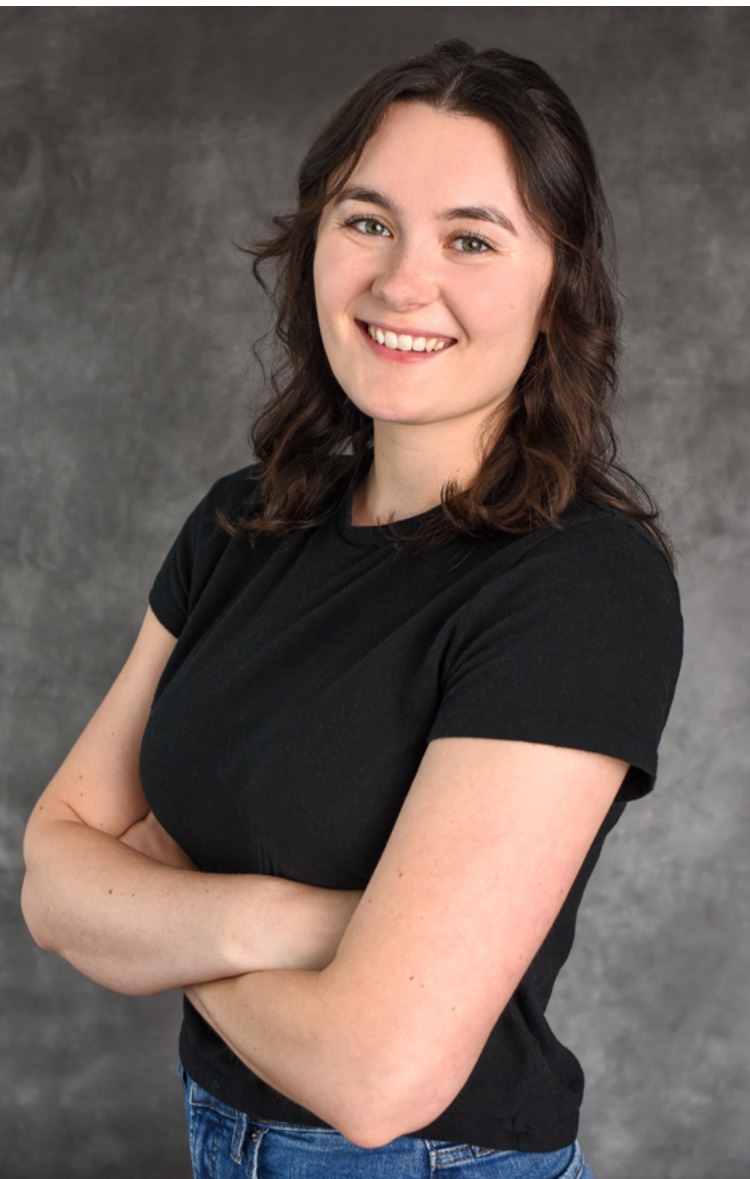


Services & Pricing Guide





HEY THERE!

Hi, I'm Corrine—a brand and web designer passionate about crafting timeless, strategic designs that truly connect with your audience.

As a one-woman business, I take pride in offering a personal and collaborative experience. From thoughtful branding to functional websites, I work closely with you to bring your vision to life, ensuring every detail is intentional.

EMAIL corrine@corrinecrooker.com

SOCIAL [@corrinecrookerdesign](#)

“Corrine was detail oriented, professional, and just a joy to work with. She took every thought, idea, or comment I had and brought it to life in a way that made sense for me and my brand.

She provided great input and clarity throughout the full design process and was always willing to go the extra mile to make sure I was satisfied with her work and our time together. I couldn't recommend her enough.”

Kelly Scott Studios

voice coach

“Corrine was very attentive to our needs, wants, dreams, vision + asks!!! She was patient with us throughout the process and was able to give us her professional opinion and direction.

We ended up with a logo + branding we love and are excited to be able to continue the relationship with her as our business grows. We just received our first batch of merch with the logo and LOVE it!!!”

