



Web ▪ Print ▪ Branding

A horizontal dotted line consisting of small white squares is centered on the page. A white rectangular box is placed over the middle of this line, containing the text "2015 Media Kit".

2015 Media Kit

chicpixeldesign.ca

A thick white horizontal line is positioned at the bottom of the page, starting from a small white square on the left and extending across the width of the page.

Thank You

For Your Interest in Chic Pixel

Chic Pixel is all about you. When starting your project our design team will work with you one-on-one to get a real feel about your business and what makes it special. From there we will help you create a brand or website that truly speaks to what your business is all about. Know what you're looking for? We have outlined our various packages on the next page with pricing guidelines to see if Chic Pixel is a fit for you. If you need some help determining what services you need, get in touch: hello@chicpixeldesign.ca

About Chic Pixel

Chic Pixel is an Ottawa-based design studio offering brand + logo development, print + graphics, and custom responsive web design + development. We are focused on providing clients with a high-class professional look that blends seamlessly across multiple formats and mediums.

About the Owner

Sarah Brethour

Sarah Brethour is both a graphic designer and front-end web developer. With over 8 years of experience in graphic design, and 5 years in web and marketing, she has the well-rounded unique skillset needed to get a wide variety of projects completed while showcasing consistent and reliable customer service.



Creative Design Packages

1. Logo + Brand Design

Chic Pixel's branding package offers a fun and personal experience developing your company's brand. We will work with you one-on-one to fully understand what makes your business unique and how we can make that stand out amongst the crowd. Your logo + brand package will include:

Brand Development

- Project launch + consultation call
- Client brand questionnaire
- Brand inspiration/mood board
- 3-4 original logo concepts
- 3 rounds of revisions
- Font recommendations
- Brand + style guide, including colour scheme (CMYK, HEX, RGB and Pantone)
- Files delivered digitally in various popular formats (vector included)

Print + Social Media

- Business card design
- Business letterhead
- Profile image photos for social media
- Facebook cover photo
- Twitter banner photo

Need More Brand Materials?

No problem! We offer a variety of services. Contact us for your custom package quote!

Starting at: \$1650

Package total is divided into 2 equal payments of \$825. The first payment is due upon contract signing and required to hold your spot in the work queue (this is a non-refundable payment). The second and final project payment is due at project completion/design approval from client and before any final logo/branding files are delivered to client.

All pricing and project details listed in this price sheet are subject to change. This informational sheet is a quote only and services are not limited to the list above. Please contact Chic Pixel for a custom quote on your project. Any additional revisions not included in the original package are billed separately at our hourly rate of \$50. Please note that any delays with responses, feedback and client responsibilities such as completed questionnaires, website content, images, etc. may result in project push backs and additional charges. Chic Pixel has the right to display and market all work completed as a result of this agreement.

Creative Design Packages

2. Custom Website Design + Development

We offer high-class fully responsive website design and development packages. Chic Pixel is dedicated to providing the latest in web trends while also making sure your site works the way you want to. Your custom website design + development package will include:

- Project launch + consultation call
- Client questionnaire
- Homepage wireframe
- High-fidelity homepage design + 1 internal page layout
- 2 rounds of revisions
- Buildout of responsive/mobile friendly website based on Bootstrap
- Uploading content and formatting for 8 pages (additional pages at hourly rate)
- Tested for quality control on various modern browsers and devices + launch

Important Information

Domain names, hosting & email setup: Your domain name as well as hosting and email services must be purchased by you, the client. Chic Pixel is not responsible for server downtime, software issues or any other compatibility issue that may arise after the launch of the site. The client must provide Chic Pixel with FTP access to their server & hosting services.

Website Maintenance Plan: This quote does not include future updates or compatibility issues for your site. After the launch of the site, all additional work will be quoted and billed at our hourly rate.

Site Content: Please provide all pages titles and site content prior to design. This will ensure it is made specific to your needs from the start and will streamline the process. You are responsible for providing all images in proper format, size and quality for your website design. Any delays to the submission of this information will cause your project to be delayed and, in some cases, may result in additional charges

Development Process: All sites are built on a test server and then uploaded as to your self-hosted website. Once you provide your approval on the design of your site and we go to the development phase, all future changes to the structure and overall look of the site will be billed separately.

Starting at: \$2750

Website package total is divided into 3 equal payments. The first payment is due upon contract signing and required to hold your spot in the work queue (this is a non-refundable payment). The second is due before development phase and final project payment is due at project completion/launch. If purchased with the branding development package, the full amount of the project is split into 4 milestone payments due across the course of the project.

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Creative Design Packages

3. WordPress Custom Design + Development

If you want a website you can update content yourself, then WordPress is for you. Our WordPress responsive sites are custom developed to suit your needs. Your custom website design + development package will include:

- Project launch + consultation call
- Client questionnaire
- Homepage wireframe
- High-fidelity homepage design + 1 internal page layout
- 2 rounds of revisions
- Buildout of responsive/mobile friendly website on WordPress platform
- Uploading content for up to 14 pages (additional pages at hourly rate)
- Tested for quality control on various modern browsers and devices + launch
- WordPress training documentation

Important Information

Domain names, hosting & email setup: Your domain name as well as hosting and email services must be purchased by you, the client. Chic Pixel is not responsible for server downtime, software issues or any other compatibility issue that may arise after the launch of the site. The client must provide Chic Pixel with FTP access to their server & hosting services.

Website Maintenance Plan: This quote does not include future WordPress CMS updates or compatibility issues for your site. After the launch of the site, all additional work will be quoted and billed at our hourly rate.

Site Content: Please provide all pages titles and site content prior to design. This will ensure it is made specific to your needs from the start and will streamline the process. You are responsible for providing all images in proper format, size and quality for your website design. Any delays to the submission of this information will cause your project to be delayed and, in some cases, may result in additional charges

Development Process: All sites are built on a test server and then uploaded as to your self-hosted WordPress website. Once you provide your approval on the design of your site and we go to the development phase, all future changes to the structure and overall look of the site will be billed separately.

Starting at: \$3250

Website package total is divided into 3 equal payments. The first payment is due upon contract signing and required to hold your spot in the work queue (this is a non-refundable payment). The second is due before development phase and final project payment is due at project completion/launch. If purchased with the branding development package, the full amount of the project is split into 4 milestone payments due across the course of the project.

All pricing and project details listed in this price sheet are subject to change. This informational sheet is a quote only and services are not limited to the list above. Please contact Chic Pixel for a custom quote on your project. Any additional revisions not included in the original package are billed separately at our hourly rate of \$50. Please note that any delays with responses, feedback and client responsibilities such as completed questionnaires, website content, images, etc. may result in project push backs and additional charges. Chic Pixel has the right to display and market all work completed as a result of this agreement.