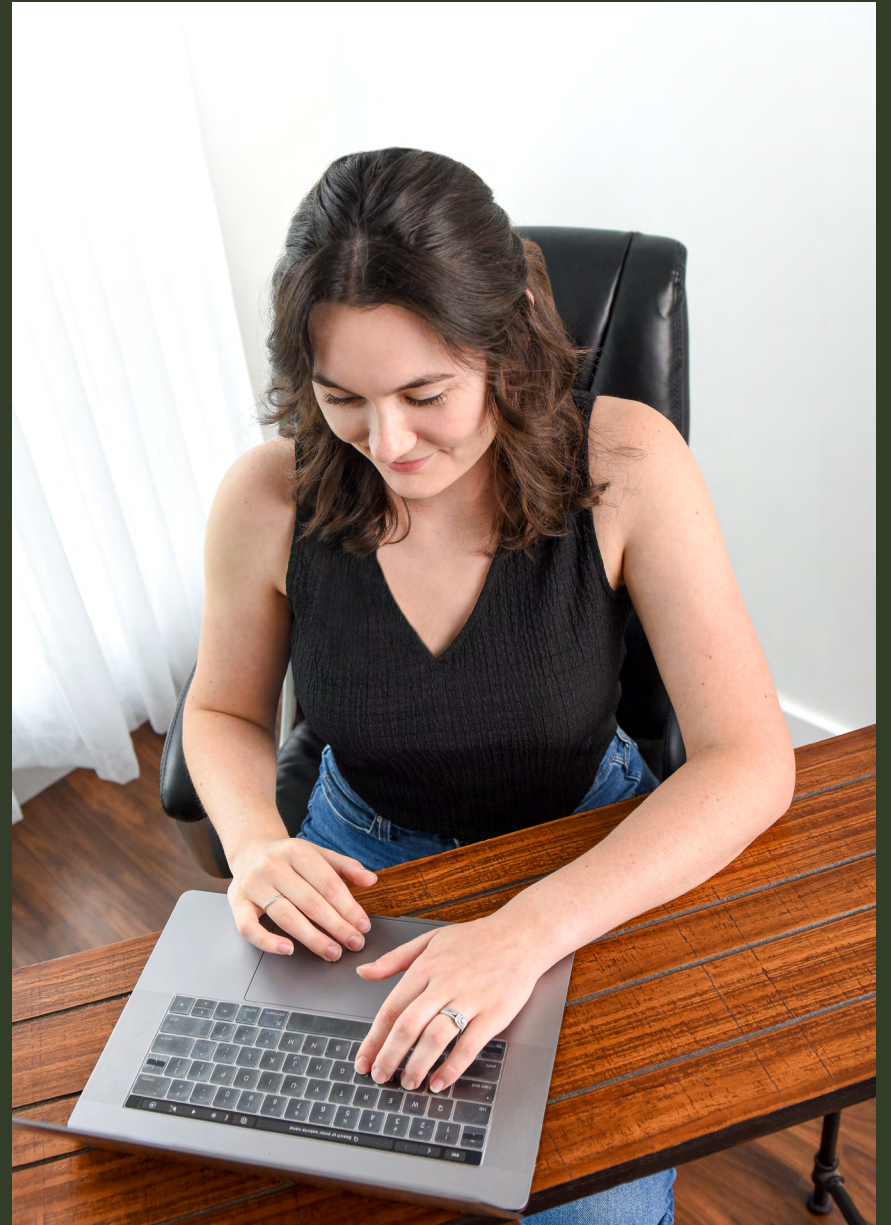


Services & Pricing Guide





HEY THERE!

Hi, I'm Corrine—a brand and web designer creating thoughtful, strategic design for businesses ready to elevate their visual presence.

Below you'll find a breakdown of my branding, web, and design offerings. Everything I create is intentional, collaborative, and tailored to help your business feel cohesive and confident.

EMAIL corrine@corrinecrooker.com

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

A comprehensive branding experience for businesses ready to fully invest in their identity.

WHAT'S POSSIBLE

Primary Logo
Secondary Logos
Alternate Logo Variations
Brand Marks / Badges
Curated Font Pairing
Color Palette
Icons, Patterns, or other Brand Assets
Brand Guide

TIMELINE: 4-6 week partnership

INVESTMENT: \$2650

02 / Starter

A focused branding package for businesses that need a professional, polished foundation to get started.

WHAT'S POSSIBLE

Primary Logo
Curated Font Pairing
Color Palette
Mini Brand Guide

TIMELINE: 3-4 week partnership

INVESTMENT: \$1100

03 / Polish

For brands that feel close—but not quite complete.

This is a collaborative refinement process to strengthen what's already working, clarify what isn't, and bring your brand into full alignment visually and strategically.

WHAT'S POSSIBLE

Small logo refinements
Expansion or cleanup of logo suite
Brand file organization and structure
Color palette refinement
Font pairing adjustments
Brand guide for consistency

TIMELINE + INVESTMENT:

Tailored based on the scope and specific needs of your brand



BRANDING PROCESS

01 / QUESTIONNAIRE

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

02 / CONCEPTS

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

03 / 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.