Dear Table Farm

certified organic farm

“Corrine was amazing. She kept me on track, set reasonable deadlines, and moved through the project very logically but with reasonable/digestible chunks of work at each phase. She was very thorough and explained the process very well for someone who has a hard time with the visual side of things!

I scoured other designers for weeks but ultimately fell in love with her punchy and creative style...and she totally nailed what I was going for! I'm so happy.”

itsamarython

running coach

“I would highly recommend Corrine to anyone looking for graphic design work or branding help. She is wonderful to work with and is extremely helpful and knowledgeable. I love her attention to detail. We collaborated ideas and she created a stunning brand, our airbnb Heavenly Fox Cottage is now complete thanks to Corrine.”

Heavenly Fox Cottage

airbnb

BRANDING PACKAGES

01 / Signature

The whole package for the business ready to go all in.

WHATS POSSIBLE

Brand Questionnaire
Primary Logo
Font Selection
Color Palette
Secondary Logos
Alternate Logo
Brand Marks / Badges
Icons, Patterns, or other Brand Assets
Brand Guide

TIMELINE: 2 month partnership
INVESTMENT: \$2650

02 / Starter

For anyone in need of a distinctive and professional logo design.

WHATS POSSIBLE

Primary Logo
Font Selection
Color Palette
Mini Brand Guide

TIMELINE: 3-4 week partnership
INVESTMENT: \$875

03 / Polish

Ideal for those who love their brand but know something is missing and can't quite pinpoint or resolve it on their own.

Together we will fine-tune your brand to make sure it's working for both you and your audience.

WHATS POSSIBLE

Making small logo edits
Adding to your logo suite
Organizing your brand files
Establishing a color palette
Coordinating font pairings
Brand guide

TIMELINE + INVESTMENT:
Varies based on the unique needs of each client.

*prices may change at any time.



THE PROCESS

01 / QUESTIONNAIRE

A series of questions that helps me learn all about your business.

02 / MOOD BOARD

Based on your answers from the questionnaire, you create and share a Pinterest board with 10-20 images with explanations of why you like and do not like each.

03 / CONCEPTS

You will be presented with two custom concepts, each uniquely designed and accompanied by visual mockups to showcase their application. (3 revisions)

04 / BUILDING

Once you have chosen the final logo, the rest of the brand will be built. This will include the secondary logos, color palette, and brand marks/monogram.

05 / EXTRA

This is where I work on any collateral. Some popular options include business cards, social media templates, stationery packages, and brochures.

06 / GUIDELINES

I put together a PDF with guidelines so you can consistently and accurately use all your new brand assets.

07 / CELEBRATE

You now have everything you need to successfully use your branding!



WEBSITE DESIGN

Your website is often the first impression of your brand—it should be functional, engaging, and crafted to connect with your audience.

PROCESS

01 / CONTENT COLLECTION

You'll receive a form to gather the text and images for your website. While I don't offer copy writing services, I'm happy to refer you to a copywriter.

02 / MOCKUP CREATION

Once I have all the content, I'll create a site mockup for your review and approval.

03 / SITE DEVELOPMENT

The site is built on your chosen platform—Wix, Squarespace, or Shopify are my go-to options for user-friendly, professional websites.

04 / OPTIMIZATION

Your website will be fully optimized for both desktop and mobile devices, ensuring a seamless experience for your visitors.

05 / SEO SETUP

I'll set up your site's SEO settings to help improve its visibility and ranking on Google.

TIMELINE: Typically takes around 4 weeks to complete, depending on project complexity and the number of pages.

INVESTMENT: Starts at \$2500, with final pricing based on the number of pages, features, and overall complexity.



WEBSITE CARE PLAN

Keeping your website up to date is key to ensuring your website is doing its job.

Your website should be working hard for you around the clock. Gathering leads, establishing relationships, and handling the background work of converting clients are key elements of website success, but it must be online and functional!

The care plan is perfect for businesses who want the security of knowing their site is being regularly cared for.

