

# Services & *Pricing Guide*

TOMIASTUDIO.COM

JAN 26



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# 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 through 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 x*





# My Studio

01

## *Approach*

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Strategic & Thorough. I ask the right questions and come-up with creative business solutions rooted in strategy and purpose.

02

## *Aesthetic*

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Minimal, timeless & Elevated. I help businesses shine by refining the brand’s message and by visually communicating it in the simplest yet most compelling way.

03

## *Magic*

---

Immersive Visuals + Meaningful Content. I don’t just create logos and websites. I craft a comprehensive brand identity + strategise your website’s design to ensure that we connect you to your true fans.



# Main Goal

*Craft a strategic and beautiful visual identity and website that make you stand out from your competitors and engage your dream clients in a personal and authentic way.*



# The investment

## *Expertise & Value*

Stunning design isn't just for show. It also has an overarching purpose of representing you and your business in a way that connects to your ideal audience. As such, my end-to-end process is meant to produce timeless pieces that will be instrumental to your brand's growth.

I've spent several years not just improving my creative and technical skills, but also my ability to adapt well to the needs of my clients. When you work with me, you'll feel at ease knowing that your brand is in capable hands.





# Branding *Package*

INVESTMENT: £600

## TIMELINE

This package typically takes 2-4 weeks.

## BRANDING PRE-REQUISITE

I require clients to complete a brand strategy questionnaire as thoroughly as possible prior to project kick-off.

## CONSIDERATIONS

All logos to be provided in the following formats: .svg .eps .png .jpg  
Once concept will be presented and two rounds of refinements are included in this package if necessary.  
Any additional requirements beyond this scope shall be quoted accordingly.

To fully reimagine the creative direction of your brand and differentiate your brand from competitors, I recommend a new brand strategy and brand identity to represent your style and story. This is a foundation step that is completed prior to the website design phase.

## DELIVERABLES

Brand Strategy Questionnaire

Primary Logo

Secondary logo

Submarks (x2)

Favicon

Colour Palette (RGB, CMYK and HEX values of each colour)

Typography Suite

Texture or Pattern

Brand Reference Guide



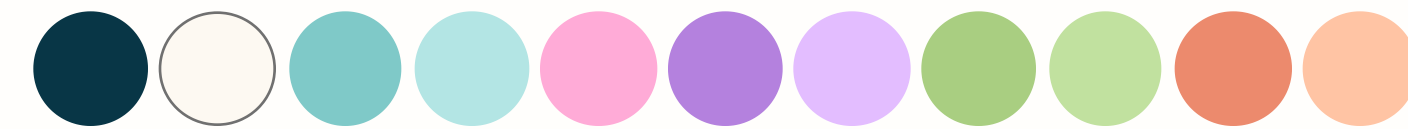
PRIMARY LOGO



SECONDARY LOGO



COLOUR PALETTE



FONT PAIRINGS

*Stress-free vacation  
planning, unforgettable  
memories.*

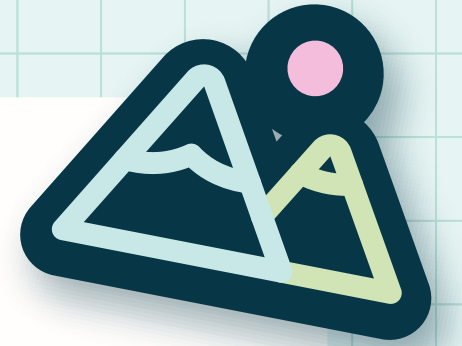
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adipisicing. Officia aliquip dolore Lorem. Officia occaecat excepteur incididunt  
dolore tempor velit. Aute enim aliquip consequat fugiat.

