



Sevag Shanlian

Creative. Illustration. Design. Consulting.

SevagShanlian.com

Consulting and Creative Writing

Sevag Shanlian provides creative consulting and direction for projects and organizations in their conceptualization, start-up and development and implementation phases. He overlooks the design of branding and advertising for clients, ensuring that they are consistent with the client's requirements and the image they wish to promote for their organization and/or its products and services.

He helps to develop and interpret your communication strategies and then develop and propose creative approaches that align with those strategies.

Consultation fees are **\$120** per hour with a one-hour minimum. Up to two hours of consultation fees will be credited to the cost of large jobs where deliverables are a part of the final overall scope of work. For consultation requiring travel, travel time to location is billed; return travel time does not apply.

The hourly rate of **\$160** applies to creative writing projects without set parameters. This includes, editing, revisions, re-writing, drafting, background research for original writing both for print or social media completed on behalf of client or organization. These are billed in 15 minute increments, therefore the minimum charge for any writing project is **\$40**.

Most services are available as a monthly service item with a minimum 6-month agreement (renewable annually) and prorated for retainer pricing.

Effective 2020 Business Starter Package options are no longer offered. Please inquire about custom packages for 3 or more coordinating items for group pricing.

Comprehensive monthly retainer pricing available based on your budget and required deliverables that is right for your business!

sevagshanlian@gmail.com
SevagShanlian.com



Corporate Identity

Logo Design

Logo Designs are customized to the client's needs based on our Logo Questionnaire. Logo Design includes both the mark/icon and the text.

The concepts are presented in thumbnail sketches and final logos created in digital formats for use in various applications.

Standard (for event or campaign)

1 concept. Further revision of final concept, created into mockups and presentation document

Final concept developed and supplied in various sizes, color modes and file types for use in various applications.

Base Design Cost: **\$650**

Deluxe (for long-term use and company identity)

3 concepts. Further revision of three concepts, created into mockups and presentation document.

Final concept developed and supplied in various sized, color modes and file types for us in various applications.

Base Design Cost: **\$2,500**

****Remember a logo is your brand image.** Its value is based on all the places your logo will appear (corporate collateral, shirts, building etc.) Your future investment in these areas means you must get your logo right for your message and brand to be consistent in all other areas. Therefore the above pricing reflects value for small business and sole proprietorships.*

Inquire about design fees for logos intended for mass production and resale products.



E-Mail Campaigns

E-mail campaigns and newsletters are powerful tools in a successful marketing plan. They are used to stay in contact with clients; introduces new products and services; announce upcoming events, trade shows, etc., and communicate anything your prospective clients might find interesting!

We will design and layout each newsletter issue, using the latest typography, imaging and style to promote a message that will be remembered. Content and images are provided or we can develop them for additional fees.

Each campaign/issue will include appropriate links. A test e-mail will be sent to client before final version is scheduled to client's database.

Monthly e-mail campaigns are based on annual frequency:

- **\$195** per issue, minimum 12 issues (based on selected template design)
- **\$250** per issue, minimum 6 issues (based on selected template design)
- **\$350** per issue, minimum 3 issues (based on selected template design)
- **\$450** single issue (based on selected template design)

Email campaigns are based on client-owned email provider (ie Constant Contact, MailChimp) Email marketing fees extra. No email lists are provided or sold to client.

One time set-up fee applies to set up a marketing e-mail account and/or import client email database.

Websites

Please inquire about Website pricing based on your requirements. We recommend (and use) GoDaddy hosted WordPress plans.

Pricing and deliverables are based on a variety of factors. Client will have direct access to website back-end or future updates can be provided at standard rates.



Stationary and Signs

Business Card Design

Deluxe: We will layout and typeset your business card. Send 2-4 high quality images.

Full color front, no back **\$ 95.00**
 Full color Both Sides **\$140.00**

Envelope (Standard or Invitation)

Full Color Front, No Back **\$95.00**
 Full Color Both Sides **\$120.00**

Letterhead

Full Color Front, No Back **\$150.00**
 (with back design) **\$200.00**

Banner Design

Based on your submitted information, we will layout and typeset your banner. Custom Designed.

