

LINDSAY
GOLDNER
creative

DESIGN +
CREATIVE SERVICES



SPRING 2016

YO@
LINDSAYGOLDNER.COM

WELCOME!

LINDSAY GOLDNER CREATIVE IS A BOUTIQUE
CREATIVE STUDIO BASED IN LOS ANGELES, CA.

I BELIEVE IN:

- GOOD DESIGN, PAIRED WITH GOOD FUNCTION.
- HONESTY (BUT WITH KINDNESS.
NO ONE LIKES AN ASSHOLE.)
- GIVING BACK, ESPECIALLY WHEN IT INVOLVES
FURRY ANIMALS.
- OWNING YOUR WEIRD. I GET PRETTY WEIRD
[HERE](#) IN MY SHOP

YOU:

- ARE AN INCREDIBLE + PASSIONATE BIZ OWNER
- BRING IT AND BRING IT *HARD*
- AREN'T AFRAID TO BUCK THE STATUS QUO
- ARE READY TO MAKE SOME DESIGN MAGIC!

JOIN ME!



BRAND FOUNDATIONS

STARTING AT:
\$1800

AVERAGE TIMELINE
3-5 WEEKS

IT'S FOR YOU IF:

You're already making waves in your industry. You do things differently and see the status quo as a suggestion, not a rule.

Your work stands out, and it speaks for itself.

You're spending all your time either with clients or trying to woo new ones – the last thing you want to do is spend your spare time fighting with Photoshop.

You know your current branding isn't doing you any favors – it might actually be hurting you.

The last thing you want to do is look like everyone else. Blending in with crowd is simply not an option.

You know that having a kickass brand identity is the secret sauce to leveling up your business and really standing out from the competition. It's time to stop fiddling with your graphics and start building a brand identity.

WHAT YOU GET

MOODBOARD (*showing you the look and feel of your new brand*)

CUSTOM LOGO

ALTERNATIVE LOGO (*use for social media profile pics, etc.*)

BRAND GUIDE:

// coordinating color palette

// suggested fonts

// coordinating patterns/textures (*super awesome custom icon and/or icon-based patterns available for an additional fee. Worth it.*)

// tone + imagery recommendations, content suggestions
(*I won't leave you hanging!*)

// strategy recommendations

BUSINESS CARDS (*yes, people still use them – they help make your brand unforgettable!*)

WHAT ELSE YOU GET

FREEDOM! NO, REALLY – no more uncertainty about fonts or colors every time you need to make a blog graphic or Facebook ad. You'll get all of your brand specifics so everything is spelled out for you!

A ROCK-SOLID, GORGEOUS, AND UNIQUE FOUNDATION for your business's visual identity

OPTIONAL ADD-ONS

LETTERHEAD DESIGN

CUSTOM ADDRESS STAMPS

HANGTAG/LABEL DESIGN

WORKSHEET/PDF DESIGN



BRAND-IN-A-BOX

STARTING AT:
\$3500

AVERAGE TIMELINE
4-6 WEEKS

IT'S FOR YOU IF:

You're a capital-B BOSS. That means you love your business, but are probably stuck doing **all of the things yourself**.

You're fed up with spending hours trying to create a single Facebook graphic. You'd much rather hire someone who knows what they're doing (and likes it!)

The Brand Foundations package looks great, but it's not enough. You want to have your cake and eat it too – and why shouldn't you?

You've come to the **exact** right place.

WHAT YOU GET

EVERYTHING IN BRAND FOUNDATIONS PLUS...

SOCIAL MEDIA COVERS + PROFILE PHOTOS

SOCIAL MEDIA IMAGE TEMPLATES

BRANDED EMAIL HEADER

3-5 PAGE OPTIN PDF OR PRODUCT/MEDIA KIT

BRANDED EMAIL SIGNATURE IMAGE

(aka all of the design elements you'll need to get your biz rockin and rollin like the legit rockstar you are. BOOM.)

WHAT ELSE YOU GET

...TIME, TIME, TIME – get back to doing what you love. Full stop.

