

INDEPENDENT CREATIVE SERVICES / SPRINGFIELD, OHIO

Creative Services

& Investment Guide

THOUGHTFUL DESIGN FOR BRANDS, STORIES,
AND IDEAS THAT NEED A WORLD.

THE APPROACH

Thoughtful creative work requires more than making something look good. Each project is developed to bring clarity, intention and visual consistency to a brand, story or idea.

Prices shown are starting investments. Final pricing is confirmed after the goals, deliverables, timeline and technical requirements are reviewed.

SERVICE INDEX		PAGE
01	BRAND IDENTITY	02
02	WEBSITE DESIGN	03
03	PRINT + PUBLICATION	04
04	DIGITAL + CAMPAIGN	05
05	ONGOING CREATIVE SUPPORT	06
06	CREATIVE DIRECTION	07
07	DETAILS	08

AVAILABLE REMOTELY

Project-based / Retainer / Subcontract

A visual foundation people can recognize.

For new businesses, growing brands and founders who need a clear, cohesive identity—not just a logo floating by itself.

Logo & Visual Foundation

\$750

A focused starting point for a new or evolving business.

- One primary logo direction with refined variations
- Core color palette and typography selections
- Final logo files for print and digital use
- Mini visual-use sheet and two revision rounds

MOST POPULAR

Complete Brand Identity

\$1,500

A complete, flexible identity system designed to work across real client touchpoints.

- Primary and secondary logo system
- Color, typography and supporting visual elements
- Creative direction and compact brand guidelines
- Organized final files and two revision rounds

Expanded Brand System

\$2,500

A deeper visual world for a brand preparing to launch, grow or show up across multiple channels.

- Everything in the Complete Brand Identity
- Expanded marks, graphic language and visual art direction
- Three launch-ready branded applications
- Expanded guidelines and production-ready handoff

BEST FIT

Founders and organizations ready to invest in a usable identity—not a one-off logo file.

A digital home that feels designed.

Clean, responsive websites and landing pages that organize your message, support your goals and carry the brand consistently online.

Landing Page

\$1,500

A focused one-page experience for a launch, offer, event or personal brand.

- One strategic long-form page
- Responsive design and build on an agreed platform
- Contact or inquiry form setup
- Basic launch support and two revision rounds

MOST POPULAR

Small Business Website

\$2,750

A polished multi-page website for a service-based business or creative practice.

- Up to five core pages
- Responsive design and build on an agreed platform
- Contact form, navigation and foundational on-page setup
- Launch support and two revision rounds

Brand + Website Launch

\$4,500

A cohesive identity and web presence developed together from the ground up.

- Complete Brand Identity package
- Up to five website pages
- Integrated visual direction across brand and site
- Organized handoff and launch-ready assets

PLEASE NOTE

Clients provide finalized copy and photography. Domain, hosting, paid plugins, e-commerce and custom integrations are quoted or billed separately.

Editorial thinking, ready for production.

Print pieces that carry information clearly and still feel considered—from a single promotional piece to a longer publication.

Single Promotional Piece

\$250

One focused, print-ready asset.

- Choose one: flyer, postcard, one-sheet or comparable piece
- Print-ready PDF and two revision rounds

Coordinated Collateral Set

\$750

A small family of pieces designed to work together.

- Up to three coordinated items
- Consistent hierarchy, styling and production-ready files

Book Cover Design

\$1,000

A market-ready cover system shaped around the story and its audience.

- Front cover concept and refinement
- Spine/back layout plus print and e-book files

Publication or Annual Report

\$1,500+

Multi-page editorial design quoted by page count, content condition and complexity.

- Editorial layout system and visual pacing
- Production-ready files with organized handoff

SCOPE NOTE

Printing, specialty finishes, stock imagery and book interior formatting are separate unless specifically included in the proposal.

A visual system for the moment you are building.

Coordinated digital assets for launches, events, programs and presentations—designed as a family rather than disconnected pieces.

Social Template Set

\$500

Reusable design support for a more consistent online presence.

- Five editable branded templates
- Format and handoff guidance

Campaign Visual Kit

\$900

A campaign look and a practical starter set of coordinated assets.

- Key visual direction
- Five coordinated digital or print-ready assets

Presentation Deck

\$1,000

A clear, polished presentation with an intentional visual rhythm.

- Design for up to ten slides
- Editable presentation file and final PDF

Full Launch Campaign

\$1,500

A cohesive suite for a focused launch, announcement or public-facing initiative.

- Campaign visual direction
- Coordinated launch asset suite based on the agreed scope

DESIGN SCOPE

These packages cover visual design. Social media management, posting, ad buying, analytics, marketing strategy and copywriting are not included.

A steady creative partner, week after week.

Weekly retainers create predictable design support for clients with recurring needs. Reserved time can be used for agreed design, layout and creative-direction tasks.

PLAN	WEEKLY	HOURS	BEST FOR
Creative Essentials	\$375	Up to 4	A light, consistent flow of design requests
Creative Partner	\$750	Up to 8	Growing brands with recurring weekly needs
Creative Direction	\$1,200	Up to 12	Priority support and higher-level visual oversight

MOST POPULAR: CREATIVE PARTNER

Retainer terms

- Four-week minimum commitment
- Payment is due before each service week begins
- Unused hours do not roll over
- Work is scheduled within reserved capacity and agreed priorities
- Large projects, printing and outside expenses are quoted separately

GOOD TO KNOW

A retainer reserves access to my time; it is not unlimited design. We will agree on weekly priorities so the available hours stay focused on the work with the most value.

Clarity before more design.

For founders and teams who need a stronger point of view, clearer visual decisions or experienced guidance before production begins.

Creative Clarity Session

\$250

A focused working session to untangle the idea and identify the next visual move.

- 60-minute virtual session
- Concise written recap and recommended next steps

Visual Audit

\$450

A review of how the current brand shows up across its key touchpoints.

- Visual consistency review
- Prioritized recommendations for improvement

Creative Direction Intensive

\$750

A deeper direction-setting engagement for a launch, refresh or complex creative decision.

- Strategic discovery and visual research
- Moodboard, direction and practical roadmap

Project-Based Creative Direction

\$1,500+

Ongoing visual oversight for a defined campaign, publication or creative project.

- Creative direction and art-direction guidance
- Structured review, feedback and visual quality control

Hourly & custom work

Production + layout support **\$75/hr**

Brand + web design **\$90/hr**

Strategy + creative direction **\$100/hr**

Clear scope. Clean handoff.

Every proposal confirms the exact deliverables, timeline and responsibilities before work begins. These guide-level policies keep projects focused and predictable.

Common add-ons

Additional Revisions

\$90/hr

Work requested beyond the two included revision rounds.

Additional Concept

\$450+

A new creative direction outside the approved concept path.

Additional Website Page

\$300–\$500

Priced by content, layout and functional complexity.

Asset Adaptation

\$75 each

Resize or reformat an approved design for another placement.

Editable Working Files

\$250+

Source files are supplied only when included or purchased.

Rush Scheduling

+50%

Applies when the approved timeline requires priority or after-hours capacity.

Project terms

- Minimum project booking: \$250
- A 50% deposit reserves the project; the balance is due before final files or launch
- Two revision rounds are included unless the proposal states otherwise
- Third-party costs—including printing, licensing, hosting and paid tools—are separate
- E-commerce, advanced integrations and unusually complex scopes receive custom estimates

READY

Start with the Work With Me inquiry form. A tailored proposal follows after the scope and timing are clear.

BEGIN A PROJECT

latishacompton.com/work-with-me

hello@latishacompton.com