

Wellcome to

Wellmade

Pricing Guide

1. About Us
2. Our Services
3. Our Process
4. Start A Project

About Our Studio

Wellmade

We're a tight-knit, digital team, each bringing a unique blend of expertise to the table. Every member stands as a pillar of expertise and leadership. We are a collective empowering businesses led by people of color to fully own and express their brand narrative cohesively.

More About Us

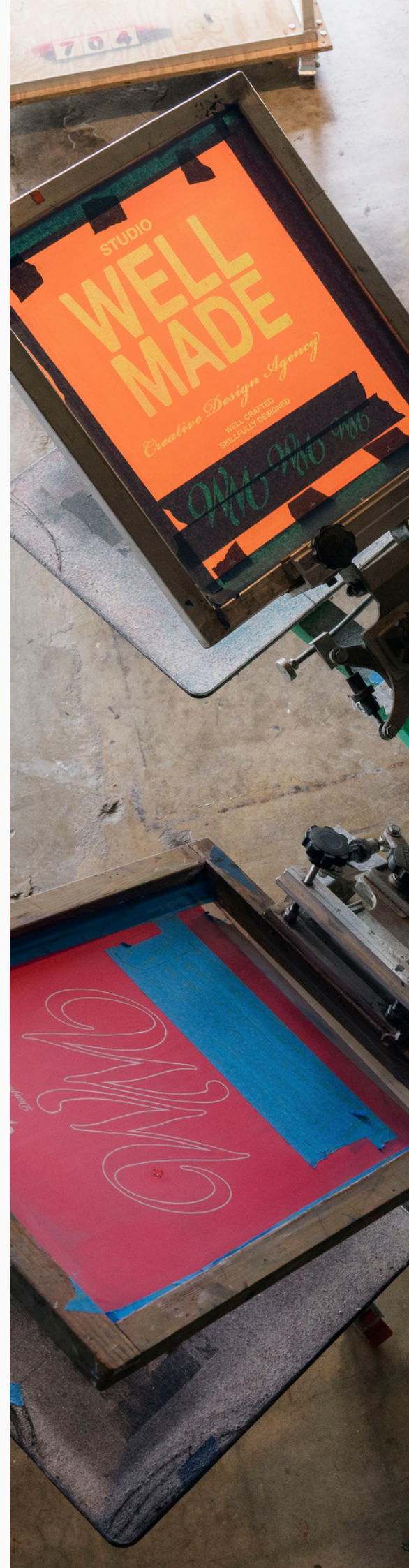
Our founder is a self-taught designer and entrepreneur, so we understand the hiccups and stress of being a business owner and we always operate with compassion and grace.

PLATINUM
We have a deep branding and apparel design background. With a portfolio of 30+ projects ranging from minority founders to major corporations.

Creating your brand should be an exciting journey, so we've developed a smooth client process and honed our expertise to give you a stress-free experience.

We have a refined + polished signature style that we're known for. We've mastered the art of adding our influence while centering the individuality & ethos of our brands.

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Brand Design

\$6,500+

Deliverables

Brand Discovery Call
Brand Strategy (Ethos, Audience, Competitors)
Brand Voice Copy (Tagline, Mission, Messaging)
Creative Direction Concept
Color Palette
Typography (Heading, Paragraph, Accent)
Logo Suite
Sample Collateral (2-3)
Brand Guidelines Document

- Brand Strategy & Voice
- Color Usage
- Typography Usage
- Logo Usage
- Brand Application

Add Ons

\$200 / HR

Company Deck
Business Card Design
Stationery Design
Customized Website Design
Social Media Graphics
Email Template Designs
Print Materials
Event Merchandise Design
Ongoing Support and Revisions

Delivery: 6-8 weeks

Concepts: 1 - 3

Revisions: 2

Project Rush Available



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Website Design

\$7,200+

Deliverables

Website Consultation & Strategy Call
3-5 Pages (Based on Needs)
Custom Wireframe & Development
Brand Integration
Mobile Design Optimization
SEO Optimization
Custom Animations / GIFs
Website Tutorial & Handoff Guide
DIY Website Checklist

Delivery: 8-12 weeks

Concepts: 1 - 3

Revisions: 2

Project Rush Available

Add Ons

\$250 / HR

E-commerce Integration
Welcome/ Series Email Funnel
Branded Newsletter Templates
Customer Reviews and Testimonials
Copy Writing
Blogging Platform
SEO Tools
Event Calendars
Booking Systems
Online Forms + Surveys

