



*design • illustration • lettering • photography • wedding*



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*Shawna Stobaugh*

DESIGNER/ILLUSTRATOR

*Here at Nonna Illustration & Design, I specialize in unique branding and illustration solutions for wondrously passionate business owners. I listen to your story, get to know you or business & create a beautifully minded project that both reflects your personal style and serves as an effective marketing tool for years to come.*

*I take on a very limited number of new clients per month to ensure that each project receives the time and attention it deserves. My business model focuses on excellent client service and personalized creative strategies. You work directly with me as we design to your hearts content until it's finished in your eyes and polished to perfection.*

*Most creative companies work a little different from my design logic; from my style to my processes and packages. With that in mind, the following will help explain how I do things my own way. Each package includes pricing, time-line and deliverable details so that you may find the product that best fits your needs easily at a glance and make sure it's the right price for your budget.*

*“CREATIVITY  
is a drug I cannot live without”*

*— Cecil B. DeMille*

## PACKAGE INDEX

*{ full details on each  
package are enclosed }*

*design  
website  
photography  
illustration  
wedding  
handlettering*

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*A few words on PACKAGES vs. single A-LA-CART purchases.*

*You will always save when purchasing a package if you would add all items together. I do this to help with my process. As an artist, we get into a “sweet spot” I like to call the flow. When I can sail through this “flow” knowing what I have to complete and what is wanted, needed & expected - it makes for a smoother simplified process.*

*That being said, I am not against doing a-la-cart purchases in the least. Sometimes you already have things and just a little supplement will do you good. Understood. That's why I offer these when other designers will not.*

— A-LA-CART *design items* —

*(customizable & upgradeable at any time to packages)*

EDITABLE DESIGN FILES - \$50

HOURLY RATE - \$75

MOOD BOARD (2 revisions) - \$75

SIMPLIFIED LOGO DESIGN {from already designed logo}(2 revisions)- \$50

CUSTOM DESIGNED PACKAGING (2 revisions) - \$400

BRAND BOARD (2 revisions) - \$150

ONE COLOR LOGO (2 revisions) - \$250

TWO COLOR LOGO (2 revisions) - \$275

THREE COLOR LOGO (2 revisions) - \$300

FOUR COLOR LOGO (2 revisions) - \$325

FOUR CUSTOM DESIGNED LOGO VARIATIONS (2 revisions) - \$400

BUSINESS CARD DESIGN (2 revisions) - \$100

BUSINESS BROSHURE (2 revisions) - \$85

FACEBOOK PAGE (2 revisions) - \$75

TWITTER PAGE (2 revisions) - \$75

LINKED-IN BACKGROUND (2 revisions) - \$30

STATIONERY, CARD, FLYER OR MAILER (2 revisions) - \$100

STICKER DESIGN (2 revisions) - \$50

TAG DESIGN (2 revisions) - \$50

STAMP DESIGN (2 revisions) - 2" \$30, 3" \$40, 5" \$50, 7" \$60

ANNOUNCEMENT IMAGE for use on social media, printing, etc. (2 revisions) - \$50

THANK YOU CARDS [FOLDING] (2 revisions) - \$50

DESIGNED BANNER (2 revisions) - \$100

WAX SEAL STAMP (2 revisions) - \$30 (smaller than 2 inches) \$50.00 (lg)

EMBOSSING FILE (2 revisions) - \$40 (smaller than 2 inches) \$60.00 (lg)

MEDIA KIT (3 revisions) - \$500

SQUARESPACE HOME PAGE ONLY (2 revisions) - \$400

SQUARESPACE HOME PAGE & WALK-THROUGH (2 revisions) - \$500

SQUARESPACE INTERIOR PAGE OF YOUR CHOICE (2 revisions) - \$250

STORE FRONT DESIGN (2 revisions) - \$150

*Store front designs such as die cut vinyl or printed die cut vinyl are a fun way to bring some personality to your store front glass windows. Depend on your needs we can find a way to get your store front looking great! Actual final vinyl will be provided by third party & applied by them as well.*

MENU DESIGN (2 revisions) - \$400

*Includes up to 50 items, cover design and back design. More items may be added at an additional charge of \$25.00 per 15 items. Information must be provided for this service; such as drinks, sections, logos, dishes, ingredients, address, phone, etc.*

WOOD SIGNAGE (2 revisions) Laser cut wood pieces on sign. Painting adds \$50

15-20" Cut Backer Sign \$250 - OR - 15-20" Straight Edge Sign \$150

24-32" Cut Backer Sign \$450 - OR - 24-32" Straight Edge Sign \$350

Cut Backer Sign Example



Straight Edge Sign Example



ACRYLIC SIGNAGE (2 revisions) Laser cut acrylic pieces on sign. Painting adds \$50