*Book a call with Joy*

FAVICON



SUBMARKS





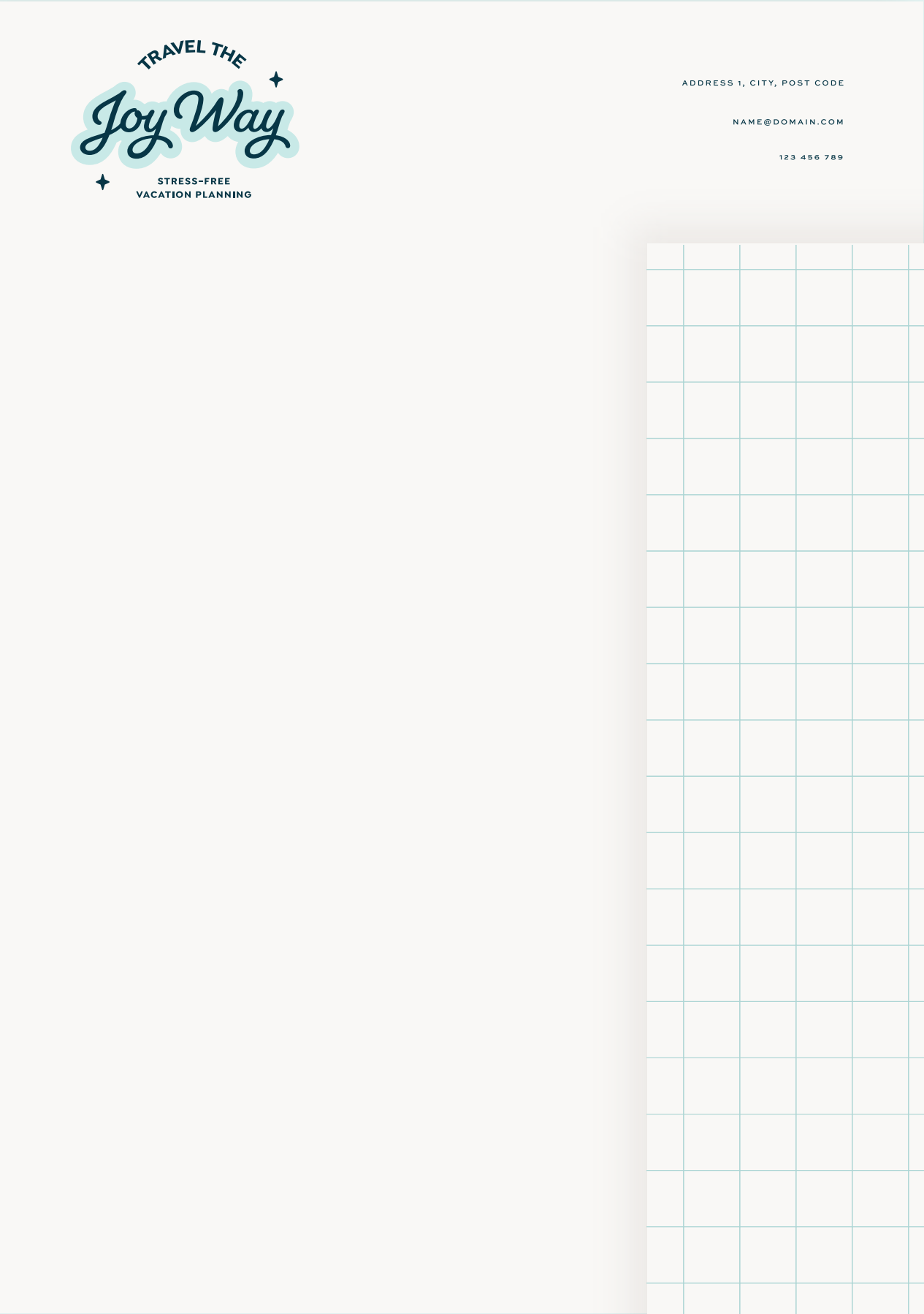
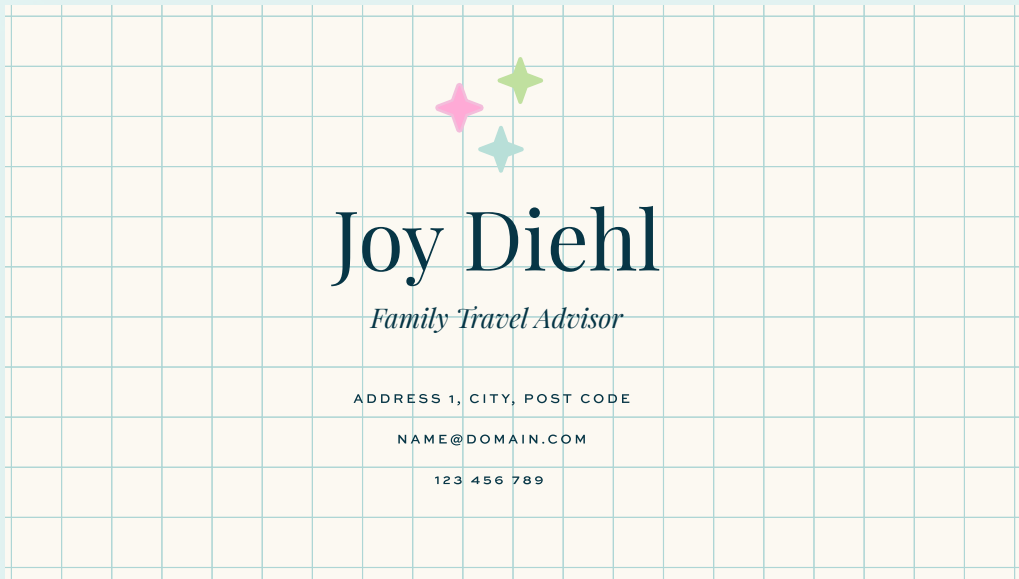
# Branding *Add-ons*

