

the fit *aesthetic*

brand packages

The Full Package — \$400

Everything you need for a complete brand identity.

Includes:

- Logo design (primary, secondary, alternates)
- Color palette development
- Typography system
- Iconography set
- Pattern design
- Full brand guide book
- Profile photos (Facebook, LinkedIn, Instagram, TikTok) & Cover photos (Facebook & LinkedIn)
- Instagram story background (announcements, highlights, promos)

Plus your choice of two print/digital collateral pieces (designs):

- Business card
- Trifold brochure or pamphlet
- Catalog (more than 4 pages)
- Flier/Poster
- Postcard/Mailer
- Sticker
- Large-scale print (banner, signage, trade show graphic)
- Sell sheet
- Branded work out plan
- Branded resumes
- PowerPoint Template

Brand Identity Package — \$300

Perfect for new businesses needing a clean foundational identity.

Includes:

- Logo design (primary, secondary, alternates)
- Color palette development
- Typography system
- Iconography set
- Pattern design
- Full brand guidelines

Brand Refresh Package — \$150

For brands that already exist and need a cleaner, more modern look.

Includes:

- Logo cleanup & refinement
- Updated colors & typography
- Modernized brand assets
- Refreshed + reorganized brand guidelines

Basic Print Design Package — \$125

For brands that already exist but need help applying it.

Includes:

- Business card
- Trifold brochure or pamphlet
- Flier
- Sticker
- Sell sheet

designs a-la-cart

- 1 Logo design **\$100**
(includes black, white, & choice of one color)
Add a secondary logo for +\$50
- 1 full color logo design **\$200**
(black, white, & one color)
Add a secondary logo for + \$50
- Color palette development **\$40**
- Type setting service **\$10** per page
- Iconography set **\$50**
Includes 4-5 icons
- Pattern design **\$50**
- Full brand guide-book **\$50**
- Profile photos **\$30**
(Facebook, LinkedIn, Instagram, TikTok)
& Cover photos (Facebook & LinkedIn)
Up to 3 color variations for each
- Instagram story background **\$15**
(good for announcements, highlights, promos)
- Business card **\$30**
- Trifold brochure or pamphlet **\$50-100**
- Catalog **\$150**
(more than 4 pages)
- Flier/Poster **\$40**
- Postcard/Mailer **\$40**
- Sticker **\$15**
- Large-scale print **\$40**
(banner, signage, trade show graphic)
- Sell sheet **\$40**
- Branded work out plan **\$40**
- Branded resumes **\$40**
- PowerPoint Template **\$50**
(5 slides) + **\$5** per additional slide

WIX & wordpress website services

Full Website Design — Starting at \$500

Includes:

- up to 10 hours of design & build time.
Additional time billed at **\$30/hr**.

Mini Refresh — \$250

Includes:

- Small fixes + light upgrades
- Minor layout changes
- New images
- Updated colors
- Basic clean-up

Standard Refresh — \$450

Includes:

- Up to 3 redesigned pages
- Updated branding
- Refined layouts
- Mobile optimization

Full Refresh — \$650+

Includes:

- Full site-wide redesign
- Updated branding
- Revised layouts & navigation
- Improved user flow
- New content (if needed)

ongoing design & marketing support (retainers)

Minimum: 5 hours per month. Rate: **\$40/hour**. Unused hours do not roll over

Includes:

- Social media posting, scheduling, and light content creation
- Website updates & maintenance
- PowerPoint / presentation design
- Print material layout & prep
- General design updates (content uploads, image swaps, layout changes, page updates)

Discounted Retainers:

10 hours/mo — **\$30/hr**

20 hours/mo — **\$28/hr**

30 hours/mo — **\$25/hr**

Don't see what you're looking for?

We can work something out!

Contact Alyson at alyson@thefitaesthetic.com with any questions!

The Fit Aesthetic reserves the right to adjust pricing, services, and timelines based on project requirements. All projects require a signed service agreement and 50% deposit. Delays in client feedback may affect turnaround time.