15-20" Cut Backer Sign \$450 - OR - 15-20" Straight Edge Sign \$350

24-32" Cut Backer Sign \$650 - OR - 24-32" Straight Edge Sign \$550

PRINTING SERVICES (NO REVISIONS)

*I charge \$75/hr, and I use the printer of my choice so I have control over the final outcome in this case. I can get quotes for you if you'd like to see how much that would cost. I know there are many different types of clients and to minimize costs I offer you the ability to print with any vendor you'd like upon the delivery of my art files. You could even do them at home on your printer and cut them out if you are short on cash and have plenty of time.*

*If you have any further questions please don't hesitate to contact me. I am always open to new needs as well. If you don't see something here, just ask.*

## LOGO & BRANDING PACKAGES

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### — LOGO PACKAGE — \$500 (save \$125 in package)

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*MOOD BOARD — Based on your questionnaire & your pinterest board I will create a color palette and inspiration board to make sure we are on the right track & have the style and palette in place before moving forward.  
(2 revisions)*

*adding a-la-cart \$75.00*

*LOGO VARIATIONS — Once palette/style is finalized I move onto the 4 logo variations. Each logo will be completely different and include various font/type/layout and styles. You will receive them on one page side by side so you can see the differences. This package design can include a logo up to 4 colors. (2 revisions)*

*adding a-la-cart \$400.00*

*BRAND STYLE BOARD — Once the logo has been finalized I will build a brand board which will include the logo, color palette, a secondary logo option, a sub-mark or brand element, 2 font recommendations, and 2 pattern recommendations. (1 revision)*

*adding a-la-cart \$150.00*

*FINAL FILES — You will receive the logo, secondary logo, and sub-mark/elements in .ai, .eps, .pdf. Fonts are included but any editable design files are an additional charge of \$50.*

### — BRANDING PACKAGE — \$650 (save \$150 in package)

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*BUSINESS CARD — Custom designed business card based around your brand.  
Additional card setup = \$10/each.  
adding a-la-cart \$100.00*

*STATIONERY — Either letterhead/envelope, a note card/envelope, flyer/mailer design of your choice. Designed around the business card and brand.  
adding a-la-cart \$100.00*

*PACKAGING DESIGN — Design of your package - size of your choice & to fit your needs. Specifics must be supplied for this item; fl. oz. (ml), lbs. (kg), ingredients, slogans, photos if applicable, text where necessary depending on the item of package. Label, sticker, box, cover, tag, whatever you find the need for. Folding and/or more complicated packaging designs will be an additional charge of \$75.00 and you will be notified before the designing takes place. You will be supplied with fully edible file with this piece as to use as template for further ventures. Fonts, embedded images and file saved to your request as CS6 or CC file in (.ai) format.  
adding a-la-cart \$400.00*

*STAMP/STICKER — Design of either a stamp or a sticker design of your choice. Can include logo, sub-mark, address, etc.  
adding a-la-cart \$50.00*

*FACEBOOK & TWITTER PAGE — Design of a facebook page cover, profile picture, and 3 buttons of your choice. Option to purchase a .psd template for \$35.  
adding a-la-cart \$150.00 / \$75 for just one*

*NOTES — Each item receives 1 (one) round of revisions. You will receive PDF files for each print piece (business card, stationery, sticker/stamp), and .jpg files for the facebook and twitter designs. Print quote available and all illustrator files are an additional cost of \$50 with exception of the packaging file which will come fully editable in Illustrator format as mentioned above.*

## WEBSITE PACKAGE

### — WEBSITE DESIGN with SQUARESPACE —

*\$1,000 (save \$400 in package)*

*You will select a Squarespace template & plan. Buy & I'll do the rest. These sites are user friendly and created to allow you manipulate later as you like. You can get free help via Squarespace website with your Squarespace account at any later date when editing your website. Creating an easy and editable end-user experience. I can walk you through the process if you are unfamiliar with the services they provide, for an additional fee of \$100. I can also suggest a template for your needs if you'd like help.*

*INCLUDES — home page design and 1 round of revisions.  
(additional revisions billed at my hourly rate of \$75)  
adding a-la-cart \$400.00*

*INTERIOR PAGES — You will tell me what 4 pages you'd like me to create within the site. There are many different options in Squarespace for these.*

*Ex: About, Services, Gallery, Contact, Shop, Blog.*

*(4 of your choosing) You will select the type of pages you feel fits best to your needs. Photographers need galleries, stores need shops, bloggers need blogs, etc.  
(2 revisions)*

