Tomia Studio

Services & Pricing Guide

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A warm welcome!

Thank you so much for considering Tomia Studio to partner with you on taking your visual identity and/or website to the next level. Investing in our businesses can feel scary and oh so exciting at the same time so I really appreciate you being here right now going though this document.

This guide outlines everything you need to know about working together and should answer any questions you may have, but please don't hesitate to reach out at any time.

- Gaby xx

Branding Process

01 / BOOKING

In order to secure a date in my schedule to start working in your beautiful new visual identity, a 50% deposit and signing of the contract is required.

02 / BRAND RESEARCH

This is the time when I learn all about your business, your ideal client and your competition in order to get crystal clear on the strategy and direction of your branding moving forward.

03 / DESIGN DEVELOPMENT

The most exciting step of them all! I'll work to translate all the information from the Research stage into a new visual identity. Once the Brand Concept Presentation video hits your inbox you can approve it and move forward or we can work together on any refinements.

04 / PROJECT DELIVERY

Once the design is approved, I'll begin working in any additional items you have requested. Once the payment of the remaining 50% has been completed, I'll send you over the high resolution files for you start using them in your business.

Core Branding
Package

WHAT'S INCLUDED

Full Logo Suite:
- Primary Logo: unique and creative concept reflecting the brand personality.
- Secondary Logo : an alternative version for specific use cases.
- Submarks: distinctive symbols or icons derived from the primary logo.
- Favicon: a simplified version for web and digital applications.
- All logos to be provided in the following formats: .svg .eps .png .jpg

Color Palette:
- A well-defined color scheme that aligns with your brand personality.
- RGB, CMYK, and HEX values for each color.

Typography Suite:
- Selection of fonts that complement your brand image.

Additional Graphic Elements (if applicable):
- Textures: Unique visual textures that enhance the brand identity.
- Patterns: patterns to complement the overall visual aesthetic.

Brand Reference Guide:
- A quick reference guide providing an overview of all deliverables.
- File types and names for easy search and retrieval.

TURNAROUND TIME

- 2-3 weeks

INVESTMENT   500 GBP * - (635 USD aprox.)

- 50% non-refundable deposit to get the project booked in and started.
- Remaining 50% due at the end of project and prior to final files delivery.

