

**SNI<sup>TM</sup>  
PES  
DESIGN  
AGENCY**



# **MEDIA KIT**

[WWW.SNIPESDESIGNAGENCY.COM](http://WWW.SNIPESDESIGNAGENCY.COM)



DESIGNS SEEN AND  
FEATURED ON



allure



ASSOCIATION FOR  
FINANCIAL  
PROFESSIONALS

FEED  
the  
SOUL  
FOUNDATION

BET★

YELLE.

# THE START UP

*2 concepts  
1 major result*

This straightforward package is designed for business owners who want a consistent brand identity. With The Start-Up package, you'll come away with a unique and professional brand that commands attention.

- Brand Questionnaire
- 30-min Strategy Call
- 1 Final Main Logo & 1 Final Submark
- Moodboard & Color Palette
- Font Curation
- Logo File Cheat Sheet
- 1 round of edits
- All final files via Dropbox
- Business Card OR 2 Social Media Post Templates
- Mini Brand Style Guide

*Timeline: 4-6 Weeks  
starting at \$5,000+*

*Official pricing will be determine by project scope.*

## FAQ

### **What happens if I do not like the logo presented?**

Not in love with what was created by Snipes Design Agency? The Start-Up comes with 1 round of edits. If after that edit you are still unhappy we understand and will have to decide if Snipes is truly a good fit for you.

### **If we part ways, will I be issued a refund?**

All deposits/retainers are non-refundable. Snipes takes the time to research your company and ask the important questions to help create a visual identity that will speak for your brand even when you are not in the room. Doing this however, takes time and is added into the Start-Up Package fee.

### **How will my files be submitted?**

When we have finalized and approved your amazing visual identity, we will then create a dropbox folder and link it with all your design assets. Note: This folder will be active via Snipes Design Agency for only 30 days.

# THE PROCESS

## *Starting with the Why!*

Discovering Your Brand Workbook  
Pinterest Board Assignment  
Consultation

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## *Execute with Confidence!*

Mood Board Design  
Logo & Submark Development  
Collateral Development

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## *Perfect and Present!*

Review concepts (*and edit if needed*)  
Present your new brand to the world!



**THE  
VIP  
DAY**

# **THE START UP**

# DON'T REALLY HAVE WEEKS TO CREATE CAPTIVATING BRANDING AND VISUAL IDENTITY?

You will be the center of attention as SDA dedicates the day to you and your dreams. We will complete for you the Start-Up package ready to preview and present!

*Note: VIP must complete Pinterest Board Assignment and Questionnaire 1 Week before VIP Day*

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*we will do this before your day*

*\$7,500 investment*

## HOW IT WORKS

### STEP 1

Schedule your VIP Day with Snipes Design Agency. A 50% retainer and signed contract are due at the time of scheduling. Before our VIP Day, we will schedule an onboarding call and set you up to begin your Pinterest board assignment and questionnaire.

