

# Canoe *Creative*

2025 SERVICES AND INVESTMENTS

[WWW.CANOECREATIVE.CO](http://WWW.CANOECREATIVE.CO)

# Let's Work Together

Canoe Creative crafts purposeful, mission-minded design to help organizations communicate clearly, build trust, and make a lasting impact.

## SIGNATURE SERVICES

- 3 Brand Foundations Package
- 5 Website Design
- 7 Logo and Branding Identity

## BESPOKE SERVICES

- 10 A La Carte Design Services
- 11 Brand and Lifestyle Photography
- 12 Communications Strategy Consulting

## *Why Canoe Creative?*

Design isn't just about looking good — it's about building trust, inspiring action, and moving your mission forward. Investing in high-quality communications is an investment in your long-term success.

As an independent studio, Canoe Creative offers a personalized experience without the bloated overhead of a large agency. You'll get high-quality products and an ally who is invested in your mission.



# *Signature Services*

BRAND FOUNDATIONS PACKAGE | WEBSITE DESIGN | LOGO & BRANDING IDENTITY

Comprehensive services designed to build a strong foundation for your brand and communicate with purpose, clarity, and impact.

# Brand Foundations Package

Starting at \$5,500

The full package, from voice to visuals. Whether you're starting fresh or refining what already exists, this service is designed to bring clarity, cohesion, and beauty to your brand.

## INCLUDES

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- Free consultation call to understand your needs (Let's grab coffee if you're in DFW!)
- 90-minute discovery session to dive into your mission, audience, and goals
- Brand voice & messaging guidance (tone, taglines, and content direction)
- Moodboard + visual inspiration phase
- Custom color palette + curated font selection
- Brand guide PDF with usage, color codes, and fonts
- Up to three rounds of design drafts and revisions
- Up to three print/digital collateral pieces (e.g., business cards, social templates)
- Website design using Wix or Squarespace
- Platform training + edit-it-yourself support
- *Optional: On-brand photography (available in DFW or by travel)*



### END GOAL

A cohesive brand identity, a website that reflects your vision, professional materials to share, and the confidence to grow.



### YOU'LL WALK AWAY WITH

- Custom Website
- Brand Guide
- Primary and Secondary Logos
- Icon and Submark
- Font Recommendations
- Color Palette

[Click Here to See Example](#)

# Typical Timeline





# Website Design

*Starting at \$3,000*

If you already have a strong brand presence, this package gives you a site that looks great and works hard.

Canoe Creative designs and develops in Wix and Squarespace, so you're not locked into confusing tools or long-term retainers with web developers.

## INCLUDES



- Free consultation call
- 60-minute kickoff session to define goals, structure, and content
- Up to three rounds of design drafts and revisions
- Fully built, mobile-responsive site (up to five pages) on Wix or Squarespace
- Platform training for confident editing
- Final polish session

## ADD-ON OPTIONS:

**Additional Page (beyond the 5 that's included):** \$200/page

**Copywriting Support:** \$100/page

**Rush turnaround time Rush Turnaround (less than 6 weeks):** +25%

**Platform Setup (domain, hosting, email):** Starting at \$100

**Ongoing maintenance/edits:** Custom quotes available



## END GOAL

A visually compelling, easy-to-navigate website that's simple for you to maintain — no developer needed.