*Prices may be changed at any time without prior notice. Make sure to download the latest guide before confirming your booking.
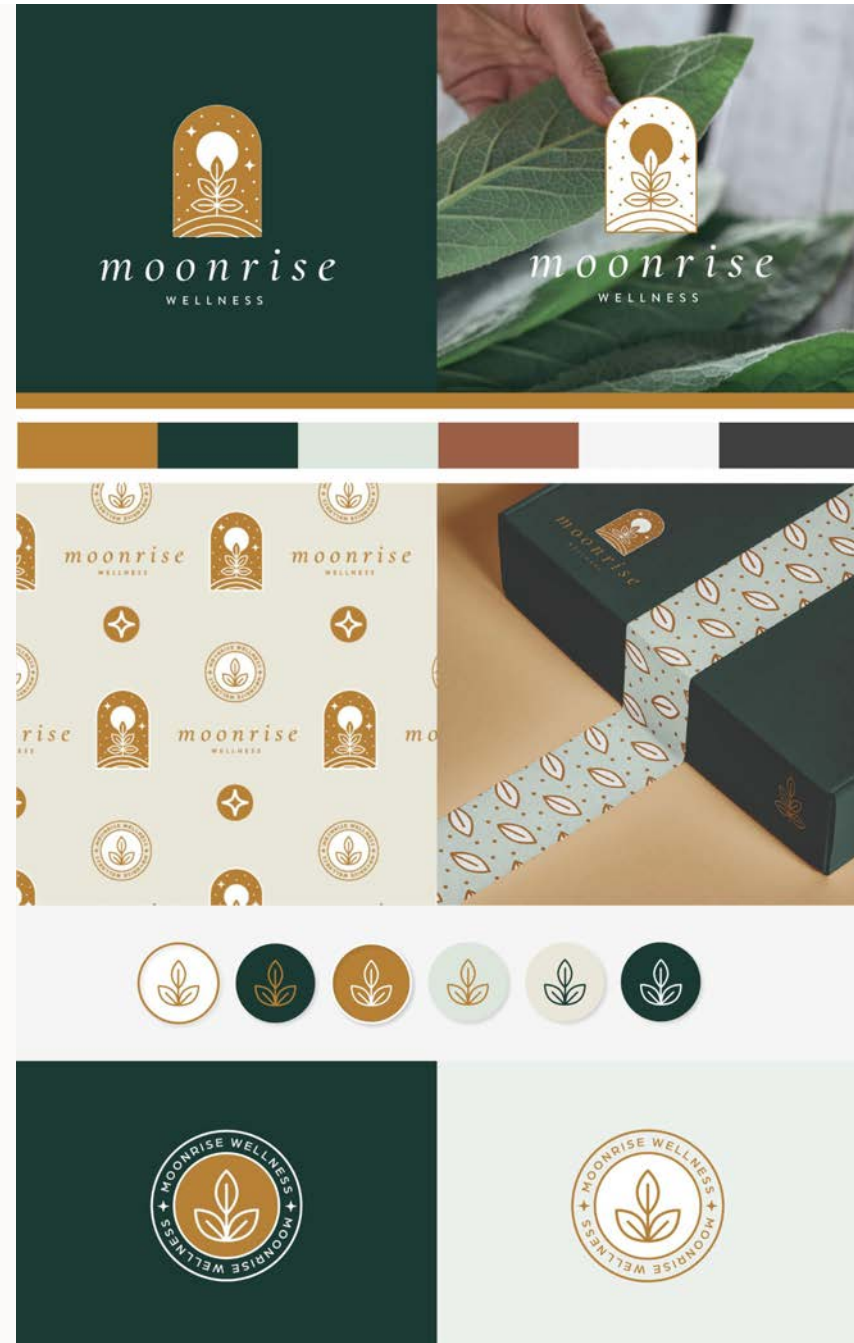
Branding
Add-on Items

Canva or Adobe Express Brand Kit Set-up w/ 5 custom social media templates	100 GBP	Letterhead	40 GBP
Full Brand Guidelines Document	150 GBP	Thank you/ Gift or Loyalty Cards	60 GBP
E-mail Signature	60 GBP	Tissue Paper	30GBP
Business Cards	60 GBP	Brochure/ Lead Magnets	ENQUIRE

Don't see what you are looking for?
Drop me an e-mail for a custom quote

Core Website Package

WHAT'S INCLUDED

- Custom Wordpress website design & development.
- Responsive Design: Every page optimized for Tablet and Mobile.
- Main Pages: Home, About, Services, Contact
- Bonus Pages: Legal Page (Privacy Policy & T&Cs), 404 Page.
- Designed using your brand's visual identity and imagery.
- Guided Technical, SEO & Content Workbooks to help you prepare the information will need from you.
- Basic SEO Setup: Implementing fundamental on-page SEO practices to improve your website's visibility in search engine results.
- Two rounds of design refinements included.
- Personalized walkthrough video showing you how to update content on your site, create new pages and maintain your website.
- Friendly email support for one month after you website is handed over.

TURNAROUND TIME

- 4-6 weeks

INVESTMENT   1000 GBP * - (1250 USD aprox.)

- 50% non-refundable deposit to get the project booked in and started.
- Remaining 50% due a month later ot before website launch (whatever comes first).
- Further payment plan options are available if required.

