



linda ma^ockie

creative collective
breathing life to your image

MEET YOUR DESIGN TEAM!

We love collaborating with entrepreneurs like you to create custom brand design and efficient, user-friendly websites. Together with your design team, we ensure that your new images and visual branding elements integrate seamlessly and beautifully to fit your unique brand and style, and ultimately speak for you when you can't be there in person!

Linda Mackie | Creative Producer / Photographer / Website Designer

Linda's extensive background in advertising, hair and makeup design and photography has provided her with a unique insight and meticulous process into collaborating to produce compelling brand communications for her clients. Her highly sensitive, intuitive and empathic nature serves her well into getting to know, understanding and interpreting her clients in a way that not only present them in their best light, taps directly into the minds and hearts of her clients most ideal prospects. Linda works as your producer to oversee your project from start to finish, making sure we are on track and that all the details are taken care of!

Laura Zielke | Graphic + Brand Designer

Laura is a seasoned designer and business owner of *Z Design*. Her primary goal is to create a holistic design experience and ensure that any design you require aligns with your business strategy, is balanced between function and form, and will make an impact in the marketplace. With a diploma in Visual Communications & Illustration from MacEwan University and 15 plus extraordinary years of work (including a stint at DDB Canada), all her knowledge and experience is infused into every design she creates and results in thought invoking design solutions.

WEBSITE DESIGN + BUILD

Squarespace + WIX are the perfect solutions whether you're just getting started or are an established brand that craves a simple, easy-to-navigate site with incredible functionality. We maximize the design potential of your website to provide you with a completely custom design that doesn't feel generic or templated. Best of all, you'll have complete control over your own site and maintenance of content is a breeze!

Inclusions

- Full website design, up to 10 pages
- 3 Main Revision Stages (Initial Edit, Fine Edit + Final Edit)
- 3 Discussion Zoom calls for review + clarification at each stage
- Up to 5 main revisions using Google Docs
- Blog, event calendar integration etc.
- Simple CMS (newsletter sign up, custom contact form etc.)
- Responsive design desktop, mobile
- Basic SEO of your site and pages
- Social media account integration
- The technical stuff (domain connection, email set-up)
- Full access to your website for maintenance
- One hour coaching call to learn basic DIY updating commands

Investment / \$2500

- * *Price subject to change. Tax not included.*
- * *Does not include brand identity/design.*
- * *Does not include domain registration fees or annual subscription fees*

PAYMENT TERMS

40% upon engagement and two subsequent payments to completion and delivery.

Website Add-Ons

- + Additional Website Page - \$250
- + Website Updates: \$45 per hour depending on scope
- + 2 Hour Coaching Call with Video Recording: \$250

BRAND DESIGN

You're the expert in what you do, and you're ready to partner with a design expert to grow your business and elevate your brand. Your Brand Design package includes a completely custom and personalized logo and branding to reflect your unique business and core values.

Inclusions

- Consultation meeting
- Initial Logo Concept(s) + Refinements up to 2 rounds as needed
- Final Artwork Files

Deliverables

- Complete Brand Identity Package includes:
- Logo guidelines (Primary mark, sub-mark, favicon)
- Colour palette
- Font System
- Brand Photography Style suggestions
- Design mock-ups of marketing items and/or signage

Investment/ \$1200*

* *Price subject to change. Tax not included.*

* *Print pieces such as business cards, stationary, package design, decals charged out as extra artwork for labour and production costs if we source the third party supplier.*

PAYMENT TERMS

40% upon engagement and balance due upon completion and delivery.

Brand Design Add-Ons

+ Additional Refinements and/or Misc Brand Design Work: \$95 per hour