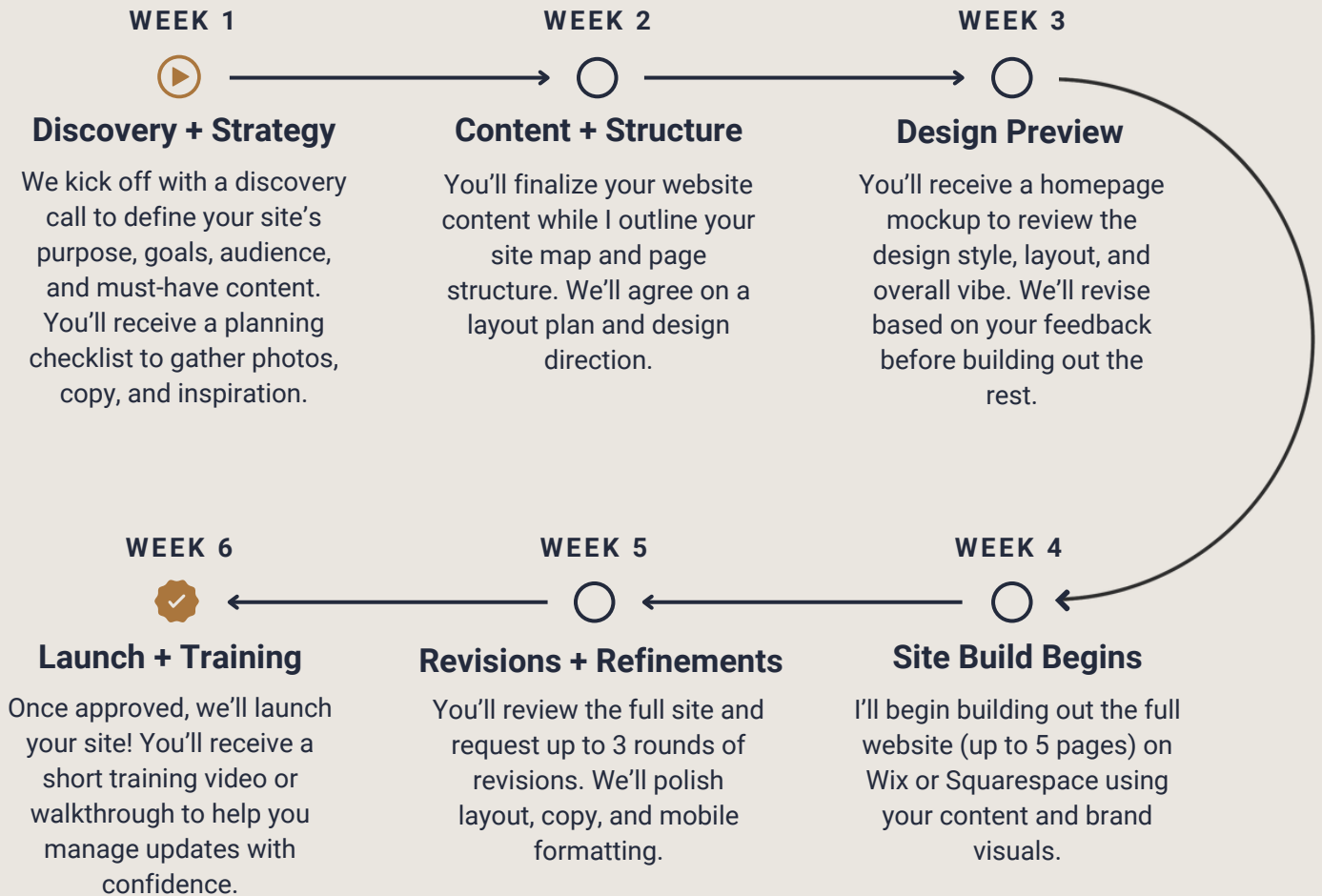
## YOU'LL WALK AWAY WITH

- Mobile-optimized website
- User-friendly platform
- Basic SEO

[Click Here to See Example](#)

## WEBSITE DESIGN

# Typical Timeline



Canoe Creative

# Logo and Branding Identity

Starting at \$3,000

For those launching something new or refining their look — without the need for a website or extensive collateral.



## END GOAL

A flexible, professional brand identity that captures who you are and sets the tone for future growth.

## WHAT'S IN A BRAND IDENTITY AND WHY IS IT IMPORTANT?

- Primary Logo
  - This is the face of your brand — what people will come to recognize first. It should be used in your most visible spaces.
- Secondary Logo / Alternate Logo
  - What it is: A variation of your primary logo.
  - Why it matters: Gives you flexibility across platforms and formats while staying visually consistent with your core brand.
- Submark / Icon
  - What it is: A simplified version of your logo, often an initial or symbol.
  - Why it matters: Perfect for small spaces like social media avatars or watermarks.
- Color Palette
  - What it is: Your brand's signature colors, complete with hex codes.
  - Why it matters: Color evokes emotion and builds visual recognition. Using a consistent palette strengthens your identity and cohesion across materials.
- Typography / Fonts
  - Type carries tone—clean, playful, bold, classic. Consistent typography reinforces brand personality and improves readability.

