

sell more, stress less!



Purple Rose Graphics
www.purplerosegraphics.com

The Purple Rose Graphics Important Information Kit

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Welcome!

Hi!

Welcome to Purple Rose Graphics.

I love that you're here! You know why?

If you're here, then you already know you're the best at what you do!

You want your marketing materials to show off that you're the best
and you don't want run of the mill graphics,
but you're a little stuck and need some help, which is totally fine!
Getting stuck with something happens to everyone.

**Whether you are just starting your business journey
or in the middle of it somewhere,
I can help.**

That's right!

I can help your business make a great first impression on paper!

The best way to make a great first impression on paper *and sell more* is
with consistent visual branding. Every logo, flyer, brochure or business card
that your customers see has to have the same look and feel!

If you're ready to
say good-bye to frustration, stress and confusion
and
hello to a team mate
then keep on reading!

Wow! That was easy!

So much less stress...
I'm so glad I called you...
You actually listened...

These are the things my clients say to me regularly and if you
choose Purple Rose Graphics,
chances are pretty high that you will say these things too.

So if you've ever thought:

I'm so not creative!
This design stuff is so confusing!
I wish I someone could do this with me.
I Do Not have TIME to design this!
I thought a template was supposed to be EASY!
UGH! My Branding is a hot mess!!

You are definitely in the right place and I'm excited to meet you!

but first...

Allow me to introduce myself



Hi! I'm Patrice!

Branding, Design and Communication specialist at your service! I'm also the head pineapple of this operation and the billing department, and the marketing department, and... well, I do everything here! As a solo entrepreneur, I run this business with the help of my computer and smart phone...and that's it. I don't have a huge built out team of people that you don't see doing the work. I handle all my clients accounts from start to finish. If I don't personally handle something, I tell you upfront because transparency isn't just for windows!

Here's the deal, I'm client focused and work with you as a team mate, not for you as an employee. I listen to you and work alongside you to create a design that will help your business and you still love. **You are part of the process every step of the way.**

But, I'm not all work! I'm also a total goofball who loves Sci-Fi and Fantasy. I have been known to do the "Vulcan Salute" to greet my friends. I love Star Wars and my engagement ring is a Tie Fighter. I take photos everywhere I go and have been carrying a camera with me since the mid 1990s. I also constantly have music on and love watching movies.

Uplevel ReBranding Packages

Businesses change and grow and sometimes need to update their strategy and visuals. These are great if your business is in a time of transition like a new ownership, rapid growth, or need an update to keep up the times! They include a mix of strategy and visual creation called deliverables will help your business get to the next level. As always, they come with my usual top-level customer service and tailor made designs unique to company's individual audience and personality.

Let's get you on the road to selling more.

LAVENDER: \$800

- + 15 MINUTE DESIGN CONSULTATION
- + TARGET MARKET DETERMINATION
- + FONT AND COLOR DETERMINATION
- + CHOICE OF 2 DELIVERABLES* (FULL LIST BELOW)

VIOLET: \$1200

- + 30 MINUTE DESIGN CONSULTATION
- + MINI S.W.O.T. ANALYSIS OF BUSINESS
- + TARGET MARKET DETERMINATION
- + FONT AND COLOR DETERMINATION
- + CHOICE OF 3 DELIVERABLES* (FULL LIST BELOW)

AUBERGINE: \$2000

- + 60 MINUTE DESIGN CONSULTATION
- + MINI S.W.O.T. ANALYSIS OF BUSINESS
- + TARGET MARKET DETERMINATION
- + TAG LINE CREATION
- + FONT AND COLOR DETERMINATION
- + CHOICE OF 4 DELIVERABLES* (FULL LIST BELOW)

DELIVERABLE OPTIONS:

- + LOGO WITH STYLE GUIDE + DIGITAL BUSINESS CARD/CONTACT CARD
- + BROCHURE DESIGN + RACK CARD DESIGN + 1 SIDED FLYER DESIGN (CAN BE USED ON SOCIAL MEDIA) + PROFILE COVER IMAGE (BANNER)
- + SQUARE SOCIAL MEDIA BACKGROUND + POSTCARD (WITH OR WITHOUT MAILING PANEL)

*PRINTING COORDINATION SERVICES ARE EXTRA AND OPTIONAL

*PRICES AND PACKAGES SUBJECT TO CHANGE WITHOUT NOTICE

Legendary Logo Design

Logo design is really about creating you or your company's brand, your image. This is what people will see when they look you up and it needs to tell them everything about who you (or your business) are in a small image. I can guide you through the process of creating your logo!
Let's get you on the road to selling more.

