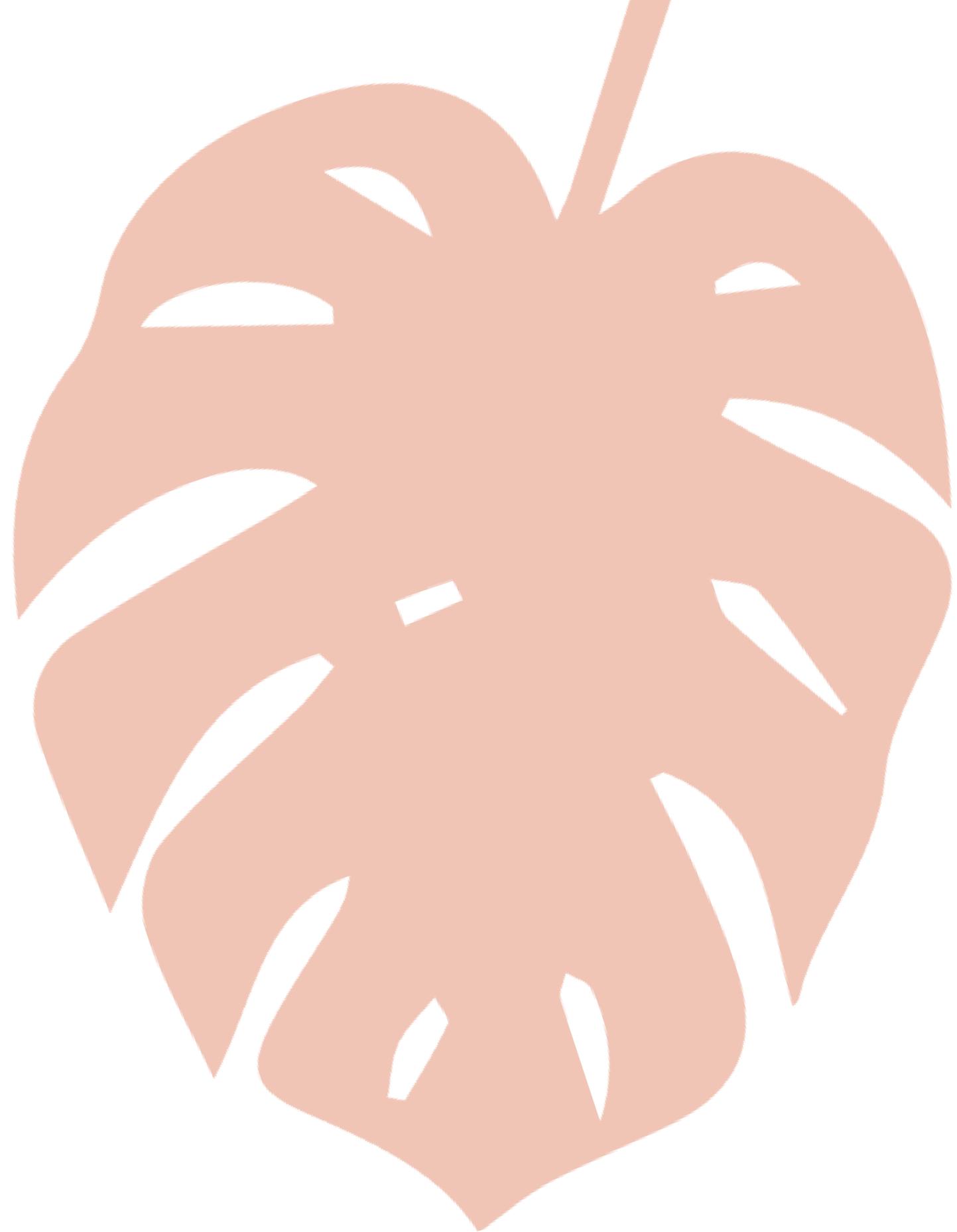
10 social media post templates for Facebook and Instagram (Photoshop or Canva)