Send us 2-4 high quality images.

Full Color Front, No Back

Design Cost **\$275.00**

***Please note:** On all above items you must provide us with your logo, final copy and photos relevant to your establishment. We will provide custom design and final output file, usually PDF format. Cost includes 2 rounds of revisions.*

Please inquire for other design items such as:

Book Cover Design – Catalog Design – Floor Decals – Hang Tags
Retractable Banners – Event Tickets – Special Shapes – Notepads

Or based on client-provided template or custom specifications.

**Printing cost can be quoted based on quantity, paper stock and turnaround time.*



Flyers Design (Sell Sheets)

1-Sided Sell Sheet Design - 4/0

8 ½ x 11" - 1 sided design and text, 4-Color CMYK

Final version PDF File (flattened)

Base Design Cost: **\$200.00**

2-Sided Sell Sheet Design - 4/4

Base Design Cost: **\$320.00**

(5) Step Sheet Design- 4/0

8 ½ x 11" -1 sided design and text, 4-Color CMYK

Final version PDF Files -Set of 5 (flattened)

Base Design Cost: **\$520.00**

Postcards/EDDM Mailer Design

4" X 6" Standard Postcard - 4/4

Ad or promotional with photos. Include your logo, company photos and text. 4-Color CMYK / front and back. **Other sizes based on requirement.*

Base Design Cost: **\$240.00**

6" X 11" Mailer Friendly - 4/4

Ad or promotional with photos. Include your logo, company photos and text. 4-Color CMYK / front and back. **Other sizes based on requirement.*

Base Design Cost: **\$280.00**

For all Flyers and Postcards you must provide us with your logo, final copy and photos relevant to your establishment. We will provide a custom design with up to 2 rounds of revisions and final output in PDF format.

**Printing costs quoted based on quantity and turnaround time.*



Brochure Design

Tri-fold, Z-fold or Half-Fold Brochure Design—CMYK 4-Color

Include your logo, photos and text. 6-panel (or 4-panel)

8 ½" x 11" flat size

Folded size 8 ½" x 3.6" (or 8 ½" x 5 ½")

4-Color CMYK

Final version PDF File (flattened)

Base Design Cost: **\$480**

4-Page Brochure Design-Custom Design—CMYK 4-Color

Include your logo photos and text.

11" x 17" flat size

Folded size 8 ½" x 11"

4-Color CMYK

Final version PDF File (flattened)

Each additional page: \$150 (up to 12)

Base Design Cost: **\$560**

For all brochure designs you must provide the final copy and photographs specific to your establishment. We will provide a custom design with up to 2 rounds of revisions and final output in PDF format. Stock photos are subject to additional fees. Custom copy writing services /editing is extra.

**Printing costs quoted based on quantity and turnaround time.*



Presentation Folder Design

Small Folder Design (Press Kit) —(full color front/no back)

Folded to 4x6 inch with 3 inch Packet (Flap)

4-Color CMYK

Final version PDF File (flattened)

Base Design Cost: **\$320**
(with full color back \$400)

Medium Folder Design—(full color front/no back)

Folded to 6x9 inch with 3" pocket/ 4" pocket/ or Vertical Pocket

4-Color CMYK

Final version PDF File (flattened)

Base Design Cost: **\$360**
(with full color back \$400)

4-Panel Standard Folder Design - (full color front/no back)

Folded to 9 x 12 inch with 4 inch flap

2 inside panels include design and text

4-Color CMYK

Final version PDF File (flattened)

Base Design Cost: **\$480**
(with full color back \$520)

For all presentation folders you must provide us with your logo, final copy and photos relevant to your establishment. We will provide a custom design with up to 2 rounds of revisions and final output in PDF format.

**Printing costs quoted based on quantity and turnaround time.*

