



2024

# Service & Pricing Guide

[ALOEDESIGNCO.COM](https://aloe.designco.com)

# Hello & WELCOME

Hey there! We're Mychal and Jenna, the faces behind Aloe Design Co. We're not just your typical design team; **we're like your creative pals who make things look awesome.** Whether it's giving your brand a fresh new logo or building a stress-free website, we've got you covered.



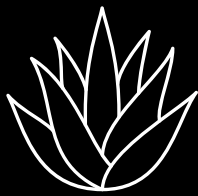
## Our Mission and Values

Our mission? To add a touch of magic to your brand journey. As entrepreneurs ourselves, we get how overwhelming it can be to navigate the world of design and business. **That's why we're here not just to create stunning designs but to make the entire process as stress-free and enjoyable as possible.** We've been in your shoes, we know what it's like, and we're here to guide you through the creative process with a smile!

## We're here to help!

Please don't hesitate to reach out at any time. You can reach us at our website [aloedesignco.com](http://aloedesignco.com) or by email at [contact@aloedesignco.com](mailto:contact@aloedesignco.com). We'd love to chat.

In the world of business, success is not just measured in profits but in the meaningful relationships we build. The strongest currency is trust, and the most valuable asset is a genuine connection with those who believe in your vision.



# Frequently Asked Questions

## 01. What design services do you offer?

We specialize in a range of services, from logo design and branding to Squarespace website design and print materials. Our aim is to be able to provide you with everything you need to build a thriving business. With us, there's no need to spend extra time searching for individual specialists; we've got you covered across the board!

## 02. How long does a typical design project take?

You and your business are unique. Each project's timeline varies based on its complexity. A logo might take 2-4 weeks, while a complete branding or a complex website design can range from 6-8 weeks. During our initial chat, we'll give you a clearer idea of the time needed to make your project shine!

## 03. Will I own the rights to the designs?

Absolutely! Once we finish up the project and full payment has been received, all rights to the designs/website will be transferred to you. We'll ensure you have all the necessary files you need.

## 04. Do you provide support after the project is completed?

Definitely! We believe in nurturing lasting relationships. If you ever have questions, or require tweaks post-project, we're just an email away.

# Services Overview



## Building Brands Together

At Aloe Design Co., we're not just designers: **we're your partners on a mission to make the creative process as stress-free as possible.**

Picture us as your enthusiastic co-pilots on this journey, helping to weave your personality into every design, making it uniquely yours.

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Here's a snapshot of the services we offer:

Logo Design  
Brand Identity  
Website Design  
Print Design  
& More

# Logo Design

Logo design is a meticulous process at Aloe Design Co. **Designing is like cooking up something special just for YOU!** It's not a one-size-fits-all deal; we take the time to understand your tastes, your vibe, and your story. It's not a quick fix because we want your logo to be as unique as you are, like a custom-made piece of art that shouts 'you' to the world.

## Wordmark Logo

\$499

Imagine your business name taking center stage, confidently speaking for itself. That's the magic of a Wordmark Logo. **A pure, text-based design where the beauty lies in the typography.** Simple, clean, and uniquely yours, it's like your brand's signature on the digital canvas.

- *2-4 Logos to choose from, revisions on one chosen logo until perfect*
- *Files delivered in .JPG, .PNG, .PDF, .SVG formats*
- *Brand Style Sheet (logos, colors, typography)*

## Full Logo

\$799

Designing a full logo with us is like crafting a visual story that's uniquely yours. **We dig into what makes your business awesome** – your story, your vibe, and your dreams. Every color, shape, and detail is chosen with care!

- *2-4 Logos to choose from, revisions on one chosen logo until perfect*
- *Full Logo, Secondary Logo, Icon*
- *Files delivered in .JPG, .PNG, .PDF, .SVG formats*
- *Brand Style Guide (detailed guidelines to maintain brand consistency)*

# Website Design

Picture your online presence as a cozy home – warm, inviting, and uniquely yours. With Aloe Design Co.'s website services on the user-friendly Squarespace platform, **we're not just building a site; we're creating a virtual space that feels like home for your business.** No tech headaches, just a smooth journey as we design a website that's not only stunning but also effortlessly easy for you to manage and showcase your story to the world.