INVESTMENT: Starting at \$50/mo

A LA CARTE

Every brand has unique needs, and sometimes you just need a custom solution to elevate your next project or campaign. From polished print materials to social media graphics that captivate, these services are tailored to help you make a lasting impression.

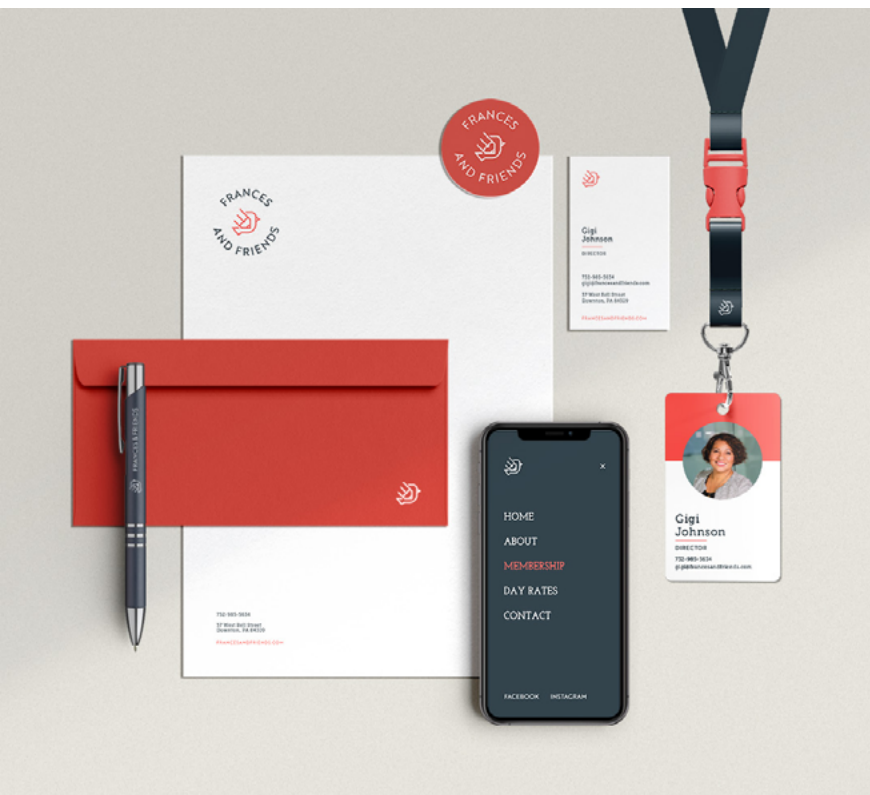
A few custom services I offer:

brochures
social media templates
letterhead & stationery
newsletters
annual reports
business cards
trade show banners
pricing guides
welcome guides
invitations
packaging

Investment usually ranges from \$300-\$1,000 depending on your project's scope and complexity.

DON'T SEE WHAT YOU'RE LOOKING? *reach out and let's chat.*





FAQS

DO YOU OFFER PAYMENT PLANS?

Branding is an important investment, and I'm happy to work with you to find a payment plan that fits your needs. You'll receive a clear schedule of due dates before booking, and a deposit is required to secure your project.

WHO DO YOU TYPICALLY WORK WITH?

I work with all types of businesses! A dream client is ambitious, driven, invests in their business, and is ready to work with a professional. Let's talk and see if we're a good fit.

WHAT IF I WANT TO ADD TO MY PACKAGE?

Absolutely you can! The packages serve as a starting point and anything additional will be priced separately.

CAN YOU MAKE EDITS TO MY WEBSITE FOR ME?

Definitely! The Website Care Plan is perfect for businesses who don't want to maintain their site themselves, but want the security of knowing their site is being regularly cared for.

WILL YOU WRITE THE CONTENT FOR MY WEBSITE?

I do not offer copy writing but I can refer you to a copywriter.

HAVE A QUESTION? *please don't hesitate to get in touch.*



THANK YOU / next steps

*Get in touch to talk about
your project and how we
can work together!*

EMAIL corrine@corrinecrooker.com

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