*Prices may be changed at any time without prior notice. Make sure to download the latest guide before confirming your booking.
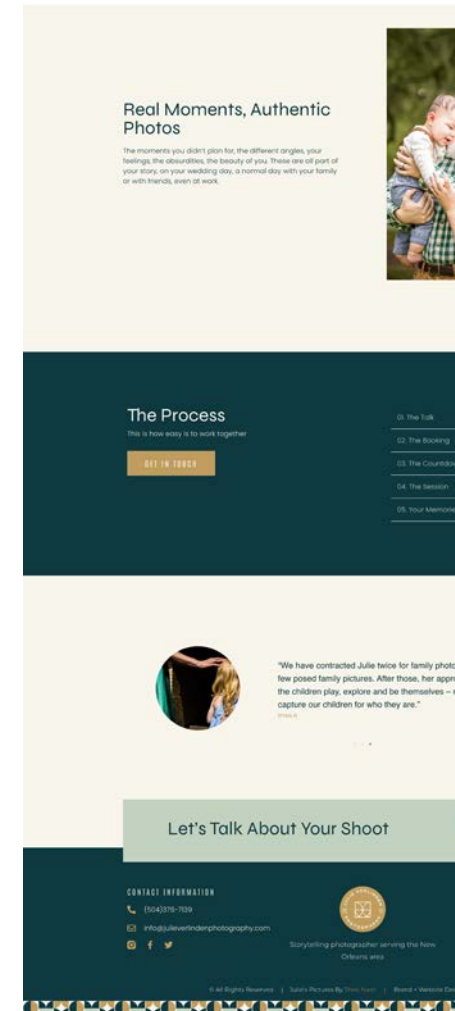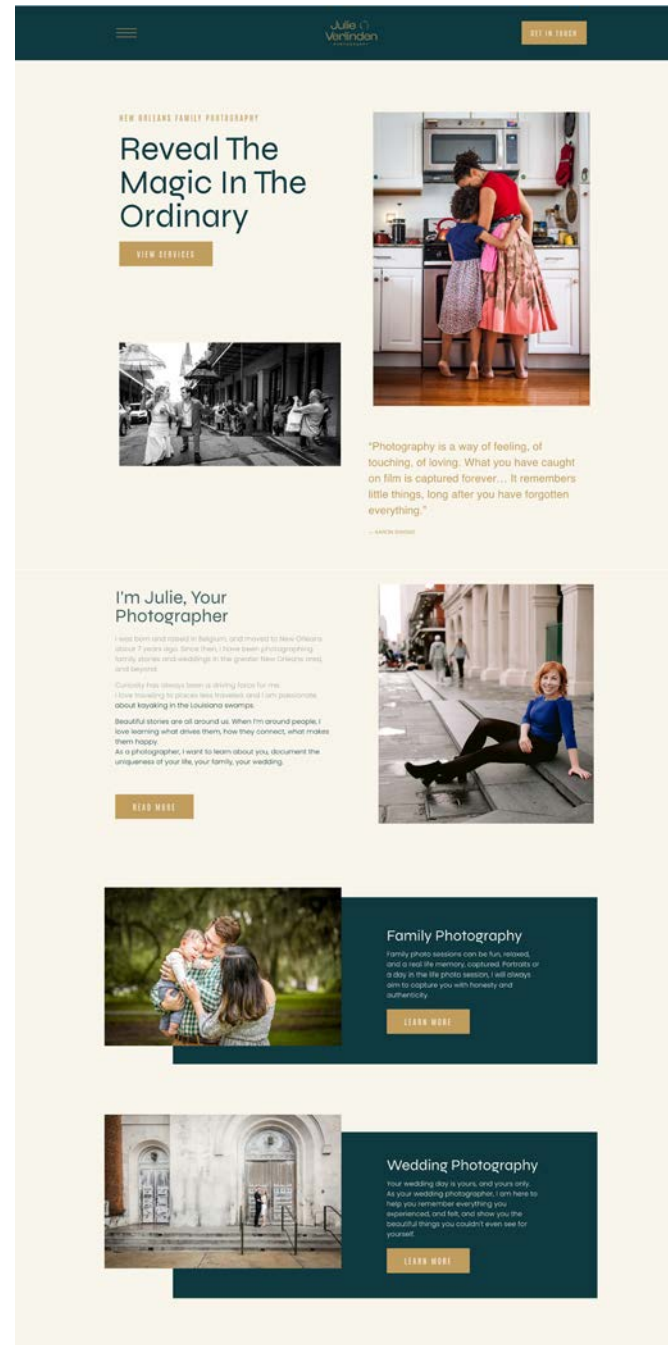
Website Design
Add-on Items

Additional Pages (up to 5 sections per page)		100 GBP
Blog Functionality		200 GBP
E-ccomerce Functionality		500 GBP
Support Sessions	1/2hr - 55 GBP	1 hr - 100 GBP
Design Days (6 hrs)		500 GBP
Website Maintenance + Care Plan (monthly maintenance + ½ hr content upgrades)		50 GBP p/month

Don't see what you are looking for?

