

SERVICES & *PRICING Guide*



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MEET THE ARTIST

WHO I AM

HEY! I'M *AQUEENAH*

I am the soul-music lovin', globe trottin', curly headed bookworm behind The Gude Life. I'm also a life long creative but I started my entrepreneurial journey as a portrait photographer. Soon after, I realized I wanted to help other service based entrepreneurs like myself. I'm serious about your small business and helping you create a visual identity for your brand that helps attract and convert your target client into loyal paying customers.

WHAT I DO

The Gude Life seeks to attract the passionate creative entrepreneur who is serious about their business and loves using their craft to service their clients. Think of me as the creative team behind your small business that helps tell your brand story and visually attract your ideal client.

Services Include: Brand Consulting, Brand Strategy, Brand Development, Brand Design, Brand Photography, Content Creation and Web Design.



CONNECT WITH ME



www.thegudelife.com



[@thegudelife](https://www.instagram.com/thegudelife)



queenah@thegudelife.com



[behance.net/thegudelife](https://www.behance.net/thegudelife)

HOW IT WORKS

THIS IS GENERALLY THE PROCESS YOU CAN EXPECT WHEN WORKING WITH ME ON EITHER A PHOTOSHOOT OR A DESIGN PROJECT.

1



INQUIRE

First, reach out to me by submitting an inquiry on the [contact page](#) on my website. Once I receive it, I'll respond to set up a time for a quick chat so I can learn more about you and your project.

2



SIGN

If we're a good fit to work together, I'll send you an agreement and an invoice. Once signed and 30% deposit is paid, I'll place your project on my calendar and send over a design brief.

3



SKETCH

Depending on your project, this is when I'll go thru your brief and do some research to pull together inspiration for your brand and/or logo. I'll create a mood board and up to (6) logo thumbnails.

4



FINALIZE

After receiving your feedback on the mood board and thumbnails, I'll create a digital version of your chosen logo design and then start pulling together all of the components of your brand.

5



DELIVER

I'll send all final designs to you for another round of feedback and if everything is a go, I'll upload all of your final design assets and chosen branded assets to a Google drive folder for you to access.

READY TO WORK TOGETHER?

I WAS BORN READY!



PACKAGE 01

JUST A Lil Bit

WHO IS IT FOR

If you have a new business or if you don't have an established brand identity for your existing business, this package is for you. Give your business a strong foundation with compelling brand identity design and powerful brand imagery that tells your unique story and connects you with your ideal client.

BRANDED ASSETS

- Social Media Templates
- Social Media Profile Image and Banner
- Business Card
- Postcard ([thank you card](#), [gift card](#))
- Button, Sticker or Badge
- 1-Pager Document ([letterhead](#), [policies](#), [questionnaire](#))
- T-Shirt

PACKAGE INCLUDES

Brand Photography

- 90 min brand photography session
- 30 high resolution images
- Shoot consultation: We'll discuss your photo needs, location, hair and make-up and wardrobe options
- Up to 2 locations and 2 outfits
- Online viewing gallery

Brand Design

- Logo + 2 variations and a submark or badge
- Color Palette
- Font Suggestions
- Branded pattern or texture
- Client review session with up to 2 revisions
- Brand Guidelines
- Choice of up to 2 branded assets

TIMEFRAME

4-6 week process

TOTAL INVESTMENT

\$1,825

Split into 3 equal payments

CONTACT

Interested in this package?
Email me to get started on your project!



PACKAGE 02

EVERYTHING BUT The Kitchen Sink

WHO IS IT FOR

Take your business to the next level with branding that accurately conveys your brand story and mission. Then implement your new branding into a custom Squarespace website so you can launch with a strong and cohesive visual foundation that will have your ideal clients flocking to work with you.

BRANDED ASSETS

- Social Media Templates
- Social Media Profile Image and Banner
- Business Card
- Postcard ([thank you card](#), [gift card](#))
- Button, Sticker or Badge
- 1-Pager Document ([letterhead](#), [policies](#), [questionnaire](#))
- T-Shirt

PACKAGE INCLUDES

Brand Design

- Logo + 2 variations and a submark or badge
- Color Palette
- Font Suggestions
- Branded pattern or texture
- Client review session with up to 2 revisions
- Brand Guidelines
- Choice of up to 2 branded assets

Web Design

- Home-page design and up to 5 additional pages
- Client review session with 2 round of revisions
- Mobile and tablet responsive
- Basic SEO implementation
- Client training session on how to use your new site

TIMEFRAME

6-8 week process

TOTAL INVESTMENT

\$2,525

Split into 3 equal payments

CONTACT

Interested in this package?
Email me to get started on your project!



PACKAGE 03

THE WHOLE ENCHILADA

WHO IS IT FOR

The complete brand experience for the entrepreneur who wants it all! You want a one stop shop for all of your visual branding needs. Perfect for those just starting a new business or launching a new product or an existing business going through a rebrand.