6 Bespoke social media templates for Canva or Adobe Express	120 GBP
Full Brand Guidelines Document	150 GBP
E-mail Signature	70 GBP
Business Cards Design	70 GBP

Letterhead	40 GBP
Thank you/ Gift or Loyalty Cards	60 GBP
Tissue Paper Design	30 GBP
Brochure/ Lead Magnet Document	Custom Quote

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

EXAMPLES OF  
BRANDING ADD-ONS





# 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

Following the submission of your completed brand questionnaire, 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.

## 03 / 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.

# Website *Package*

INVESTMENT: £1200

50% non-refundable deposit required at time of booking

## TIMELINE

This package typically takes 4-6 weeks.

## PRE-REQUISITE

I require clients to submit website copy and photos prior to project kick-off or I can provide a content guide with prompts.

## ADD-ONS

Any additional page or requirement beyond this scope shall be quoted accordingly.

On-going cost of website i.e. domain, email, web hosting, plug-ins for additional functionality, etc. are not included in this cost.

I thoughtfully design and develop key pages for your website using the Wordpress platform. I aim to create a website that will provide your visitors with all the information they need about your products and services.

## DELIVERABLES

Wordpress website design & development

Every page optimised for Tablet and Mobile

Pages included: Home, About, Products (1 page), Contact, Legal, Not found, Social Media Links

Basic SEO set-up

Two rounds of design refinements included.

Walkthrough video on how to update content and maintain your website

Friendly e-mail support for one month after your website goes live





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STRESS-FREE VACATION PLANNING

ABOUT SERVICES DESTINATIONS BLOG CONTACT

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TRAVEL THE *Joy Way*  
STRESS-FREE VACATION PLANNING

STRESS-FREE VACATION PLANNING

Your *perfect* family vacation, planned *for you*

Imagine a vacation where everything is taken care of and all you have to do is enjoy the moment. Let me handle the details, so you can focus on creating unforgettable memories with your loved ones.

Book a call with Joy

MAGICAL DESTINATIONS

MAGICAL DESTINATIONS

MAGICAL DESTINATIONS

MAGICAL DESTINATIONS

MAGICAL DESTINATIONS

MAGICAL DESTINATION

Choose your *next adventure*

*Disney Cruise Line*  
Occaecat exercitation et  
incididunt laborum quis.

