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Pricing Guide & Services



Why Hire a Designer?

In a world driven by visuals, first impressions matter. A professional graphic designer helps bring your ideas to life with clarity, creativity, and purpose. Whether you're building a brand, launching a campaign, or creating content, a designer ensures your message not only looks good it communicates effectively. Design isn't just about making things "pretty." It's about solving problems, building trust, and creating consistent visuals that reflect your values and connect with your audience. With the right design, you don't just stand out you stand apart.

Branding Design



For: Solo entrepreneurs or startups on a budget

Includes:

- 1 logo concept + 1 revision
- 2–3 color palette
- Basic font pairing (1–2 fonts)
- Limited brand guidelines
- Final files: PNG, JPEG
- Email support



Standard

For For: Small businesses needing a cohesive brand look

Includes:

- 2–3 logo concepts + 2 revisions
- 4–5 color palette
- Custom font pairing with hierarchy
- Basic brand style guide (PDF, 2–3 pages)
- Final files: PNG, JPEG, SVG. PDF
- Brand discovery worksheet
- 2 brand mockups (e.g., business card, signage)
- Email support + 1 followup call



Premium

For: Serious brands wanting full identity and strategy

Includes:

- 3–4 logo concepts + 3 revisions
- Full brand color palette (primary, secondary, neutrals)
- Complete typography system
- Full brand guide (PDF, 6–8 pages)
- Final files: AI, EPS, SVG, PNG, PDF
- 1:1 brand strategy call + discovery session
- 5 usage mockups (web, print, social, packaging
- Email support + 2 followup calls + 30-day support

Product & Packaging Design



Custom Illustrated Packaging.

Includes:

- Tier Three Custom Illustrated Packaging
- Fully custom illustrations for each SKU
- Detailed layout and production-ready dielines
- Priced per illustration and packaging
- Best for bold, illustrationdriven packaging that stands out



Standard

Simple Branded Packaging

Includes:

- Basic logo design and light brand illustrations
- Packaging layout design (1–2 SKUs)
- Limited illustration and icon use
- (Example: Koality Brew takeaway cups & wraps)



Basic

Logo Application

Includes:

- Apply existing logo and pattern to packaging
- Layout on provided dielines
- Print-ready files
- Best for brands with existing assets
- (Example: Bookkeepers)





2025 Doyle



2025 Emily

Book Cover Design



Illustrated Character Cover

- A fully custom illustrated cover featuring a unique character design created to match your story.
- Great for romance books, fantasy, or anything that needs a standout character as the main visual focus.
- Note (Two characters included in the \$500 free extra \$150 for editional characters).



Illustrated Object Cover

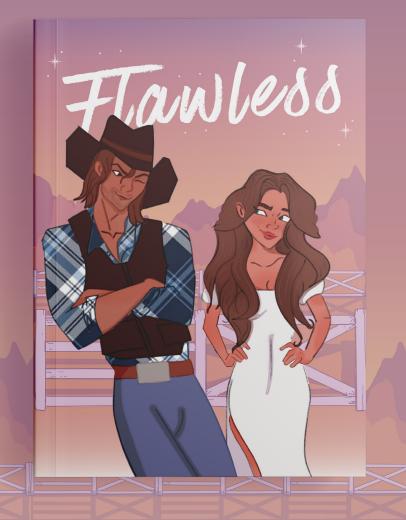
- A detailed hand-drawn or digitally illustrated cover focused on a key object, scene element, or symbol from your book.
- Ideal for fiction, memoirs, or non-fiction titles where a meaningful object tells part of the story.



Clean Graphic Cover (Vector Style)

 A bold, clean cover design using shapes, icons, or simple illustrations.
 "Vector" means the artwork is made using crisp lines and flat colours, no shading or realism which makes it great for modern, minimalist, or professional-style books.

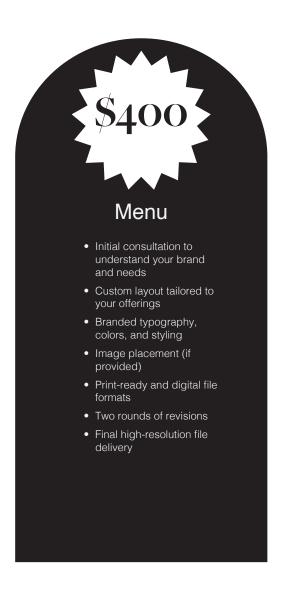








Menu Design-





Creative Intensive-

Need a quick design fix but don't have time to hire in-house? That's where the Design Day comes in.

This service offers focused design support to tackle all those branding tasks that often get overlooked or rushed—whether it's social graphics, marketing materials, or brand touch-ups the design day is ideal for fast turnovers with a high quality finish.

How can I assist?

- · Content creation (social tiles, stories & reels)
- · Print Publication (Business cards, flyers etc)
- · Custom illustration
- · Card illustration
- · Textile design
- · Packaging design

8 hour design day \$450 AUD.





Emily Elizabeth Doyle Illustrator & Design

Illustrator & Graphic designer living in Australia. Working with illustrations for editorials, books, advertising and various products. Additionally, I bring my artistic vision to life through digital and traditional paintings and drawings.

My creative passion revolves around using colour and art to create visual stories! I love mixing everyday scenes with a touch of surrealism to create captivating artworks that resonate with people.

I am available for freelance work and collaborations. If you'd like to discuss an idea, please contact.



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