## Squarespace Websites

ranging from \$899-\$5500

- *Strategy & Content Questionnaire*
- *Zoom Kick-off Call*
- *Mood Board*
- *Google Drive Folder to keep everything organized*
- *Custom Website Design*
- *Responsive Mobile Design*
- *Additional Standard Pages: Privacy Policy, Terms & Conditions, Custom Error 404*
- *Basic SEO*
- *Zoom Launch & Training Call*
- *Two week post launch email support*

## Website & Brand Audit

starting at \$199, any platform

Ever feel like your website could use a fresh perspective? We bring a set of friendly, expert eyes to give your online home a check-up. We dive into the details, ensuring your website not only looks amazing but also works like a charm.

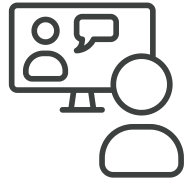
# Print Design

Imagine your brand jumping off the screen and into the real world with Aloe Design Co.'s print services. From business cards to banners, each piece is a masterpiece, **carefully crafted to catch eyes and leave a lasting impression.** It's not just about paper and ink; it's about turning your ideas into tangible, touchable expressions of your brand's personality.

Business Cards	\$199
Flyers and Postcards	starting at \$99
Brochures	starting at \$299
Catalogs & Workbooks	starting at \$499
Banners	starting at \$249
Letterheads	starting at \$149
Menus	starting at \$149
Event Invitations	starting at \$149
Infographics	starting at \$199
Package Design	starting at \$299
Social Media Graphics	starting at \$149



# The Process



Step 01: Consultation Call



Step 02: Contract & Deposit



Step 03: Project Prep



Step 04: Design



Step 05: Revise & Refine



Step 06: Project Delivery

Our process is more than just a series of steps; **it's a collaborative adventure crafted to bring your unique vision to life.** Transparent, communicative, and tailored just for you!

# Client Reviews

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"We worked with Jenna at Aloe Design Co. and had such an amazing experience. She was able to navigate through our wants and needs and deliver a final product that we are very proud of. We will definitely be working with Jenna in the future when new projects arise!"

-Suzanne and Courtney,  
conchoconsulting.com

"Amazing! They do incredible work in the time they say they will. They are very positive and communicate extremely well. So glad I hired them!"

-Jeremy, Elev8 Fitness

"This job is fantastic, better than I could have ever conceived!"

-Michele

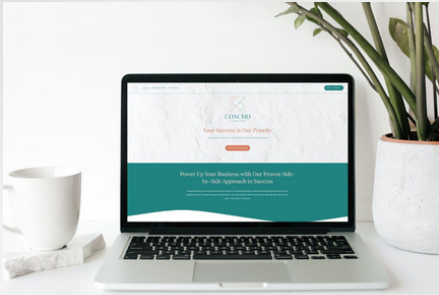
"I highly recommend working with Aloe Design Co. We had a project with multiple deliverables and Jenna was able to stay organized and deliver high quality products on time and on budget. I will definitely hire Aloe again for our design needs."

-Cristina, vaultes.com

"I really enjoyed working with Mychal. He was able to properly identify what I was looking for in a logo with his accurate line of questioning. He was extremely patient and understanding through the whole process and surprised me every step of the way. I am very satisfied with the finished product and he delivered a superior logo."

-Darnell, pagewerkstatts.com

# Our Work



Client Website Launch  
[www.conchoconsulting.com](http://www.conchoconsulting.com)



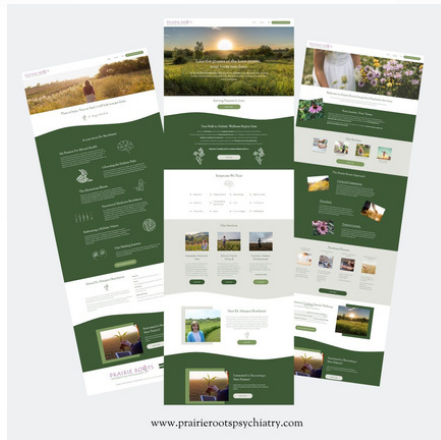
Client Website Launch  
[www.prairierootspsychiatry.com](http://www.prairierootspsychiatry.com)



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[www.conchoconsulting.com](http://www.conchoconsulting.com)



