



GRAPHIC DESIGN SERVICE MENU

LEVEL OF SERVICE	PACKAGE 1	PACKAGE 2	PACKAGE 3	ADDITIONAL SERVICES
COST TO NONPROFIT	\$1,500	\$2,000	\$2,500	AVAILABLE ADD-ON SERVICES FOR PURCHASE
TRUE VALUE OF SERVICES	\$4,000+	\$5,000+	\$7,000+	<ul style="list-style-type: none"> Logo/Branding Package \$1,000 Logo or Event Logo \$560 6 hours of Individualized Graphic Design \$300 <i>(Covers additional services from option A, B, or C)</i> 12 hours of Individualized Graphic Design \$575 <i>(Covers additional services from option A, B, C, or D)</i>
THE PACKAGES INCLUDE THE FOLLOWING SERVICES	2 services from A or 1 service from B 1 service from C 2 services from D or 1 service from E 6 hours of Individualized Graphic Design	2 services from A 2 services from B 1 service from C 2 services from D or 1 service from E 6 hours of Individualized Graphic Design	2 services from A 2 services from B 2 services from C 2 services from or 1 service from E 12 hours of Individualized Graphic Design	

A	B	C	D	E
<ul style="list-style-type: none"> Postcard Event Invitation Business Cards Letterhead Custom Icons <i>(set of 1-2)</i> Sticker Envelope Branded Social Media Post Digital Ad PowerPoint Template <i>(up to 5 slides)</i> 	<ul style="list-style-type: none"> One-Pager or Flyer Infographic Poster Rack Card T-Shirt Social Media Logo 	<ul style="list-style-type: none"> Event Program <i>(4 pages)</i> Tri-Fold Brochure Custom Icons <i>(set of 3-5)</i> Secondary Logo PowerPoint Template <i>(up to 10 slides)</i> 	<ul style="list-style-type: none"> Newsletters <i>(4 pages)</i> Annual Report <i>(4 pages)</i> Sponsorship Packet <i>(4 pages)</i> Design Templates <i>(2 designs)</i> E-Newsletter Templates <i>(2 designs)</i> 	<ul style="list-style-type: none"> Newsletters <i>(8 pages)</i> Annual Report <i>(8 pages)</i> Sponsorship Packet <i>(8 pages)</i> Design Templates <i>(4 designs)</i> E-Newsletter Templates <i>(4 designs)</i>

* ALL SERVICES INCLUDE: Up to 2-3 concept designs if needed, up to 3 rounds of design revisions if needed, up to 3 rounds of text edits if needed, all necessary meetings, all necessary files for print or online use (e.g. PDF, JPG, PNG).

* ALL DESIGNS ARE CREATED WITH: Free fonts, Google fonts, Adobe fonts, or nonprofits can purchase fonts for their specific project.



GRAPHIC DESIGN SERVICE MENU DETAIL

A

ITEM A	DESCRIPTION	SIZE	QUANTITY
BRANDED SOCIAL MEDIA POST	Reflect your brand across all your social media profiles and content.	Variable size	1
BUSINESS CARDS	Cards bearing business information about a company or individual.	3.5" x 2", front and back	1
CUSTOM ICON (UP TO 2)	A representative symbol.	Variable size, up to two icons	1
DIGITAL AD	A form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers.	Variable size	1
ENVELOPE	Used to enclose a letter or document.	#9 size	1
EVENT INVITATION	Used to announce an upcoming event.	Up to 6" x 9", front and back	1
LETTERHEAD	A sheet of paper with a printed heading stating a person's or organization's name and address.	8.5" x 11", one sided	1
POSTCARD	A rectangular mailer sent without an envelope.	Up to 6" x 9", front and back	1
POWERPOINT TEMPLATE (MAX 5 SLIDES)	Template that contains layouts, colors, fonts, effects, background styles, and even content.	Maximum of five slides	1
STICKER	An adhesive label.	Variable size	1

