



2020 Packages & Pricing



Design that builds you up.



ABOUT HK CREATIVE

HK Creative was launched in June 2017 with an intent to make the world brighter, friendlier and easier to engage with through well-crafted design.

Designer Hannah Kroese is the principal behind HK Creative. She graduated from the University of Idaho in 2008 with a B.F.A. in Graphic Design. Hannah uses digital and analog media in her work, and her passions range from hand-drawn calligraphy to vector graphics to typography. She values collaborating and communicating with clients to achieve their vision and meet their budget while adding creative flair and fun.

Illustrator and designer Noah Kroese is the author of the illustrated book *Saturday*, and the creative talent behind INK (Noah Kroese Illustration), with a diverse client list including NASA and Microsoft. Noah assists with projects contracted to HK Creative on an as-needed basis or on client request.

HK Creative: Design that Builds You Up





PACKAGES



Branding

Building your brand from the ground up, or retouching and reinventing your identity to better reflect your business.



Events

We'll develop an array of media collateral to publicize your event



Retainer

Not ready for an in-house designer? We've got you covered.





BRANDING



Brand Design Package Includes

- **Getting to Know Your Business Questionnaire & Worksheet**
- **Curated Pinterest Mood Board Collaboration**, inspired by our meeting and worksheet responses
- **2 Preliminary Concepts**, choose one to develop into a brand
- **Primary Logo Development**, taking your chosen concept, we will polish it to a high shine
- **Brand Build Out**, development of your logo suite; including submarks, cohesive color palettes, textures, fonts, and social media icons
- **Style Sheet**, to put it all together
- **Business Card Design**, design and upload to Moo.com for printing
- **Letterhead & Envelope**, design setup for Moo.com or your printer of choice
- **Two Rounds of Revisions**, to ensure our finished design matches your vision

Branding Add-Ons

- **Technical Illustrations**
- **Diagrams**
- **Packaging**
- **Catalogue or Look Book Layout**
- **Brochures**
- **Invoices**
- **Pricing Sheets**
- **Gift Certificates**

BASE INVESTMENT: \$2000

(May be adjusted depending on project complexity)

4 to 6 week process • Limited Availability

HK Creative | Hannah Kroese | hkroesecreative@gmail.com | www.hkcreative.co
Illustration NK | Noah J. Kroese | noah.j.kroese@gmail.com | www.noahkroese.com

EVENTS

Event Design Package Includes

- **Event Needs & Five W's Questionnaire & Worksheet**
- **Curated Pinterest Mood Board Collaboration**, inspired by our meeting and worksheet responses
- **2 to 3 Preliminary Invitations or Fliers**, choose one to develop into event suite
- **Event Suite Development**, taking your chosen concept, we will expand it to include the elements checked in your questionnaire and worksheet
- **Two Rounds of Revisions**, to ensure our finished design matches your vision

Event Add-Ons

- **Vinyl Banners**
- **Presentation Graphics**
- **Certificates & Awards**
- **Thank Yous**
- **Raffle Tickets**
- **Menus**
- **Event Signage**

BASE INVESTMENT: \$150 to \$500
(May be adjusted depending on project complexity)

4 to 6 week process

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RETAINER



Retainer Package Includes

- **Professional Part-Time Designer for a Discounted Rate**
- **Reserve Your Hours**, pay up front each month to guarantee design time
- **The More Hours in Your Contract, the Greater the Discount**
- **Plan Your Projects Ahead of Time**, efficiently meet all your deadlines without hassle
- **Professional Designer on Call for Printing Consultations**
- **Excellent for Print & Branding Projects** Advertisements, Business cards, Fliers, Posters, Postcards, Menus, Gift certificates, Price sheets, Notecards, Letterheads & envelopes, Stickers or stamps, Invoices, Rack cards, Modifications to Current Logo or Branding
- **Or Multipage Layouts** Newsletters, Magazines, Brochures, Journals
- **Or Graphics for Web & Social Media** Profile images, Facebook and Instagram or Twitter Headers, Social Media icons, Event Headers, Social Media ads

How it Works

- **Begins with a three-month trial contract.**
- **Meet once a month to plan out your projects for the next 30 days**
- **You will be notified if we are getting close to fulfilling the set number of hours reserved in your contract**
- **Additional hours require client pre-approval and will be billed at the standard hourly rate of \$50/hour**
- **Unused hours will not rollover to the next month**
- **Expenses such as stock photography and printing are not covered by retainer fee and will be billed separately**

RETAINER 5: \$200 *Guaranteed 5 hours per month, Savings of \$50 per month*

RETAINER 10: \$400 *Guaranteed 10 hours per month, Savings of \$100 per month*

RETAINER 15: \$525 *Guaranteed 15 hours per month, Savings of \$225 per month*

3 Month Minimum Commitment • Limited Availability

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BOOK NOW!



Ready?

If you're ready to book HK Creative for a project, please visit our website **www.hkcreative.co** and fill out our **contact form**, or send an email to **hkroesecreative@gmail.com**. We'll contact you ASAP to set up a consultation. If we both agree that we're a good fit, we'll send you formal proposal and ask you to submit a nonrefundable deposit to secure your place in the queue.

Payment

After your initial deposit, HK Creative will accept upon completion of the project or at intervals during project development. HK Creative accepts payment through checks, PayPal, and Venmo. Payment must be received before final files are sent.