## INCLUDES

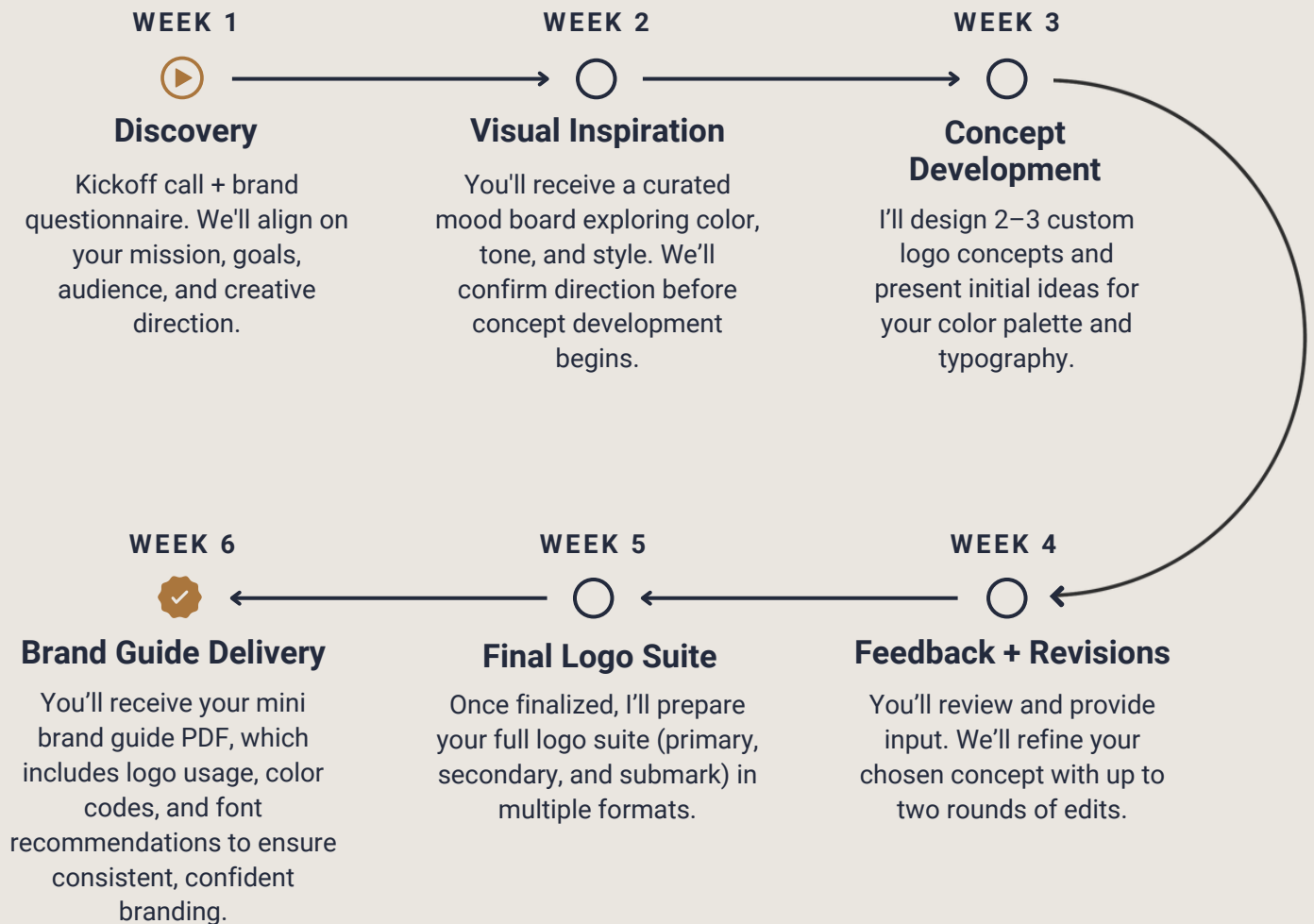
- Free consultation call
- Primary and secondary logos + icon/submark
- Logo files in .ai, .pdf, .png, and .jpg formats
- Color palette + typography recommendations
- Mini brand style guide (PDF)
- Up to two refinement rounds
- Final brand delivery within 4–6 weeks

*Optional add-ons: Business cards, social templates, etc. (See A La Carte for pricing)*

[Click Here to See Example](#)



# Typical Timeline



# *Bespoke Services*

A LA CARTE DESIGN | BRAND & LIFESTYLE  
PHOTOGRAPHY | COMMUNICATIONS CONSULTING

High-impact, flexible support tailored to your needs and budget.



MOST POPULAR

# A La Carte Design Services

*Prices vary: \$250 – \$1,500+ depending on project scope and complexity.*



## END GOAL

Professional, on-brand materials that elevate your message and ensure consistent, confident communication.