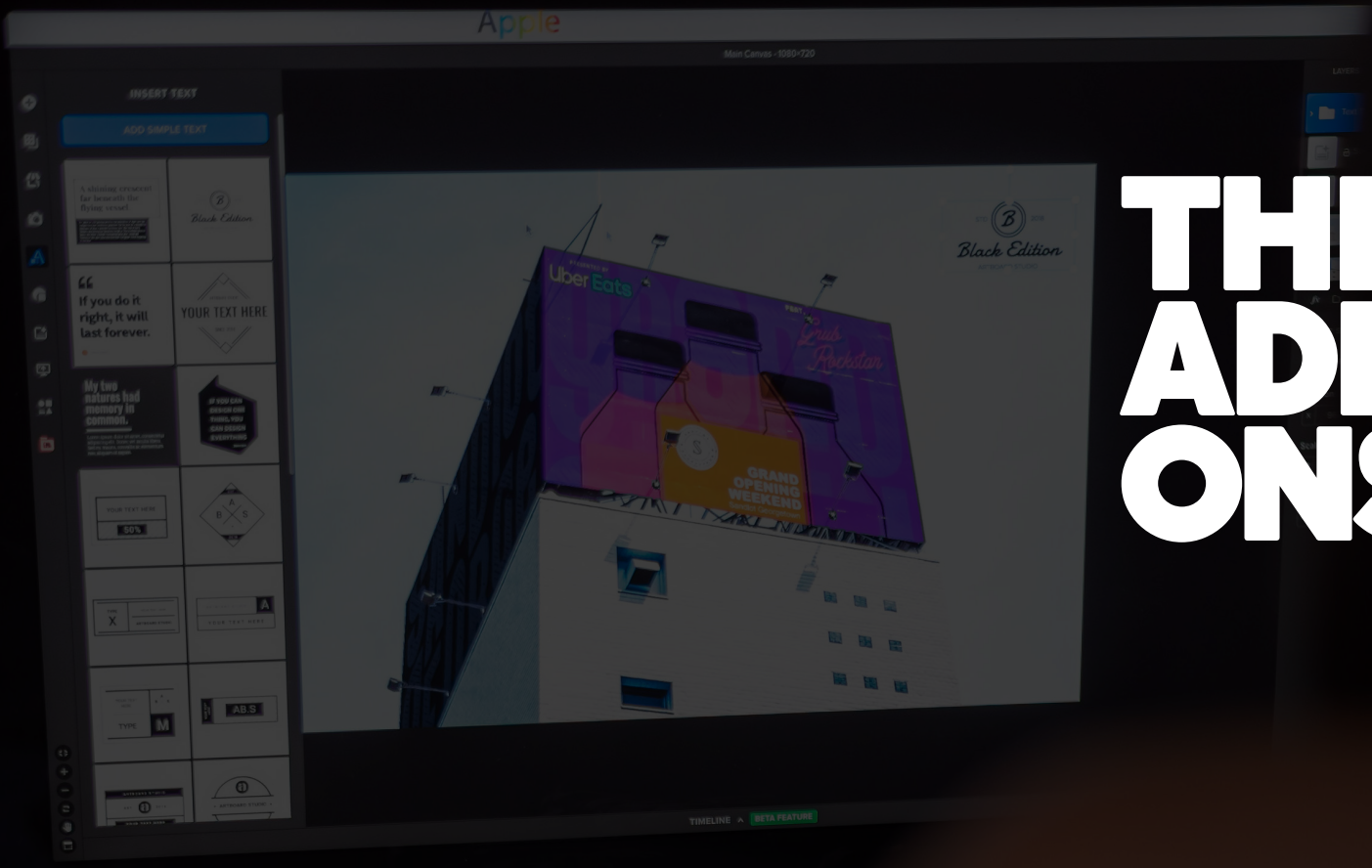
Note: 2nd Payment is due 48 hours prior to your VIP Day. Final Payment is due before final files are issued.

### STEP 2

On your VIP Day, we'll begin with a Zoom Call to review your questionnaire and Pinterest board. After the call, the Snipes Design team will begin to "Execute with Confidence". We will create 2 Concepts and then hop on a chat or Zoom to present your options.

### STEP 3

Do we need to make an edit? This is the time to get it done! No edits needed? Then it's time to Package and Present! We'll hop on one last call to discuss your final files and all the amazing things you can do with them.



# THE ADD ONS

*wix website strategy + design*

*\$5,000+*

*website copy*

*\$500+*

*media kit design*

*\$500+*

*social media curation*

*\$1,000*

*in partnership with Creative Gravityllc.*

- Social Media Audit
- Custom Social Media Strategy
- 30 Day Social Media Curation
- A 15-day check-in
- Analytics Report after 30 days

# THE NEW EXECUTIVE

Get an online presence the right way with branding, photography, a website and a trademark. It's truly a one-stop-shop. The Executive package will give your company everything it needs to stay memorable and profitable. Want strong, attention-grabbing, visuals that will catapult you to the forefront of your market? Say less. Get just that and a legal trademark (in partnership with Mack Law PLLC) to make you and your company official.



## BRANDING

- Brand Questionnaire
- 1 Final Main Logo & 1 Final Submark
- Moodboard & Color Palette
- Font Curation
- Logo File Cheat Sheet
- 1 round of edits
- All final files via Dropbox
- Business Card OR 2 Social Media Post Templates
- Full Brand Style Guide

## WEBSITE

- Website Design Strategy
- 4 Page Responsive WIX Website Design (additional fee for e-commerce)
- Search Engine Optimization

## PHOTOGRAPHY

- Shoot Prep Guide;
- 3-Hour Shoot
- 1-minute Promo Video
- Up to 3 Outfits; and
- Online 85 High-Resolution Gallery

## TRADEMARK

- Trademark discovery call,
- Knockout search and report;
- Application preparation and filing of one class of goods or services
- Delivery of the USPTO registration upon final approval
- Opinion letter on the strength of your mark; and
- Responses to all procedural office action responses.
- Cease and Desist letter

**TIMELINE: 12-14 WEEKS**

*starting at \$15,000+*

\*Trademarking will need up to 6 months with Mack Law PLLC.  
Official pricing will be determine by project scope.

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📷 @snipesdesignagency

✉️ **hello**@snipesdesignagency.com

🔍 [www.snipesdesignagency.com](http://www.snipesdesignagency.com)

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