

## BRANDING + LOGO DESIGN

# PACKAGES MENU

*Express your vision - capture your audience*

[KatieRDale.com/services](http://KatieRDale.com/services)

## WHO IS COMMUNIKATED EXPRESSIONS

Communicated Expressions is an LLC for my freelance business. I work to come alongside you and help you discover or re-discover the best visual representation of your organization. Your brand tells a story, and I'm here to help you craft one that resonates. Whether you're starting fresh or refreshing your image, I'll work with you to create a brand that stands out.

## A NOTE FROM KATIE

*A great logo isn't just a pretty design—it's a story, a message, and a promise. I guide you through a process that feels effortless, empowering, and uniquely you.*

A brand isn't just a logo—it's a message. Branding should reflect not just a logo, but a lasting vision that speaks to your audience. Let's craft a visual identity that speaks to your audience.

Clients say working with me is seamless, supportive, and transformative—because I listen first and create solutions that truly fit.

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### Guiding Values + Core Steps to My Design Process:

1. **Collaborate.** Using motivational interviewing techniques from my social work training, I build rapport with my clients to bring out their brand's message as clear and strong as possible. I'm not happy unless my client is.
2. **Communicate.** Through the process, I keep communication open and succinct. Proofs are drawn up in promptness and professional delivery.
3. **Capture.** I listen to understand the vision the client desires and balance that with the need to showcase that through aesthetically sound design.



**KATIE R. DALE**

Artist, Author, Advocate

# Packages

## Standard Branding Package Offer (\$150):

- full logo concept in multiple file formats (font AND icon logo)
- Custom style pack (brand color scheme + font pairings)
- Social media icons in custom brand colors

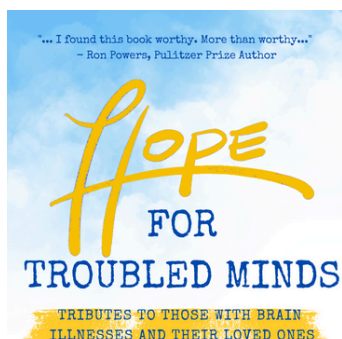
## Premium Branding Package Offer (\$300):

- full logo concept in multiple file formats (font AND icon logo)
- Custom style pack (brand color scheme + font pairings)
- Social media icons in custom brand colors
- 6 of the A la carte menu items of your choice (\$30 value each):

## Deluxe Branding Package Offer (\$450):

- full logo concept in multiple file formats (font AND icon logo)
- Custom style pack (brand color scheme + font pairings)
- Social media icons in custom brand colors
- ALL of the following A la carte menu items of your choice:
  - Social media banners (up to 3 platforms)
  - Custom year calendar
  - Trifold brochure
  - 8.5x11 flyer
  - Postcard mailer
  - Presentation slides template
  - Web browser icon
  - Social media meme templates (up to 3 platforms)
  - Business cards (1 Canva template or flattened PDF)
  - SVG file for larger signage
  - Email banner
  - Brand stationery header

# Portfolio Samples



# Example Contract

Client: Company Name  
Primary Contact: Name and Email  
Project: Branding Design for Company  
Designer: Katie Dale, DBA Communicated Expressions LLC  
Invoice #:

This Contract is an offer by Designer to Client made on MM/DD/YYYY for Designer to provide creative Work as requested by the Client.

- \_\_\_\_\_1. Work: Client requests Designer to create Branding/Logo. Work includes only the final, deliverable art, and not any preliminary Work or sketches.
- \_\_\_\_\_2. Payment: Initial payment of 50% of the selected package apply as outlined in c below. At the completion of Work, the remaining package fee and additional edit round charges will be invoiced.
- \_\_\_\_\_3. Design Process: See a – k below:
  - a. The design process begins when Designer receives Client's initialed and signed Contract.
  - b. Client and Designer will meet via video call for initial 1-hour consultation to discuss expectations of Client's vision for logo.
  - c. Designer will draw up initial invoice for agreed upon Work to be completed. Client is responsible for remitting first payment of Work fee upon receipt of invoice.
  - d. Designer will continue working on design concepts, using input from initial interview with Client. When Designer has completed a concept/theme, Designer will email Client the proof(s).
  - e. Client must choose or decline the proof(s) in this round of edits and may give suggestions to Designer for improvements.
  - f. Designer will then make adjustments to design(s) as requested by Client and send back to Client for approval. This completes the first edit round of the design process.
  - g. If the Client requests additional adjustments, this begins the second round of edits. Designer will adjust to Client's requests, and then send back. This completes the second edit round of the design process.
  - h. Thereafter, each successive round of adjustments in the process will incur a \$10 edit fee, until final version of design (Work) is completed and accepted by Client.
  - i. Once Client approves final design, Client agrees to use it as is, and Designer is not liable for any penalties, errors, or losses of any kind that may arise from the use of the final design.
  - j. Client will be emailed a transfer of ownership document to sign. Upon signing and returning to Designer, Client is granted the exclusive license to use the final design work for their own marketing materials. Client may not alter the design in any way, unless those alterations have been approved by Designer in writing or supplied by Designer.
  - k. Once all payments have been made and the final design is approved by Client, Designer will send an invoice for any outstanding fees (if applicable), and once paid, Designer will send Client the final print ready file in formats designated in this contract.
- \_\_\_\_\_4. Grant of Rights: The proof and any preliminary thumbnails/sketches during the process are under ownership of Designer. Until transfer of ownership document is signed after the production of the final version and receipt of full payment, Designer shall retain rights to all these images.
  - a. Designer's Right to Authorship Credit: Designer agrees that Work is produced with the intent it be unique and will not seek to resell or publish Work, except as noted as follows:
    - i. Designer may use Work in Designer's portfolio (including, but not limited to, any website that displays Designer's Works). Client does not have to display Designer's name together with Work, unless being described with any editorial usage, but Client may not seek to mislead others that Work was created by anyone other than Designer.
    - ii. All Client information and materials are considered confidential and only for use by Designer to work on a project. Client information and project materials will not be given out or shared with any third party, unless otherwise requested in writing by the Client.
- \_\_\_\_\_5. Cancellation: The fee for Work is refundable pending only upon Designer's breach of contract. In the event of cancellation of this assignment, ownership of all copyrights and the original artwork shall be retained by the Designer. In the event the Client cancels the assignment, a cancellation fee of 50% of the remaining bill shall be paid by the Client, upon the Client's receipt of Designer's invoice.
- \_\_\_\_\_6. Limitation of Liability: Client agrees that Designer will not be liable for any incidental or consequential damages that arise from Designer's performance of this commission (including, but not limited to, failure to perform in a timely manner, regardless of whether the failure was intentional or negligent.)
- \_\_\_\_\_7. Dispute Settled by Arbitration, and Governing Law: Any dispute under or about this Agreement must be submitted to and resolved by arbitration through the arbitration services located at <https://coppinsmonroe.com/>. Parties will bear their own costs. Any court may enforce the arbitration award. This Agreement will be governed by the laws of Florida, in the country of the United States of America.
- \_\_\_\_\_8. Acceptance of Terms: The action of the sending and receipt of this agreement via electronic method will hold both parties in acceptance of these terms. Designer as sender and Client as recipient will acknowledge acceptance of these terms either through an e-mail, noting acceptance or acceptance is acknowledged at the beginning of any work on said project. Electronic signatures shall be considered legal and binding.

Client: \_\_\_\_\_ on \_\_\_\_\_  
[SIGNATURE] [DATE]