*adding a-la-cart \$250.00 each section  
— \$1,000 total for 4 sections —*

*NOTE — Extra page designs past the 4 that are billed as a-la-cart at \$250.00 each section added. Any revisions after the above mentioned are billed at my hourly rate of \$75/hr. Please note a shop page will be added only up to 15 products. Past that it will be billed at an hourly rate as well. Or I will also show you personally how to add a single item to your shop and you will be able to see how to do so. Giving you the ability to add more as you need them added. Fonts are included but any editable design files are an additional charge of \$50.*

## PHOTOGRAPHY SERVICES

### — PHOTOGRAPHS of PRODUCTS —

*\$400 (save \$200 in package)*

*Purchase listing, fill out questionnaire, send me your products & I'll do the rest.*

*Life style images of your products for business or personal uses;  
can include styling objects, such as, flowers, vintage finds,  
small treasures, & fancyful gadgets.*

*INCLUDES — High resolution images of up to 35 products.  
(additional products billed at \$50 per 35 products)  
adding a-la-cart \$600.00*

*NOTE — This listing includes edited photos after I finish photographing them.  
If you find that the images need more edits I charge \$75/hr for the time  
it take to make further changes.*



## ILLUSTRATION SERVICES

### — BOOK ILLUSTRATION PACKAGE —

*\$1875 (save \$375 in package) - includes all you see below - OR add A-LA-CART*

**MOOD & FEEL** — *Based on your questionnaire, storyline & your pinterest board I will create a color palette and inspiration board to make sure we are on the right track & have the style and palette in place before moving forward. (2 revisions)*

*adding a-la-cart \$75.00*

**SKETCH BOARD** — *I will create a basic sketch layout of the books 8 pages in pencil by hand.*

*(0 revisions - just notes with edits from this point.)*

*adding a-la-cart \$200.00*

**CHARACTER DEVELOPMENT** — *A drawing of each main character with a limit of 3 (2 revisions.) If you'd like more they will be billed at a rate of \$75/hr to meet your needs if you insist on seeing them before the book pages are illustrated.*

*adding a-la-cart \$400.00*

**BOOK COVER DESIGN** — *A enlarged book cover at 13" x 19" at 300 dpi or applicable size to book cover enlarged to 19" height. (1 revision) You will need to provide a summary of the book to make sure I am designing with the book in mind. Any further revisions will be billed at a rate of \$75/hr.*

*adding a-la-cart \$300.00*

**BOOK PAGES** — *8 Full version book pages are drawn out in 14" x 14" size at 300 dpi. These will be based of the storyline and will incorporate the colors, characters and create the feel of the book. (2 revisions) If you'd like more pages they will be billed at a rate of \$75/hr to meet your needs.*

*adding a-la-cart \$1,275.00*

**FINAL FILES** — *You will receive the inspiration board, storyline, characters, and 8 - 12" x 12" prints in full color at 300 dpi. You will also receive files for the book in .ai, .eps, .pdf. You will receive the files in CMYK with outlined fonts and images embedded.*

*Fonts are included but any editable design files are an additional charge of \$50.*

### — A-LA-CART ILLUSTRATION SERVICES —

*Prices are below each section.*

#### **EDITORIAL, ADVERTISING AND PUBLISHING** —

*A full scale magazine illustration set at specified size at 300 dpi. 4 illustrations maximum. You will need to provide a copy of the text illustration will accompany unless the illustrations come first. To make sure I am designing with the text in mind I will need a basic knowledge of the article if not text is supplied. (1 revision) Any further revisions will be billed at a rate of \$75/hr.*

*adding a-la-cart \$400.00*

#### **PRODUCT DEVELOPMENT ILLUSTRATION** —

*{What is this? A kid toy, a tattoo, illustrations of you brilliant product shown in use; the possibilities are endless really. Think outside the box here, any illustrating service you need, I probably do.} A drawing at 13" x 19" at 300 dpi. You will need to provide a detailed description of the product being developed. Visuals are welcome. Subjected to (mum is the word.) No details of your product will be revealed or talked about unless you give me specific privilege to do so.*

*(1 revision) Any further revisions will be billed at a rate of \$75/hr.*

*adding a-la-cart \$400.00*

#### **ILLUSTRATION** —

*Custom illustration or your choosing. A fancy mermaid for your daughters room or a cool space rocket blasting off to the moon for your son's room; what ever your need calls for. I've even made custom cards for couples with themselves in illustration form. Pet portraits have been extremely popular and are such a great way to capture a fun memento. Great present for the person who's got it all.*

*(1 revision) Any further revisions will be billed at a rate of \$75/hr.*

*adding a-la-cart \$400.00*

**NOTES** — *You will receive your files in .ai, .eps, .pdf. All illustrator files are an additional cost of \$50.00 with fonts included in editable format.*

## CUSTOM WEDDING PACKAGE

\$2,250 (save \$400 in package)