Ongoing Support + Maintenance

\$1100 / MO



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Apparel Design

\$3,500+

Deliverables

Creative Direction
100% Custom Design
Fully Designed Apparel Capsule
Vector Mockups
Pantone Colors
File Exportation (PNG, EPS, Ai, PDF)

Delivery: 3-4 weeks

Concepts: 3 - 5

Revisions: 2

Project Rush Available

Add Ons

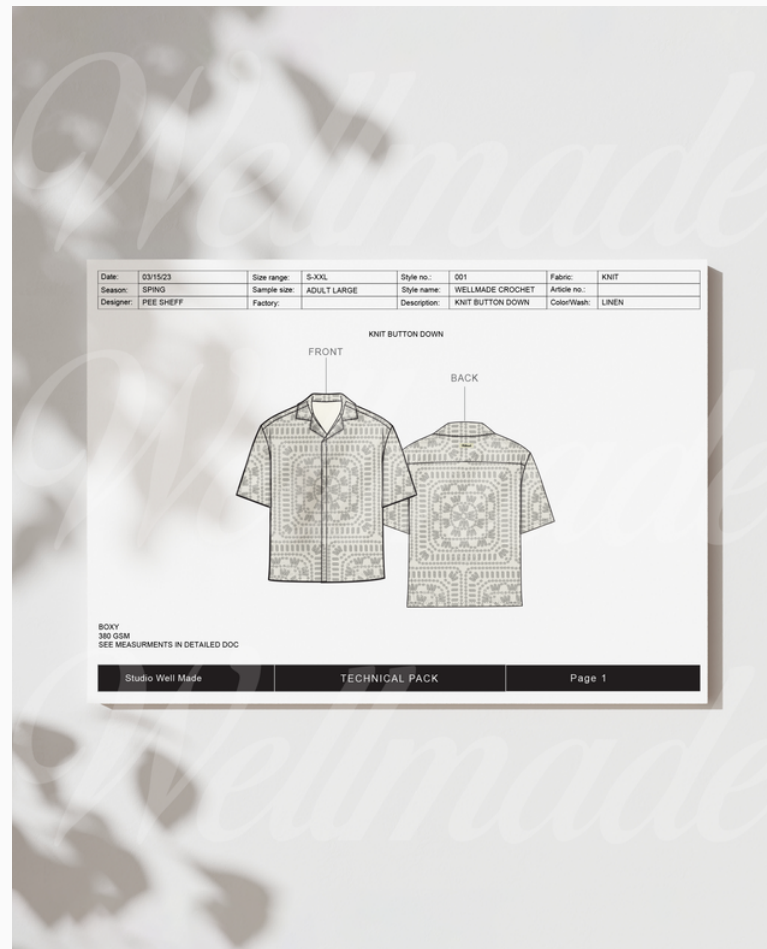
\$175 / HR

Techpack Development
Extra Designs
Production Consultation
3D Mock Ups
Realistic E-commerce Mockups
Social Media Display
Product Line Sheet
Full Production Domestic +18% of Total Order
Full Production Overseas +20% of Total Order

Post Production Services

Priced according to needs

Product Photography
Editorial Photography
Rollout Strategy + Cadence
Newsletter/SMS Support



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Design Day Rate

\$1,300

Deliverables

30-min Onboarding Call
30-min Offboarding Call
Final Design Files
6 Hours of Dedicated Work
Creative Direction

Services

Website Updates
Brand Graphics
Packaging Design
Social Media Graphics
Email Templates
Presentation Deck
Merch Design
Special Project

Delivery: 6 hours

Concepts: Per Project

Revisions: Included

1 week prior notice required

Deliverables

Best suited for:

- Previous clients seeking additional design work aligned with our previous branding collaboration.
- Brands interested in completing multiple collateral designs in a consolidated timeframe.

How it operates:

- Inform us about your project requirements, and we'll determine if a day rate is suitable.
- We'll schedule your designated day and provide access to our CoordinateHQ project portal for draft uploads, feedback collection, messaging, and time tracking.
- The day begins with a brief call and concludes with a final walkthrough.

***Full Brand Identity Design is excluded; brand updates are allowed if brand done by Studio Wellmade.*



Monthly Retainer

\$2,200

Deliverables

Bespoke Project Roadmap
Full Agency Team
Priority Client List
Strategy + Direction

Services

Graphic Design
Brand Development
Web Design + Support
Apparel Design
Digital Outreach
Photography
+ More

Delivery: 20 Hours / MO

Duration: < 8 months

Best suited for:

- Busy professionals or entrepreneurs needing comprehensive design support to streamline their workload.
- Individuals seeking a customized solution and strategic roadmap to manage diverse design needs effectively.

