

Agency pricing guide

Brand design • UI/UX design • Web design

Brand design

I provide strategic brand identities that go beyond a simple graphic mark, and equip your clients with a robust visual infrastructure that builds immediate market trust.

Let's talk



Basic visual identity

I build the foundational visual assets using a streamlined process, so your agency never has to guess what the client wants or suffer through endless revisions.

What's included:

- + Asynchronous interactive brief
- + 1 strong visual concept (primary logo and secondary brand mark)
- + 2 rounds of minor revisions
- + Color palette
- + Typography system

Starting at \$1,500

① Billed 50% upfront, and 50% prior to final file handoff. Turnaround time is 1 to 2 weeks. All assets are built and handed off natively in Affinity.



Popular

Strategic brand identity

I deliver an agency-grade brand ecosystem that elevates your client's market position and gives your team a comprehensive, ready-to-use toolkit.

What's included:

- + Live branding strategy session
- + 1 strong visual concept (primary logo and secondary brand mark)
- + 3 rounds of minor revisions
- + Full brand guidelines document
- + Social media profile assets, plus 3 pieces of core collateral (e.g., business cards, slide deck, letterhead)

Starting at \$4,500

① Billed 50% upfront, and 50% prior to final file handoff. Turnaround time is 2 to 3 weeks. All assets are built and handed off natively in Affinity.



Fractional design partner retainer

Cut the overhead of full-time hires. Hand off ongoing design execution to a senior-level, white-label partner to eliminate the "fix-it-later" cycle.

What's included:

- + Unlimited design requests (one active request at a time)
- + Brand positioning, visual identity design, and asset generation
- + White-label UI/UX strategy and high-fidelity design
- + WordPress and Divi 5 development and maintenance

\$5,000 / month

① Billed flat monthly, in advance. Turnaround time for standard assets is 2-3 days. All assets are built and handed off natively in Figma, Affinity and Wordpress (Divi 5).

UI/UX design

I deliver strategic UI/UX design that works right from the start, eliminating the "fix-it-later" cycle so your team can confidently move to development.

Let's talk



UX architecture foundation

I build the strategic foundation so your internal team doesn't waste hours designing pages that don't convert.

What's included:

- + Live remote discovery session
- + Comprehensive sitemaps and user flow mapping
- + Low-fidelity structural wireframes for up to 5 core pages

Starting at \$2,000

ⓘ Billed 50% upfront, and 50% prior to final file handoff. Turnaround time is 1 to 2 weeks. All assets are built and handed off natively in Figma.



High-fidelity MVP

I deliver agency-grade, high-fidelity UI that you can confidently present to your clients.

What's included:

- + Live remote discovery session
- + Comprehensive sitemaps and user flow mapping
- + Low-fidelity structural wireframes for up to 5 core pages
- + High-fidelity UI for up to 5 core pages
- + Clean developer handoff files natively built in Figma

Starting at \$4,000

ⓘ Billed 50% upfront, and 50% prior to final file handoff. Turnaround time is 2 to 4 weeks. All assets are built and handed off natively in Figma.



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What's included:

- + Unlimited design requests (one active request at a time)
- + Brand positioning, visual identity design, and asset generation
- + White-label UI/UX strategy and high-fidelity design
- + WordPress and Divi 5 development and maintenance

\$5,000 / month

ⓘ Billed flat monthly, in advance. Turnaround time for standard assets is 2-3 days. All assets are built and handed off natively in Figma, Affinity and Wordpress (Divi 5).

Web design

A non-responsive site is a business killer. I provide high-performance WordPress and Divi 5 development that turns your strategic design into a functional business asset.

Let's talk



Core marketing site

A streamlined, high-performance website designed to establish client credibility and capture baseline leads without the operational bloat.

What's included:

- + Up to 5 core pages
- + Mobile-first responsive development
- + Essential SEO architecture
- + Standard lead capture integration

Starting at \$2,500

① Billed 50% upfront, and 50% prior to final site launch. Turnaround time is 2 to 3 weeks. Built natively in WordPress (Divi 5). Maintenance sold separately, starting at \$250 /month (billed flat, in advance).



Advanced conversion engine

A robust web presence built with custom integrations to drive and track serious marketing campaigns, ensuring your team can confidently send paid traffic.

What's included:

- + Up to 10 custom pages
- + Third-party CRM and booking integrations
- + Advanced analytics and tracking implementation
- + Rigorous performance and speed optimization

Starting at \$4,500

① Billed 50% upfront, and 50% prior to final site launch. Turnaround time is 4 to 6 weeks. Built natively in WordPress (Divi 5). Maintenance sold separately, starting at \$500 /month (billed flat, in advance).

Popular



Fractional design partner retainer

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What's included:

- + Unlimited design requests (one active request at a time)
- + Brand positioning, visual identity design, and asset generation
- + White-label UI/UX strategy and high-fidelity design
- + WordPress and Divi 5 development and maintenance

\$5,000 / month

① Billed flat monthly, in advance. Turnaround time for standard assets is 2-3 days. All assets are built and handed off natively in Figma, Affinity and Wordpress (Divi 5).