BRANDED ASSETS

- Social Media Templates
- Social Media Profile Image and Banner
- Business Card
- Postcard ([thank you card](#), [gift card](#))
- Button, Sticker or Badge
- 1-Pager Document ([letterhead](#), [policies](#), [questionnaire](#))
- T-Shirt

PACKAGE INCLUDES

Brand Photography that results in imagery that shows your expertise, **Brand Design** that includes an identity system that illustrates your brand story and **Web Design** that will give you a strong online presence with a custom Squarespace website that fits cohesively into your brand visuals and converts your target audience into loyal paying customers.

TIMEFRAME

8-10 week process

TOTAL INVESTMENT

\$3,225

Split into 3 equal payments

CONTACT

Interested in this package?
Email me to get started on your project!

PHOTO *Services*

BRAND PHOTOGRAPHY LITE

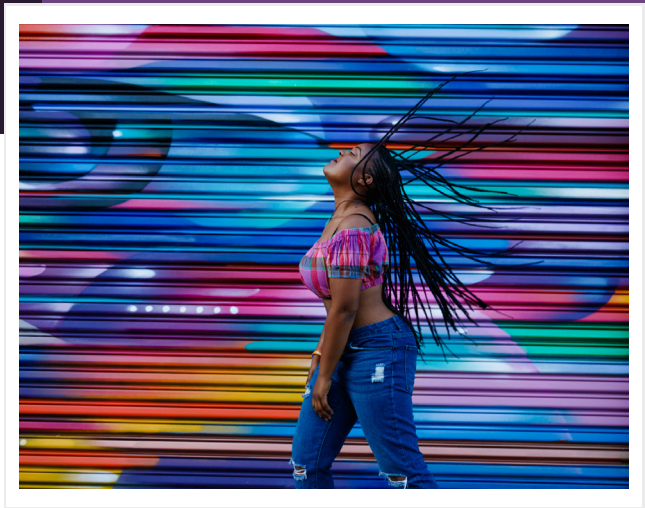
- 90 min brand photography session
- 30 high resolution images
- Shoot consultation
We'll discuss your photo needs, location, hair and make-up and wardrobe options
- Up to 2 locations and 2 outfits
- Online viewing gallery

Investment: \$750

BRAND PHOTOGRAPHY PLUS

- 3 hour brand photography session
- 60 high resolution images
- Shoot consultation
We'll discuss your photo needs, location, hair and make-up and wardrobe options
- Multiple locations and up to 4 outfit changes
- On location make-up application and hair-styling
- Online viewing gallery

Investment: \$1,275



SENIOR SESSION

- 120 min photography session
- 20 high resolution images
- Shoot consultation
We'll discuss your photo needs, location, hair and make-up and wardrobe options
- Up to 2 locations and 2 outfits
- Online viewing gallery

Investment: \$375

FAMILY SESSION

- 120 min photography session
- 30 high resolution images
- Shoot consultation
We'll discuss your photo needs, location, hair and make-up and wardrobe options
- Up to 2 locations and 2 outfits
- Online viewing gallery

Investment: \$475

READY FOR YOUR CLOSE-UP?

Email me to get your photoshoot on the calendar today!

DESIGN *Services*

DIGITAL DESIGN

Web Design: Starting at \$1,500

Note: I do not accept web design projects if the client does not already have a brand identity system that includes; logo, color palette, typography, professional photography and copy

Brand Design: Starting at \$1,125

Includes: Logo, Color palette, Typography, Graphic Elements and (2) branded assets

Logo Design: Starting at \$375

Includes: Primary Logo, Secondary Lockup, and a Submark in all of your brand colors plus black and white

Social Media Template Package: \$375

Includes: 9 IG posts and 6 IG story templates

Social Media Profile Package: \$275

Includes: Social media banner, profile photo, YouTube video intro slate

1-Pager Documents: \$95 per hour

Can Be: contracts, policies, questionnaires, surveys, resumes, cover letters, infographics

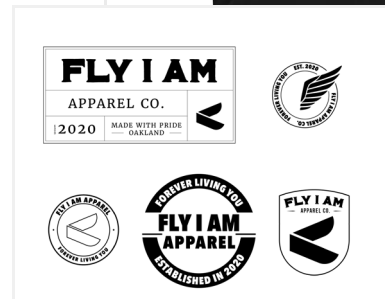
Album Cover Design: \$95 per hour

Product Mockup Images: \$95 per hour

Multi-page PDF: Custom Quote

Can Be: e-books, white papers, guides, catalogs, programs, magazines

Illustrations: Custom Quote



PRINT DESIGN

Stationary Design: Starting at \$275

Can Be: Business Cards, Thank You Cards, Gift Cards, Menu of Services, Informational/Instructional Cards

Flyers & Posters: \$95 per hour

T-Shirt Design: \$95 per hour

Restaurant Menus: Custom Quote

Obituaries: Custom Quote

Product Packaging: Custom Quote

HOURLY RATE

Hourly Design Rate: \$95 per hour

WANT SOMETHING THAT'S NOT LISTED?

Email me to discuss your project needs and build a custom quote!

READY TO GET STARTED ON *Your Project?*

I cannot wait to connect with you and get started on your unique project! If you are ready to get the ball rolling on your project, please reach out by filling out the inquiry form on the contact page on my website. If you just have a quick question, don't hesitate to **email me** and I will get back to you promptly.

[SEND AN INQUIRY](#)

