



2020 ENROLLMENT PRICELIST



DANKERLUNA

BRAND STRATEGY + DESIGN

Dankerluna is a full service creative agency. We specialize in helping entrepreneurs create their brand image and develop strategies that will help make them thrive in digital spaces.

The "Discover + Execute" Package

Are you ready to become an entrepreneur? This experience provides creative direction and guides you throughout the entire process of starting and managing your new business and brand.

DELIVERABLES

• STRATEGIC PLANNING

- Business structure and registration
- Roadmapping: clarify products and/or services
- Develop automated systems and processes

• BRANDING

- Define your intentions: the mission, vision, and values.
- Client experience: meeting the expectations.
- Brand imagery: the look, feel, and culture.

• IDENTITY DESIGN

- Brand style guide: colors, fonts, patterns, textures
- 3 logo concepts, 2 revisions, 1 final logo design: final files (.AI, .EPS, .PDF, .SVG, .JPEG, .PNG)

• BASIC WEBSITE DESIGN

- 5 To 7 pages
- Wix platform + site training
- Website training resources

• COLLATERAL DESIGN

- Choice of one business card, rack card, letterhead, thank you card, or brochure

* PACKAGE / LABEL DESIGN

* SOCIAL MEDIA KIT

- 3 photo grids of content to build brand awareness.
- Copy included.

****Timeline varies per project type + location**



#GOLD EXPERIENCE

FOR WANNABE + NEWBIE
ENTREPRENEURS



MIAMI, FLORIDA



INFO@DANKERLUNA.COM



@DANKERLUNA

WHAT TO EXPECT?

- DISCOVERY CALL
- COLLAB MEETUPS
- CONTRACT / DEPOSIT
- BRAND QUESTIONNAIRE + DESIGN BRIEFS + WORKBOOK
- INSPO + MOOD + BRAND BOARD
- CAMPAIGN PLANNING + MANAGEMENT
- DIGITAL PORTFOLIO

INVESTMENT: \$1350

Package total is divided into 3 equal payments. \$250 deposit required upon contract signing and required to reserve your project's calendar time. Collaboration begins 2 weeks from contract signing for proper planning. The remainder of the payments are due in equal amounts according to terms.

***DEPOSITS ARE NON-REFUNDABLE.**

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The "Revive + Grow" Package

Have you launched your business and needs some creative support in building brand awareness? This experience focuses on the visual components and offers a solution to create a cohesive and recognizable look for your business.

DELIVERABLES

• BRANDING

- Define your intentions: the mission, vision, and values.
- Client experience: meeting the expectations.
- Brand imagery - The look, feel, and culture.

• IDENTITY DESIGN

- Brand style guide: colors, fonts, patterns, textures
- Logo design - 2 concepts, 1 revisions, 1 final logo design: final files (.AI, .EPS, .PDF, .SVG, .JPEG, .PNG)

• COLLATERAL DESIGN

- Choice of one business card, rack card, letterhead, thank you card, or brochure

* PACKAGE / LABEL DESIGN

* SOCIAL MEDIA KIT

- 2 photo grid of content to build brand awareness.
- Copy included.

• CREATIVE DIRECTION ON WEBSITE ONLY.

- Design work not included. Ala carte services and discounts may be applicable.

**Timeline varies per project type + location



#PINK EXPERIENCE

::: FOR NEWBIE + ESTABLISHED
ENTREPRENEURS



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WHAT TO EXPECT?

- DISCOVERY CALL
- COLLAB MEETUPS
- CONTRACT / DEPOSIT
- BRAND QUESTIONNAIRE + DESIGN BRIEFS + WORKBOOK
- INSPO + MOOD + BRAND BOARD
- CAMPAIGN PLANNING
- DIGITAL PORTFOLIO

INVESTMENT: \$900

Package total is divided into 2 equal payments. \$250 deposit required upon contract signing and required to reserve your project's calendar time. Collaboration begins 2 weeks from contract signing for proper planning. The remainder of the payments are due in equal amounts according to terms.

*DEPOSITS ARE NON-REFUNDABLE.

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ALA CARTE SERVICES

Have a new project request you'd like to try? Find a couple of other things that need to be edited or designed? Ala carte offers flexible services to complement any existing or new collaboration.

- **WEBSITE**

- 5 to 7 pages
- Wix platform
- Website training resources
- Investment: \$650 (Discount for existing collaboration may be applicable)

- **BRAND KIT**

- Brand style guide: colors, fonts, patterns, textures
- 1 photo grid of content to build brand awareness (copy not included)
- Investment: \$500

- **SOCIAL MEDIA KIT**

- 3 photo grids of content to build brand awareness
- 1 period of CYMs included
- Investment: \$250

- **CAMPAIGN MARKETING**

- Customized graphic design package
- Investment: \$150

- **CYMs**

- Capture your brand's moments with a mini bts shoot
- Investment: \$75 per period (3 hrs)

- **CREATIVE DIRECTION + FREELANCE PROJECTS**

- Design fee minimum starting at \$250