WE LOST THE .AI FILE: \$300

Your Drawing or Current Logo Redrawn
into Vector Format

- + 15 MINUTE DESIGN CONSULTATION
- + LOGO/DRAWING DONE IN VECTOR FORMAT
- + 3 ROUNDS OF CHANGES
- + FINAL FILES IN EPS, PDF, PNG, JPG

JUST THE LOGO: \$600

Logo Design + A Little Extras

- + 15 MINUTE DESIGN CONSULTATION
- + FULL COLOR LOGO
- + ONE COLOR LOGO
- + 4 OPTIONS TO MIX-MATCH
- + 3 ROUNDS OF CHANGES
- + FINAL FILES IN EPS, PDF, PNG, JPG

Other Products

- + DIGITAL BUSINESS CARD/CONTACT CARD
- + RACK CARD DESIGN
- + PROFILE COVER IMAGE (BANNER)
- + SQUARE SOCIAL MEDIA BACKGROUND
- + BROCHURE DESIGN
- + 1 SIDED FLYER DESIGN (CAN BE USED ON SOCIAL MEDIA)
- + POSTCARD (WITH OR WITHOUT MAILING PANEL)

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Jumpstart Branding and Design Calls

I've been an independent graphic designer since 2011. I know what makes Graphics work, & I also know that sometimes business owners want to do their own graphics, but get stuck & need help! That's why I created the Jumpstart Branding & Design Calls!

Jumpstart Calls are 60 minute 1:1 consulting calls. These calls were created to help non-designers running a small business who do their own design work get a trusted second opinion through a professional eye!

Here Are A Few Things A Jumpstart Call Can Help You With:

- + Create A Cohesive Brand
- + Get A Second Opinion on A Design
- + Learn to Communicate About Design with your Team

One client learned the inner workings of updating a brand they inherited & with a few simple tweaks to their visuals, which they did themselves, they began to be seen as an authority in their field & get more leads & sales!

Another client learned how to pivot their brand visuals to match their new business strategy & to how communicate about design, now they communicate better with their VA about what their graphics should look like & are on their way to a 6-figure year!

\$110/call or 4 calls for \$397 (save 10%)

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Happy Clients

"Patrice is very professional, with reasonable rates and excellent turnaround times on her work. She's done two projects with us now and both have been on time, on budget, and well received by our business partners. We are not always the easiest customer to work with, but she has shown the patience needed for us to end up with the best results."

- Chris S, Brea

"Working with Patrice was an exceptional experience! I was in a tight crunch and she worked alongside me to ensure I accomplished my deadlines! The quality of her work and professionalism are valued! We will be back!"

- Debbie M., Brea





*I help ambitious businesses
achieve success through
captivating design*

faq

What kind of services are provided by Purple Rose Graphics?

I create print ready branded marketing material designs for small businesses including business cards, brochures, postcards, custom notecards, logos, rack cards, and flyers. I also provide branding and design help via consultation

How long does a project take?

It depends on the project. I can get an initial draft called a proof to you within 3-5 business days of your payment clearing.

Rounds of changes depend on how fast you (and your team if you have one involved) make decisions. Once I hear back from you, I usually can get a new proof out within 1 - 3 business days. Average timeline for most projects is 2 - 4 weeks from start of project to final design approval.

What is the design process like?

If doing the work for you, the process is Consult Meeting > Proposal > Payment > Initial Proof > Make Edits > Design Approved > Final Files Sent

If consulting the process is Book Call > Questionnaire > Payment > Call via Phone or Zoom

What types of payment are accepted?

All Major Credit Cards, Corporate Check, PayPal

Do you build websites or create promotional products like pens and t-shirts?

No. Unfortunately, I do not create websites and I do not create promotional products. I have some amazing friends who do just that so please visit the "Resources" page on the website

I have a design already; do you do printing?

Please visit www.purplerosegraphics.com/resources to connect with one of my preferred printing companies.

I need this tomorrow! Do you accept rush jobs?

No, I don't accept rush jobs. I do not like to do overnight or two-day turnaround. It just never looks right and I want you to like what gets created.

If you have a job needed within a week, I can consider a shorter deadline job based on my current schedule.

Got Additional Questions...Just Ask

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