*Disney Land*  
Occaecat exercitation et  
incididunt laborum quis.

*All-icnhusive*  
Occaecat exercitation et  
incididunt laborum quis.

*Europe*  
Occaecat exercitation et  
incididunt laborum quis.

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# Website *Add-ons*

Additional pages (up to 5 sections per page)			100 GBP
Blog Functionality			250 GBP
E-commerce Functionality			600 GBP
Support Sessions	1/2 hr - 55 GBP	1 hr - 100 GBP	
Website Maintenance + Care Plan (Monthly maintenance + 1/2 hr content upgrades)			50 GBP p/month

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



# Website *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. The moment I have a first version of your site ready, I share it with you! Your feedback is crucial here – Two rounds of refinements are included in my website package.

## 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. After launch, I'll provide you with custom video training recordings so you can feel completely empowered to make content changes and maintain your website. A month of friendly e-mail support is also included.



# Payment *Schedule*

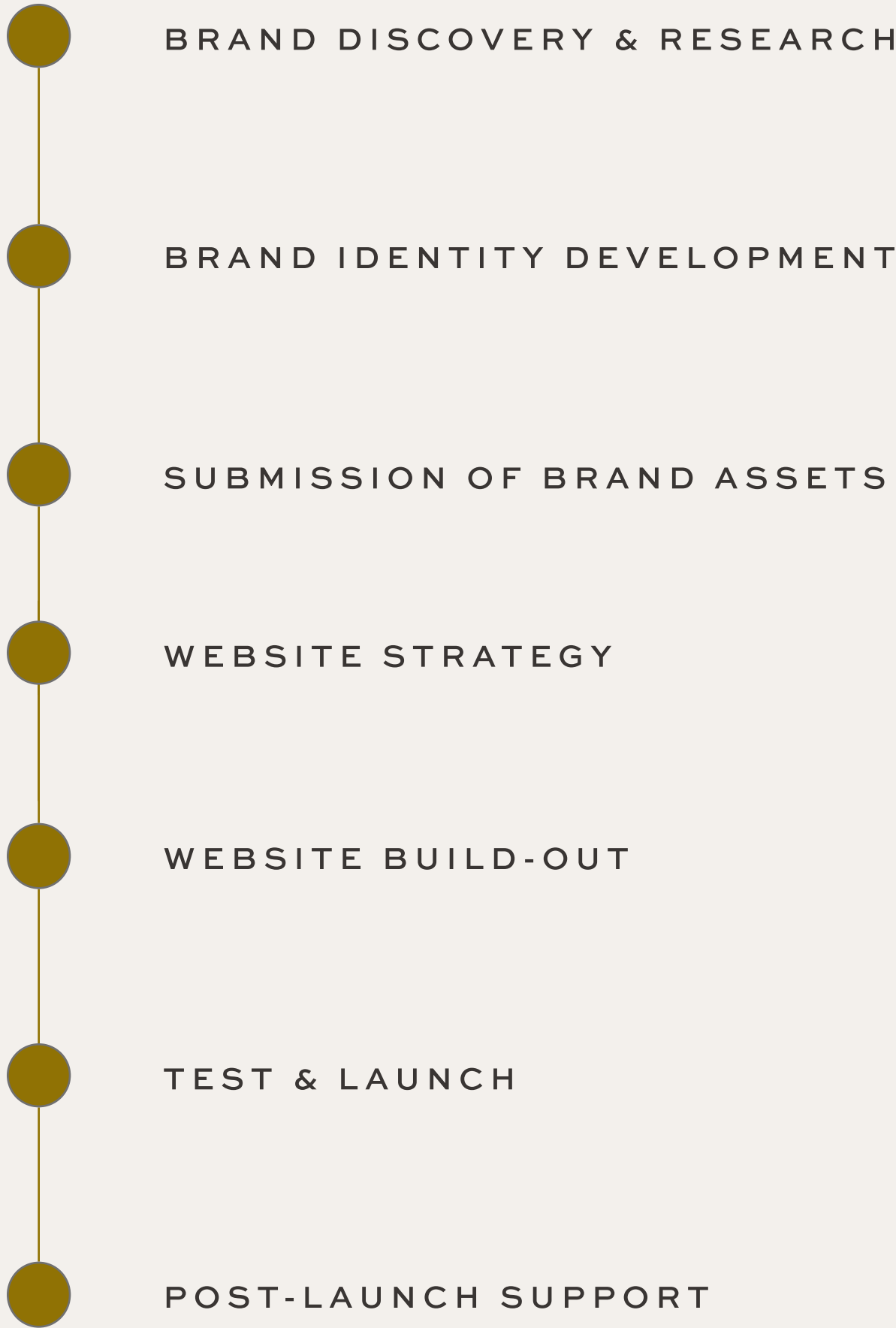
- 
- 1 50% non-refundable deposit at the time of booking.
- 
- 2 Remaining 50% one month later or at the time of website completion, whatever comes first.
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# Projected *Timeline*

