## Canoe Creative

2025 SERVICES AND INVESTMENTS



## 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

- 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

WEEK 2 WEEK 1 WEEK 3 Vision + Voice Kickoff + Discovery Concept **Development** We'll define your brand voice, tone, and messaging

We'll begin with a 90-minute discovery call to dive into your mission, audience, goals, and initial ideas. You'll also receive a content checklist to help guide what's needed for your brand and site.

direction. This includes tagline ideas and early content framing. Visual inspiration starts taking shape with a mood board.

Initial logo concepts are created and presented. We'll explore different visual directions based on your feedback and inspiration.

WEEK 6 WEEK 5 WEEK 4

#### **Website Planning**

We'll shift focus to your website. This week includes a kickoff call to define structure, priorities, and pages. You'll provide any remaining content.

#### **Brand Toolkit Finalized**

Your primary + secondary logo, submark, color palette, and typography come together in a branded style guide PDF. You'll now have everything you need to show up with clarity and consistency.

#### **Refinement Round**

We'll revise and refine your selected logo concept(s), building toward a finalized, cohesive brand identity.

#### Homepage + **Design Drafts**

WEEK 7

We'll begin designing your homepage and overall site style. You'll review and give feedback on the first look and feel.

#### Site Build + Revisions

WEEK 8

We'll build out up to 5 pages on a platform like Wix or Squarespace. You'll have up to three rounds of design revisions to make sure it's just right.

#### **Final Polish**

WEEK 9

We optimize your site for mobile, check details, and finalize design and layout. It's nearly launch-ready!



We walk through how to edit and manage your website with confidence. You'll get a training session and access to edit-it-yourself tools.

## 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 longterm 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



#### END GOAL

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



#### YOU'LL WALK AWAY WITH

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

Click Here to See Example

#### 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 maintneance/edits: Custom quotes available

#### WEBSITE DESIGN

## Typical Timeline

WEEK 1

#### WEEK 2

#### WEEK 3



#### Discovery + Strategy

We kick off with a discovery call to define your site's purpose, goals, audience, and must-have content. You'll receive a planning checklist to gather photos, copy, and inspiration.



You'll finalize your website content while I outline your site map and page structure. We'll agree on a layout plan and design direction.

#### **Design Preview**

You'll receive a homepage mockup to review the design style, layout, and overall vibe. We'll revise based on your feedback before building out the rest.

WEEK 6



WEEK 5



WEEK 4



Once approved, we'll launch your site! You'll receive a short training video or walkthrough to help you manage updates with confidence.

#### **Revisions + Refinements**

You'll review the full site and request up to 3 rounds of revisions. We'll polish layout, copy, and mobile formatting.

#### **Site Build Begins**

I'll begin building out the full website (up to 5 pages) on Wix or Squarespace using your content and brand visuals.

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.

#### 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)

- 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.

Click Here to See Example

## Typical Timeline

WEEK 1

#### WEEK 2

#### WEEK 3



#### **Discovery**

Kickoff call + brand questionnaire. We'll align on your mission, goals, audience, and creative direction.



#### **Visual Inspiration**

You'll receive a curated mood board exploring color, tone, and style. We'll confirm direction before concept development begins.



### Concept Development

I'll design 2–3 custom logo concepts and present initial ideas for your color palette and typography.

WEEK 6





#### WEEK 4



#### **Brand Guide Delivery**

You'll receive your mini brand guide PDF, which includes logo usage, color codes, and font recommendations to ensure consistent, confident branding.



Once finalized, I'll prepare your full logo suite (primary, secondary, and submark) in multiple formats.



You'll review and provide input. We'll refine your chosen concept with up to two rounds of edits.



## Bespoke Services

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

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





## 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+



#### WHAT'S INCLUDED:

Free consultation call to discuss your project needs

Inquire for other design requests.

- 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)

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

#### 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.



FND GOAL

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

#### PHOTOGRAPHY PACKAGES

- 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:

- 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.



FND GOAL

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

#### HOW IT WORKS:

- 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 brainstorms (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:

- 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:

#### MISSION-ALIGNED PRICING

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

#### 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.

#### 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.

Let's Connect!

Let's build something beautiful and meaningful together.

