

# BLO<sup>N</sup>DE <sup>IN</sup> CMYK

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

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**\$350**

## Basic

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

**\$700**

## Standard

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 follow-up call

**\$1000**

## 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 follow-up calls + 30-day support

# Product & Packaging Design

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**\$500**

## Premium

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, illustration-driven packaging that stands out

**\$300**

## 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)

**\$250**

## 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)





Emily



2025

Doyle



# Book Cover Design

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**\$500**

## 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 additional characters).

**\$400**

## 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.

**\$300**

## 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.

# Cover Reveal







# Menu Design

**\$400**

## Menu

- Initial consultation to understand your brand and needs
- Custom layout tailored to your offerings
- Branded typography, colors, and styling
- Image placement (if provided)
- Print-ready and digital file formats
- Two rounds of revisions
- Final high-resolution file delivery



# Creative Intensive

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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.



# Contact Me



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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