### Service

### Investment

One Pager / Fact Sheet

\$350

Multi-Page Brochure / Tri-Fold

\$500\*

Newsletter Layout (up to 8 pages)

\$1,200\*

Annual / Impact Report (up to 12 pages)

\$1,500\*

Business Card Design (*print services available*)

\$250+

Social Media Graphics / Templates

Inquire for Pricing

Custom Signage or Banners (*print services available*)

\$400+

Inquire for other design requests.

*\*Support with writing, editing, or other services is available for an additional fee*



### WHAT'S INCLUDED:

- Free consultation call to discuss your project needs
- One initial draft + one round of revisions
- Final deliverables provided in print-ready and/or web-optimized formats (.PDF, .PNG, .JPG, etc.)
- Light proofreading for clarity and consistency
- Timely delivery with clear communication throughout (two-six week turnaround depending on scope)

### ADD-ON OPTIONS:

**Rush Fee (turnaround under 10 business days):** +25%

**Copywriting / Content Editing:** Starting at \$100/page

**Additional Revision Rounds:** \$75 each

**Monthly Design Retainer:** Custom quotes available



# Brand & Lifestyle Photography

*Prices Range from \$250 – \$2,000+*

Serving small businesses and nonprofits in the DFW area (available for travel).

Available as a standalone service or as part of any branding/web project.



## END GOAL

Story-driven, cohesive imagery that reflects your brand and brings your mission to life.

## PHOTOGRAPHY PACKAGES

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- Mini Brand Session or Headshots (45 mins, 20 edited images): \$250
- Engagements & Couples (1 hr, 60+ images): Starting at \$350
- Add-ons available: extra time, outfits, prints
- Discounted with wedding packages
- Full Branding Session (2 hrs, 40 edited images): Starting at \$500
- Custom-tailored to your content, brand, and audience needs
- Full Wedding Coverage (6+ hours): Starting at \$2,000
- Includes planning support, coverage, and final gallery delivery
- Add-ons: second shooter, album, extra hours

## ALL PACKAGES INCLUDE:

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- High-res edited images via online gallery
- Commercial usage rights (web, print, social)
- Additional hours or locations available on request

[Click Here to View Portfolio](#)

# Communications Strategy Consulting

*\$150/hour or \$500 for 4-hour package*

A strategic partnership. Together, we uncover the heart of your message, define your voice, and build a plan to communicate it clearly and consistently. Nonprofits, mission-driven teams, or solo founders who want to make their message clear, compelling, and consistent.



## END GOAL

A focused communications plan aligned with your mission — so you can lead with clarity and impact.

## HOW IT WORKS:

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- **Discovery Call** – We talk through your goals and current roadblocks.
- **Audit & Research** – I review your existing materials and online presence.
- **Strategy Sessions** – Guided conversations and brainstorming (1–4 sessions).
  - *Typically delivered across 2–3 sessions based on your needs*
- **Action Plan** – You'll walk away with clear, actionable recommendations.

## WHAT WE MIGHT COVER:

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- **Brand Messaging Framework**
  - Who you are, what you do, who you serve, and why it matters.
- **Content Strategy**
  - What to say, where to say it, and how often — so you reach the right people.
- **Voice & Tone Development**
  - Establishing consistent language that builds trust and connection.
- **Website or Campaign Planning**
  - Making sure your big ideas and everyday content work together.
- **Team Alignment**
  - Equipping your team to tell the same story across platforms.

Let's Connect!

# *A Note to Nonprofits*

**You're doing good work, and I want to help you keep doing it.**

I believe in the power of design to amplify meaningful missions — and I know that nonprofit budgets don't always reflect the value of the work being done. That's why Canoe Creative offers:

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## MISSION-ALIGNED PRICING

For early-stage or smaller nonprofits, adjusted pricing is available for branding, design, and website services.

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## NEED-BASED OR SLIDING SCALE PRICING

In addition to discounted rates based on your nonprofit's annual budget, I also offer need-based pricing for early-stage or under-resourced organizations. If you have a set budget in mind, let's talk — I'm happy to work with you to create a solution that fits.

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## MONTHLY RETAINERS

Need ongoing creative support? I offer flexible retainer packages for nonprofits looking for regular communications help — whether it's designing reports, social media, newsletters, or supporting upcoming campaigns.

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**Let's Connect!**

Have a limited budget but love the work? Reach out with what you can invest — I occasionally take on passion-aligned projects at reduced rates.





*Let's build something  
beautiful and  
meaningful together.*

Canoe *Creative*

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