B

ITEM B	DESCRIPTION	SIZE	QUANTITY
INFOGRAPHIC	A collection of imagery, charts, and minimal text that gives an easy-to-understand overview of a topic.	8.5" x 11", front and back	1
ONE-PAGER OR FLYER	Marketing material to demonstrate your product or service information on a single page.	8.5" x 11", front and back	1
POSTER	Large printed sheet that often contains pictures and is posted in a public place.	11" x 17", single-sided	1
RACK CARD	Documents that are used for advertising purposes.	3.5" x 8.5" or 4: x 9", front and back	1
SOCIAL MEDIA LOGO	A simplified representation of your nonprofits logo used primarily for social media purposes.	Variable size	1
T-SHIRT	Graphics for printed apparels.	Variable size, front and back	1



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C

ITEM C	DESCRIPTION	SIZE	QUANTITY
CUSTOM ICONS	A representative symbol.	Variable size, set of 3-5	1
EVENT PROGRAM	Booklet available for patrons attending a live event.	4 pages, variable size	1
POWERPOINT TEMPLATE (MAX 10 SLIDES)	Template that contains layouts, colors, fonts, effects, background styles, and even content.	Max 10 slides	1
SECONDARY LOGO	A simplified version of the primary logo.	Variable size	1
TRI-FOLD BROCHURE	Informative paper document that can be folded into a template, pamphlet, or leaflet.	8.5" x 11", 6 panels, front and back	1

D

ITEM D	DESCRIPTION	SIZE	QUANTITY
ANNUAL REPORT	Comprehensive report on a company's activities throughout the preceding year.	4 pages, 8.5" x 11"	1
DESIGN TEMPLATES	Pre-made design documents that can be customized.	2 designs	1
E-NEWSLETTER TEMPLATES	Pre-made design newsletters that can be customized.	2 designs	1
NEWSLETTER	Printed or electronic report containing news concerning the activities of a business or an organization that is sent to its members, customers, employees or other subscribers.	4 pages, 8.5" x 11"	1
SPONSORSHIP PACKET	An agreement that implies the support of an event or an activity by an external brand.	4 pages, 8.5" x 11"	1



GRAPHIC DESIGN SERVICE MENU DETAIL

E

ITEM E	DESCRIPTION	SIZE	QUANTITY
ANNUAL REPORT	Comprehensive report on a company's activities throughout the preceding year.	8 pages, 8.5" x 11"	1
DESIGN TEMPLATES	Pre-made design documents that can be customized.	4 designs	1
E-NEWSLETTER TEMPLATES	Pre-made design newsletters that can be customized.	4 designs	1
NEWSLETTER	Printed or electronic report containing news concerning the activities of a business or an organization that is sent to its members, customers, employees or other subscribers.	8 pages, 8.5" x 11"	1
SPONSORSHIP PACKET	An agreement that implies the support of an event or an activity by an external brand.	8 pages, 8.5" x 11"	1

ADDITIONAL SERVICES

ITEM F	DESCRIPTION	SIZE	QUANTITY
LOGO/BRANDING PACKAGE	<p>Collection of all elements that a company creates to portray the right image to its consumer.</p> <p>Package includes: Logo, secondary logo, social media logo, color palette, fonts, brand guidelines (1-2 pages, 8.5" x 11"), and all concept designs, revisions, text edits, meetings, and all necessary files for print or online use.</p> <p>Designs are created with free fonts, Google fonts, Adobe fonts, or nonprofits can purchase fonts for their specific project.</p>	1-2 pages, 8.5" x 11"	1
LOGO OR EVENT LOGO	A symbol adopted by an organization to identify its products.	Variable size	1
6 HOURS OF INDIVIDUALIZED GRAPHIC DESIGN	Covers additional services from option (A, B, or C)		6 Hours
12 HOURS OF INDIVIDUALIZED GRAPHIC DESIGN	Covers additional services from option (A, B, C, or D)		12 Hours