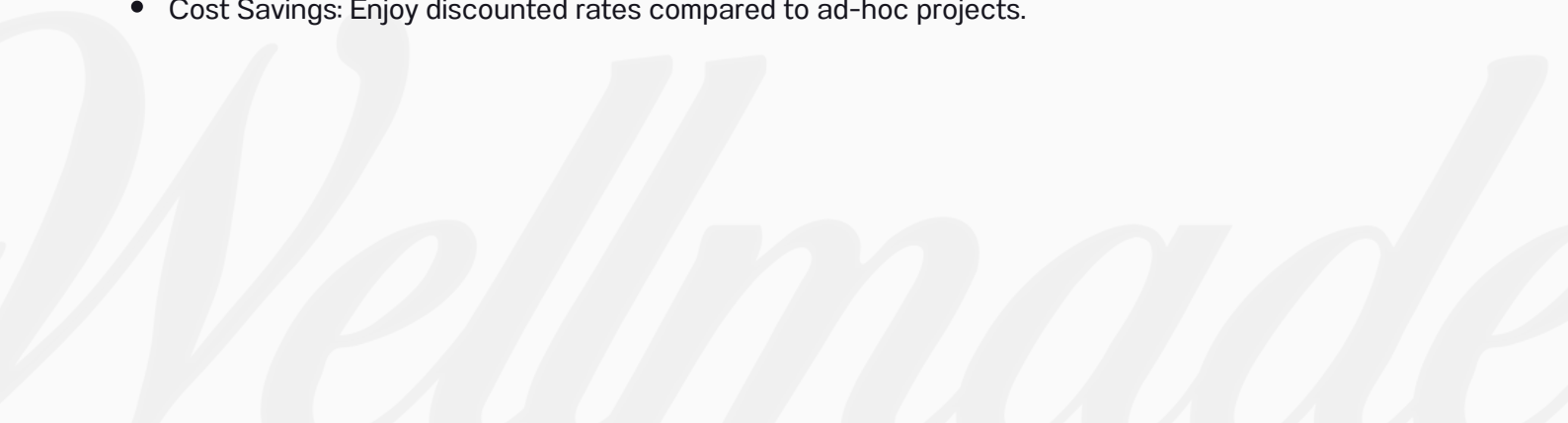
PLATINUM

How it operates:

- Initial consultation to discuss design requirements, goals, and expectations.
- Monthly allocation of retainer hours for use throughout the month.
- Project collaboration on design projects with regular updates.
- Receive detailed reports on retainer hours and project status.

Key Benefits:

- Consistent Support: Dedicated design assistance whenever you need it.
- Flexible Usage: Use retainer hours as needed, adapting to changing priorities.
- Priority Scheduling: Receive timely design delivery with priority scheduling.
- Cost Savings: Enjoy discounted rates compared to ad-hoc projects.



Our Process

Discovery + Research

Beginning with an in-depth dive, we seek to thoroughly understand the brand's essence, its goals, and the audience it serves. This phase also encompasses an in-depth analysis of the competitive landscape, ensuring the brand is positioned uniquely and effectively.

Strategy & Concept

With the insights gathered, a tailored plan emerges, focusing on the brand's objectives and its narrative. This forms the foundation for our team to ideate, leading to concepts that elevate the brand's presence in its space.

Design Process

At this stage, creativity takes the forefront; designs are crafted to resonate with the brand's identity and ethos. Every decision is influenced by both strategy and aesthetics, ensuring a harmonious and impactful result.

Delivery & Deployment

Designs, once finalized, are launched across specified platforms. Our commitment doesn't end there. We offer on-going support, collaborating with our clients to ensure maximum potential of the new brand work seamlessly.

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Next Steps

Thank you for your interest in working with us! We're excited about the possibility of entering a creative journey together. To get in touch with us simply fill out our Inquiry form. From there you will be prompted to schedule a call with us to speak more about your projects in depth.

[**SUBMIT INQUIRY FORM**](#)

FAQs

Do you offer payment plans?

Yes. All single projects can be paid in full, or split between max of three payments. Six month payment option is available with +10% total project cost. All split payments require monthly automatic recurring draft payments.

How long are your retainer contracts?

We offer our monthly service with a minimum commitment of six months. Any contract signed for twelve months or longer will receive an additional 10% off the retainer price.

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PLATINUM

Wellmade

Pee Sheff

DESIGNER + FOUNDER

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