04 / EXTRA

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

05 / GUIDELINES

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

06 / 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 guided form to gather all website copy, images, and necessary content. While copywriting isn't included, I can refer you to a copywriter if needed.

02 / DESIGN MOCKUP

This step involves either a custom website mockup or curated template selection and customization. You'll review and approve the design direction before development begins.

03 / SITE DEVELOPMENT

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

04 / OPTIMIZATION

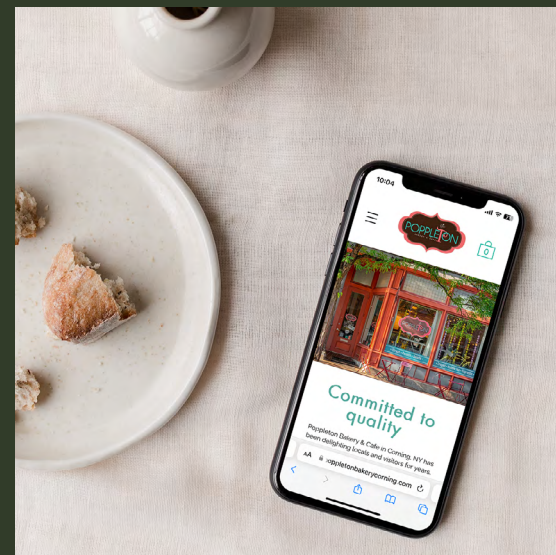
Your site will be fully optimized for desktop and mobile, ensuring a seamless experience across all devices.

05 / SEO SETUP

Basic SEO settings will be configured to support visibility on search engines.

TIMELINE: Typically 4 weeks, depending on project scope and number of pages.

INVESTMENT: Starts at \$2500, with final pricing based on page count, features, and overall complexity.



WEBSITE CARE PLAN

Your website should be working for you around the clock—supporting your business, capturing leads, and staying fully functional and up to date.

This care plan is designed for business owners who want peace of mind knowing their site is being monitored and maintained regularly.

WHAT'S POSSIBLE

- Regular updates and maintenance
- Basic content edits as needed
- Ongoing site checks for functionality
- Light support to ensure everything stays running smoothly

INVESTMENT: Starting at \$50/mo

A LA CARTE

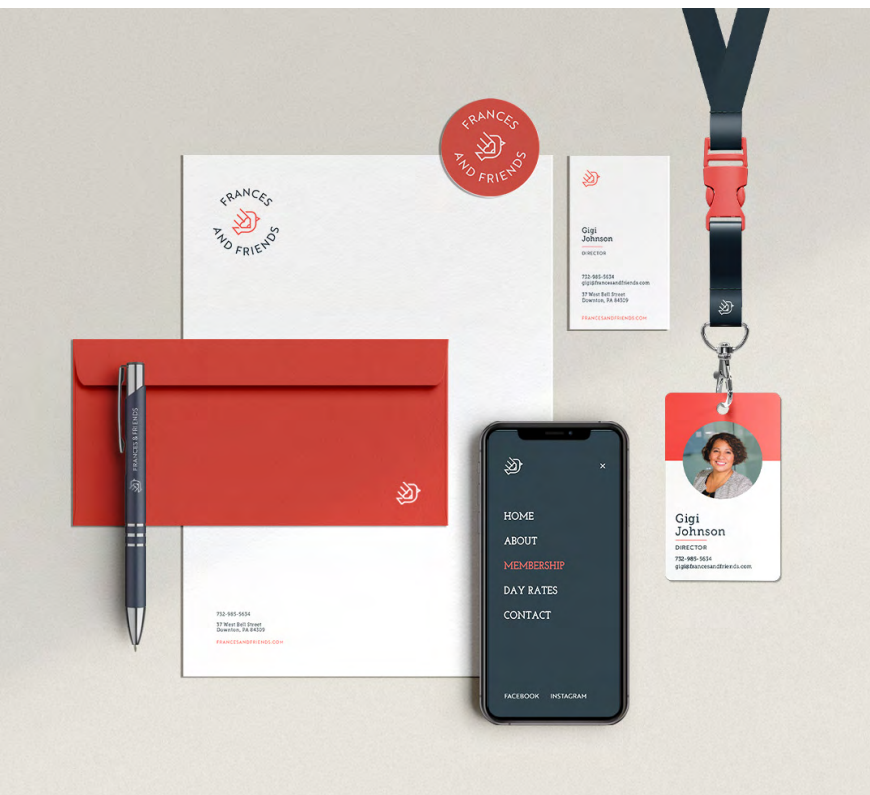
Every brand has unique needs, and sometimes you just need a focused design solution to support a specific project or campaign. From print materials to digital assets, these services are designed to help you show up with clarity and consistency.

AVAILABLE SERVICES

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

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

*If you're ready to begin
or would like to discuss
the best option for your
project, let's connect.*

EMAIL corrine@corrinecrooker.com

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