

cultivar

GRAPHIC & WEB DESIGN SERVICES PRICING

SIMPLE LOGO DESIGN *Starting at \$750*

- Research - Brand exploration
- Design - Logo creation - 2 rounds of design/review
- Simple brand guidelines
- Final files (.ai, .pdf, .png)

BRAND IDENTITY *Starting at \$1,500*

- Research - Brand exploration, competitive landscape
- Planning - Branding strategy/Moodboarding
- Design - Logo & brand elements - 3 rounds of design/review
- Full branding guidelines & implementation documents

PACKAGING DESIGN *Starting at \$900*

- Planning - Exploration, Competitor Packaging Assessment, Moodboarding
- Content Assessment - Product name/description, barcodes
- Design - 3 rounds of design with client review
- Prepress, TTB approval, and final production files

BRAND REFRESH *Starting at \$1,200*

- Research - Brand exploration, competitive landscape
- Planning - Branding strategy/Moodboarding
- Design - 3 rounds of design with client review
- Branding guidelines & implementation

CUSTOM WEB DESIGN *Starting at \$4,000*

- Planning - Content assessment, Website prototyping
- Design - UX/Front-End WordPress Design
- Development - Custom Back-End integrations and implementation
- Testing/Launch - Client review, Go-live, Ongoing support/maintenance

TEMPLATED WEBSITES *Starting at \$1,500*

- Planning - Content assessment
- Design - UX/Front-End WordPress design
- Development - Custom fonts, Contact forms
- Testing/Launch - Client review, Go-live, Ongoing support/maintenance



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MARKETING & CONSULTING SERVICES

MARKETING CAMPAIGNS *Starting at \$1,500/MONTH*

- Research - Campaign exploration, strategy, competitive landscape
- Planning - Setting up channels/funnels, Creating assets for campaigns
- Execution - Campaign launch and ongoing monitoring
- Metrics - KPI and Performance reports after completion of campaign

CONTENT CREATION *Starting at \$1,500*

- Photography/Videography
- Social Media Content
- Sales & Marketing Collateral/Merchandise Design

BUSINESS/FACILITY PLANNING *Starting at \$2,500*

- Business Plan/Investor Deck Writing; 5Y Financial Projections
- Facility Layout/Planning - Cidery layout & workflow, Production planning

HAVE A QUESTION?

REACH OUT TODAY!

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🌐 www.cultivarcreative.com

"Our mission at Cultivar is to push cider brands, and the industry as a whole towards better design, branding, packaging, and marketing, and facilitate the continuing growth of cider as a category."

-Kirk Evans
FOUNDER + CREATIVE DIRECTOR