**MOOD BOARD** — Based on your questionnaire & your pinterest board I will create a color palette and inspiration board to make sure we are on the right track & have the style and palette in place before moving forward. (1 revision)

adding a-la-cart \$75.00

**FONT VARIATIONS** — Once palette/style is finalized I move onto the font variation choices. I will hand select a grouping of fonts to match your style and feel. We will review together and make any edits necessary. (1 revision)

adding a-la-cart \$75.00

**RECEPTION & WEDDING DETAILS** — Based upon your wedding theme & occasion you will have 2 of the following items added to your wedding day. You select which fits your needs; Napkin top design, drink menu card, candy bar labels, special note for guests on their plate (See you on the dance floor!), Wedding Procession Card, Bride & Groom Signs for back of chairs at reception, staged Wedding Invitation Photos, Table Assignment Cards. You may add more than the (2 included items at a price of \$25.00 each) (1 revision)

adding a-la-cart \$50.00

**WEDDING INVITATION SET** — Once the style & feel of the wedding theme has been finalized along with fonts; I will build a brand board which will include the first round of the invitation, RSVP, map, registered at card, envelope design, thank you cards & design of any logo/banner/blog header you'll need for a wedding website design {there are many free wedding website creators available.} (3 revision sessions total with the last including proofreading and finalizing.)

adding a-la-cart \$1,900.00

**WEDDING ALBUM** — Custom designed wedding album with printed pages & professional binding. I like Shutter fly, but we can use any company you'd like. This album will have 25 pages total not including the front and back cover. This is the layout and design of the album's interior pages. You will select the exterior of the album to be exactly as you'd like or I can suggest what would look best with your wedding theme. With 3 revisions I want to be sure we have every person & every detail captured. Preserving your wedding day in every detail possible to look back on when ever you'd like. (3 revisions)

adding a-la-cart \$400.00

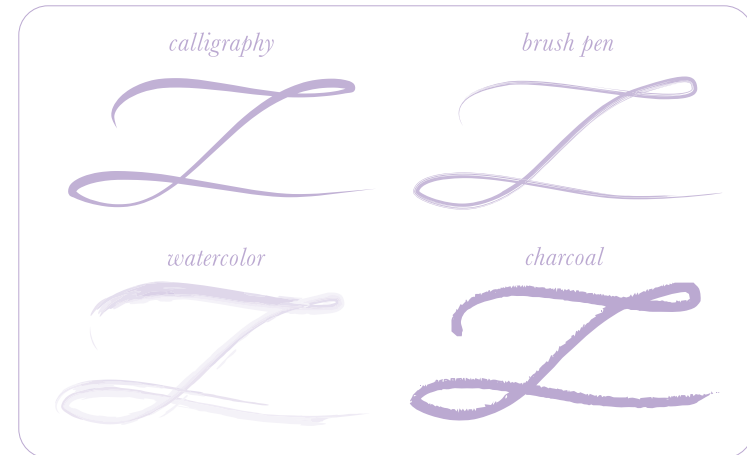
**FINAL FILES** — You will receive the following files in print ready formate in .ai, .eps, .pdf. Fonts are included but any editable design files are an additional charge of \$120.

**DESIGN SERVICES ONLY** — The printing of above designed items are the responsibility of you. You are paying for design services only. I can, however, get the items printed for you if you prefer; see below for details on printing services.

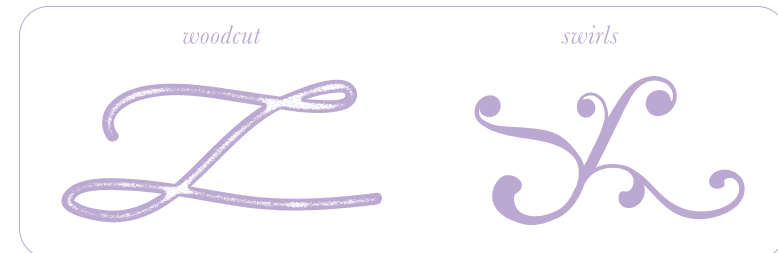
## HAND LETTERING

These package were created out of popular demand for hand lettering services. It's a fantastic fit for businesses and/or art in your home.

style mediums:



additive features \$25 each as an add-on item to the design:



— HAND LETTERED ARTWORK — (Prices listed below.)

Select 1 style medium (modern calligraphy, brush pen, watercolor, charcoal; plus and/or woodcut and swirls)

1 Word - \$150 • 2-5 Words - \$200 • 6-10 - \$300

INCLUDES - 2 Rounds of revisions to perfection and art can be delivered in popular file formats

You may print as many times as you'd like for your self or as gifts for others. Not for reproduction and selling. I reserver full rights to artwork.

(Original design files are included in vector format.

Fonts are included but any editable design files are an additional charge of \$50.) (additional revisions billed at my hourly rate of \$75)