Drop me an e-mail for a custom quote

Web Design Process

01 / BOOKING

Our journey begins with a one-on-one chat where I get to know you, your needs, and your dreams for your website. I'll listen closely and then craft a proposal just for you, detailing everything we discussed. To reserve your spot in my schedule, I'll ask for a 50% deposit and we'll sign a contract.

02 / CONTENT GATHERING

Once our agreement is in place, I'll hand you a handy workbook I've put together. It's filled with helpful pointers for gathering your content, and tips on SEO and the technical side of things.

03 / DESIGN DEVELOPMENT

Then, I dive into the design and development of your site. I always aim to create a website that's not just beautiful but also strategic, functional and user-friendly. The moment I have a first version of your site ready, I'm excited to show it to you! I've included two rounds of refinements in my package because I want to make sure everything is just how you want it. Your feedback is crucial here – I'm all ears and ready to tweak and refine until your website is exactly as you envisioned.

04 / PROJECT LAUNCH & ONGOING SUPPORT

Once you're over the moon with your new website and the final 50% payment is sorted, we're all set for launch. I'll be right there to ensure everything goes off without a hitch. After launch, I'll provide you with custom video training recordings so you can feel completely empowered to make content changes and mantain your website.

For the first month after launch, you'll have my full email support. Whether it's a small query or a need for a quick fix, I'm just an email away. And if you find yourself needing more help down the line, don't worry. You can always book additional support sessions with me whenever you need them. My goal is to ensure that you're not just satisfied at the launch, but comfortable and confident with your website long-term.

Let's make this journey a lasting success!

Frequently Asked Questions

DO YOU DO JUST LOGOS?

No, I don't. I believe that you need to have a brand strategy and full visual identity in place in order to move your business forward.

HOW MANY LOGO CONCEPTS ARE INCLUDED IN THE CORE BRANDING PACKAGE?

I follow the One Concept Method where instead of presenting you with multiple creative directions for your logo, I use my professional knowledge to craft and chose the strongest option so that I can go and develop a fullvisual identity to present to you.

HOW MANY ROUNDS OF REFINEMENTS ARE INCLUDED?

Two round of refinements are included with the core branding package but 95% of the work I delivered so far got zero revisions and loads of happy tears! :)

DO YOU OFFER WEBSITE DESIGN?

We offer web design to clients that have already worked through our branding process. My website offer is a simple and affordable solution built on Wordpress using the best visual builder currently avaialble. I get to built pages based on the right customer journey for your business at an accesible price for small businesses, once the layout is ready I get to fully customised it with your own visual identity and the images and words you provided me with.

CAN I ADD A BLOG OR E-COMMERCE TO MY WEBSITE?

You sure can! These and some other add-ons are available to add to main core web package so get in touch if there's anything else you'd like to add to your website.

Next Steps

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01 /

Let us know what services, beside branding, you'll need.

CHOOSE ADD-ONS

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02 /

We will then send across a copy of our contract for you to sign and an invoice to pay your deposit.

SIGN CONTRACT + PAY

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03 /

Now that you're officially booked in will be in touch within 48 business hours with your brand questionnaire and start date.

ON BOARDING

Tomia Studio

BRAND + WEB DESIGN

Whether you are ready to secure your spot in my schedule or you'd like to jump on a call with me first, just send me a message to the e-mail below and I'll get that sorted for you.

gaby@tomiastudio.com

Looking forward to working together,

– Gaby xx