5 Static Instastory Templates

Instagram Highlight Graphics

TIMELINE: 4 WEEKS

INVESTMENT: 2 PAYMENTS OF \$300



ADDITIONAL SERVICES

Podcast Branding

Podcast Cover Art for iTunes

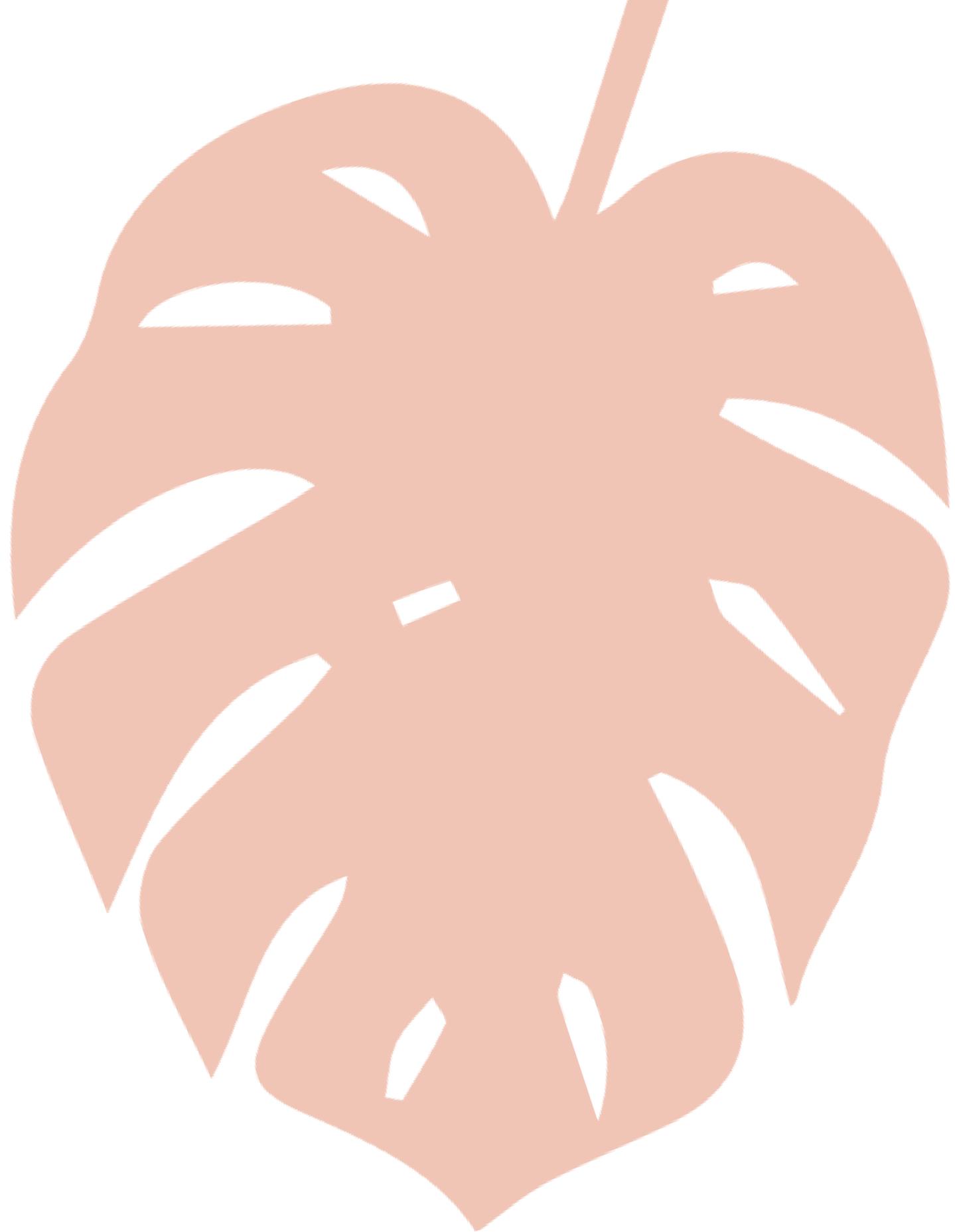
Social Media Promo Template

Instagram Story Audiogram Template

Blog/Shownotes Feature Image

TIMELINE: 4 WEEKS

INVESTMENT: 2 PAYMENTS OF \$200



A LA CARTE ITEMS

Business Card Design: \$250

*Email Opt-In PDF Design (up to 3 pages): \$350**

Additional Opt-In PDF Pages: \$100 per page

Client Magazine | Welcome Packet (up to 15 pages): \$1,000

Pricing Guide (up to 5) pages: \$500

Email Newsletter Template Design \$150 per email

Email Promo Design+Copywriting \$300 per email

2-Hour Strategy and Implementation Session: We will sit together and strategize your website/design collateral and make in the moment changes. : \$500





Additional Financing Info

We offer payment plans because we understand the financial investment can be a huge factor in pursuing projects such as branding and website design. We offer payment plans that last the duration of the projects and projects must be paid in full before deliverables are provided.

We require the initial payment of the project to consider your project “booked” on our calendar, and the first payment is due within 7 days upon the signing the contract. Your contract will include your payment schedule for your project.

PAY IN FULL AND RECEIVE A COMPLIMENTARY
COLLATERAL ITEM OF YOUR CHOICE AS A GIFT

pricing menu | email opt-in freebie | social media template | letterhead | business card

Kind Words

“If you’re in the market for a beautiful new site, Jade Buford at J. Alexandria Creative is your girl! She was so professional, fun to work with, and super creative!”

- Dr. Courtney Baker



Have a Custom Project?

We happily will create a custom proposal for you based up on the needs of your project. Please email jade@jalexandriacreative.com and we will respond to your request within 24-48 hours.

To see our full portfolio visit www.jalexandriacreative.com