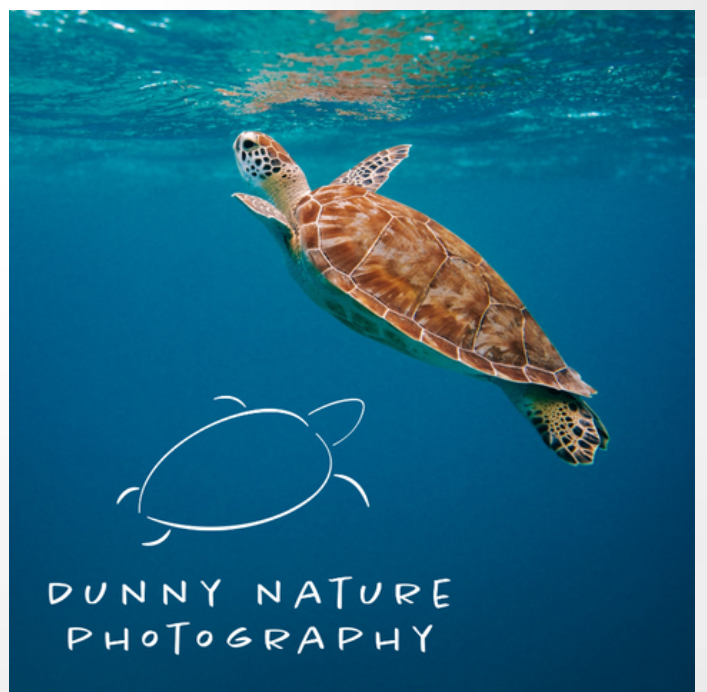
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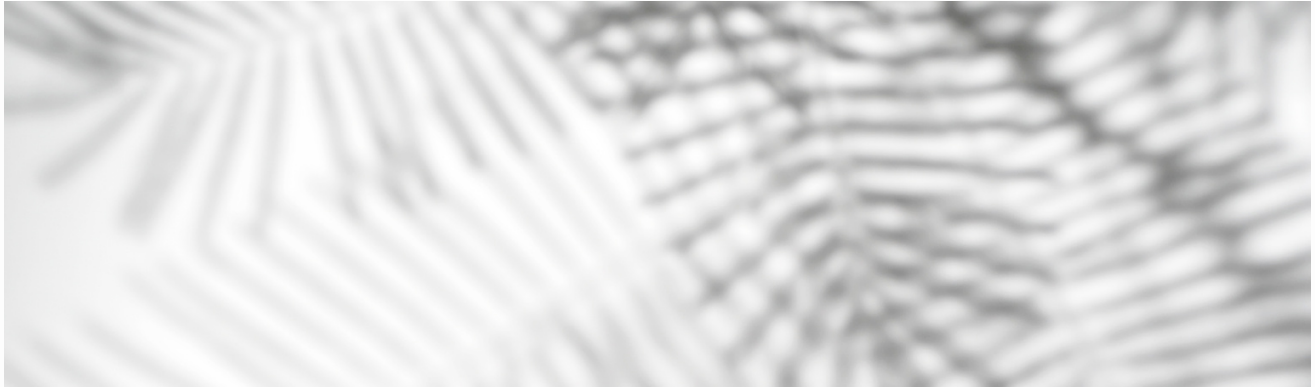
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# Our Work



# Are We A Good Fit?



## We Are A Good Fit If...

- ✓ You value communication and collaboration in the design process.
- ✓ You understand the importance of investing in quality design.
- ✓ You're open to feedback and suggestions based on our experience.
- ✓ You're committed to a timeline and respect the design process.
- ✓ You recognize the power of branding and its long-term impact.
- ✓ You're seeking a partnership, not just a transaction.

## We Are Not A Good Fit If...

- ✗ You expect immediate results with little communication.
- ✗ You're seeking the lowest possible price over value and expertise.
- ✗ You're unable to follow our process.
- ✗ You're unable to commit to timelines or provide timely and detailed feedback.
- ✗ You view our interaction as a one-time engagement with no follow-up.

Ready to Start a  
New Project?

**If you're eager to kickstart your project, we'd love to get started!**

**Please fill out the project inquiry form at  
ALOEDESIGNCO.COM**

If you're still figuring things out or have questions, no worries, please send us a message at:

**[contact@aloedesignco.com](mailto:contact@aloedesignco.com)**

We'd love to connect!

ALOEDESIGNCO.COM