Branding projects take between 2-4 weeks and website projects between 4-6 weeks. Depending on the scope of the collateral materials, projects may take longer.



# Setting *Expectations*

## *Project assets*

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I require project assets before our project kick-off date. You'll need to submit your website copy and photos before we proceed with the website design phase. Any delay in submitting these will cause rescheduling of the project. Note that my rescheduling fee is £200

## *Timeline feedback*

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I don't want us to feel rushed throughout this creative process, so I want to give you at least 3 business days to go over my designs. However, if I don't hear back from you within that time, I'll be charging a £50 late fee to your invoice. Or if I don't hear back in 14 days, our project has to be rescheduled. Please inform me ASAP if there is an emergency that would prevent you from giving your feedback on or before the due date.

## *Revisions rounds*

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I allow at most 2 rounds of design revisions so we can refine our creative ideas in the most efficient way. Kindly note that each additional round will incur in an extra charge.





# Setting *Expectations*

## *Work hours*

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I work Monday to Thursday from 9.00 to 15.00 GMT time, so you can expect me to be responsive within those times. If you're in a different timezone, I hope we can arrange online meetings within those hours. Let me know what works for you so we can respect each other's time.

## *Communication*

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E-mail is my preferred method of communication as it allows me to keep track of any requests or information provided by you. Up to 2 video calls for key project milestones are included in these packages but any extra calls will be billable.

# Setting *Expectations*

## *Accessibility*

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While I don't specialize in accessibility, I deeply care about meeting accessibility standards. However, since full compliance can only be achieved through constant monitoring of website, I highly recommend enlisting the services of an accessibility specialist if a guarantee in compliance is required. I am willing to collaborate and make any necessary revisions to the work you or a specialist provides. Hence, we cannot be held responsible for any damages or additional work that may be necessary for compliance after the completion of this project.

## *Browser Compatibility*

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I adhere to industry-standard best practices in the development of sites and avoid using non-standard or experimental browser features. Typically, features are optimized for the two latest versions of Chrome, Firefox, and Safari. Any other browser compatibility, such as Internet Explorer or Edge, can be considered a separate aspect of the project and discussed accordingly. It's important to note that while we strive for cross-browser compatibility, websites may not appear identical on all browsers. However, we comply with responsiveness standards and optimize our designs to work seamlessly on key browsers.

## *Performance*

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I build websites with performance in mind. This is measured primarily based on page loading speed. I use Google Lighthouse to gauge our success. Factors that can inform our approach include your current site, industry standards, and other relevant considerations.



# Thank *you!*

Thank you so much for reaching out to me! I hope that this document helped you understand my design process and made you look forward to working with me. If there's anything you'd like to say or clarify about this guide or if you're ready to move forward, kindly send an email to [gaby@tomiastudio.com](mailto:gaby@tomiastudio.com)

*Gaby x*