...THE THINKING DONE FOR YOU! *(templates will be created to be editable with your program of choice. woo!)*

...DID I MENTION A SEXY NEW IDENTITY? *(because yeah, that.)*

OPTIONAL ADD-ONS

WORDPRESS LANDING PAGE WITH EMAIL SIGNUPS

DIGITAL LOOKBOOKS OR PITCH DECKS

(FILLABLE) WORKSHEETS

CLOTHING HANGTAGS

PACKAGE INSERTS



WEB DESIGN*

STARTING AT:
\$3500

AVERAGE TIMELINE
3-5 WEEKS

IT'S FOR YOU IF:

Your home on the web is looking a bit more like a cardboard lean-to than a well-curated abode.

We've already worked together on your branding (or are currently) and you're ready to take your web presence to the next level!

You know that web traffic – and especially mobile traffic – is crucial to your business' success.

You're ready and excited to collaborate to make this happen!

WHAT YOU GET

FULLY RESPONSIVE WORDPRESS OR SQUARESPACE WEBSITE

HOMEPAGE DESIGN

DESIGN OF UP TO 5 INTERIOR PAGES (ABOUT, CONTACT, FAQ, GALLERY/PORTFOLIO, SERVICES, ETC.)

BASIC BLOG PAGE (+ SIDEBAR WITH 3 WIDGETS)

LAUNCH RECOMMENDATIONS

after the launch...

30 MIN WORDPRESS WALKTHROUGH OR STRATEGY SESSION

WHAT ELSE YOU GET

...A COMPREHENSIVE VISUAL IDENTITY AND A PLACE FOR YOUR BRAND TO LIVE... *all building up to a fabulous launch!*

...A UNIFIED BRAND IDENTITY... *no more DIY, cobbled together with duck-tape and elbow grease looks for you!*

...CONFIDENCE from knowing that you can send people to your flawless + functional website (from desktop, laptop, or mobile) and that they'll have a memorable experience

...A 5% DISCOUNT FOR BOOKING BRANDING + WEB AT THE SAME TIME!

OPTIONAL ADD-ONS

WORDPRESS LANDING PAGE (DURING BUILD PHASE) WITH EMAIL SIGNUPS

MEMBERS-ONLY AREA

E-COMMERCE

E-COURSE BRANDING + SITE DESIGN

*NOTE: ONLY AVAILABLE TO PAST AND CURRENT BRANDING CLIENTS. I'M NOT CURRENTLY TAKING WEB-ONLY PROJECTS.



COURSE BRAND

STARTING AT:
\$1500

AVERAGE TIMELINE
3-4 WEEKS

IT'S FOR YOU IF:

You're building your course on a platform like teachable.

You've already got your content created, short of a few edits, and you're excited to get this out into the world!

You know that the online course marketplace is oversaturated as heck and want your course to stand out. You know that it's the best and want it to look the best too (which is why you're here, of course!) You might not be ready for a completely custom course website yet, but you definitely want a designer's magic touch to brand your course and finesse your course visuals.

WHAT YOU GET

MOODBOARD *(showing you the look and feel of your new brand)*

CUSTOM COURSE LOGO

BRAND GUIDE *(a quick reference- everything your brand needs to be gorgeous and cohesive!)*

// coordinating color palette (use these when building your course site)

// suggested fonts (make those workbooks smart and sexy)

// stock image suggestions (I won't leave you hanging!)

CUSTOM POWERPOINT TEMPLATE *(ready for plug and play!)*

BRANDED EMAIL HEADER *(get those newsletters ready)*

WORKBOOK COVER TEMPLATE

WHAT ELSE YOU GET

EASE OF USE - All of your brand specifics, from colors to fonts, in one place. Creating your course online and styling your content will be a breeze.

A COURSE THAT HELPS SELLS ITSELF - Creating the material was the hard part, now that it looks amazing all you have to do is show it off. Everyone will want to share your gorgeous course, it'll look so great!

OPTIONAL ADD-ONS

CUSTOM SALES PAGE DESIGN

PDF/EBOOK DESIGN

CUSTOM ICONS AND PATTERNS *(great for course headers!)*



COURSE BRAND
EXAMPLES

