

thanks for *inquiring*

Thanks for inquiring about my branding investment packages. This packet contains my rates for all standard brand packages and brand kits. Each package and kit are designed to meet your needs within your specific budget.



ABOUT RAVYN

RAVYN is a design company specializing in brand design, digital design, content creation, and digital organization for boutiques, cafés, bookshops, blogs, fashion labels, and small businesses.

We take a fresh approach to minimalist and luxury designs. Our design aesthetic focuses on minimalism, luxury, clean-cut, Afrocentric, modern, and alternative styles.



WHAT'S INSIDE?

MISSION	1
MEET THE DESIGNER	2
MY SERVICES	4
SITE PACKAGES	5
SIMPLE SITES MENU	9
SITE EXTRAS	10
SITE SUPPORT	11
DESIGN POLICIES	14
SITE EXPECTATIONS	15
ARE WE A GOOD FIT?	16
FREQUENTLY ASKED QUESTIONS	17

MISSION

My mission is to help
elevate your brand
so that you see
success in a global
market by creating
an aesthetic and
identity that is
authentic to your
vision.

RAVYN
BRAND DESIGN • MARKETING

ari
DAS COISAS NASCEM COISAS

E DORÉ

LOVE ✕ STYLE LIFE

MEET THE DESIGNER



R. NICKAY HEADLAM

Founder & Brand Strategist, RAVYN

✉ thepinkravyn@gmail.com

I am a Jamaican-born, BVI-raised designer and illustrator. As a story-teller and artist, I wanted to venture off into a career that combined my love for storytelling, art, fashion, and design. I have studied at the H. Lavity Stoutt Community College (BVI), where I earned my Associates in architecture and engineering. Later, I earned my Bachelors in Fashion Design at the New York Fashion Institute of Technology.

DESIGN CREATES
CULTURE. CULTURE
SHAPES VALUES.
VALUES DETERMINE
THE FUTURE.

-ROBERT L. PETERS



MY SERVICES

Brand & Marketing Design

I offer my expertise in the area of branding and marketing through specially-curated packages designed to suit your business needs.

Brand Strategy & Consultation

I can help walk you through the initial setup of your business, from concept to creation and give you a solid foundation for business.

Rebranding Services

I can help to refresh your brand to make it more modern and appealing to your target audience without losing what you've already built.

Exclusive Design Offers

I have add-ons and stand-alone packages tailored to you: business cards, logos, website design, print/digital design, social media, and more.



SITE PACKAGES

Build a site tailored to you and your brand. Choose one of our pre-existing site packages to create a full site that suits your needs.

WEBSITE

1750

Build a website with WIX tailored for businesses and entrepreneurs looking for an online presence.

BLOG

1700

Build a blog with WordPress.com tailored for influencers, content creators, and bloggers.

PORTFOLIO

1550

Build a portfolio with WIX or WordPress tailored for artists, creators, designers, influencers, and hobbyists.

WEBSITE DESIGN

Build a website with WIX tailored for businesses and entrepreneurs looking for an online presence.

INVESTMENT STARTS AT USD 1750

DELIVERABLES

Consultation

- ✓ Project Ideation
- ✓ Domain Research
- ✓ 2 Initial Design Concepts
- ✓ 4x Rounds of Revisions

Website Pack

- ✓ Hero/Home Page
- ✓ Contact + About Page
- ✓ Store/Booking/Service Pages
- ✓ 1 Custom Page of Choice

Files

- ✓ Website Guidelines
- ✓ 3 Months Support*

WHAT TO EXPECT

Our websites are designed for restaurants, online stores, small businesses, non-profit organizations, and personal websites.

Our base investment starts at USD 1750 and increases with additional pages and items. If your base site requires additional elements, view the Simple Sites Menu or the Site Extras Menu.

Timeframe: 5 – 8 Months

Add-Ons

- Brand Assets*
- SEO Support*
- Content Writing*

**Additional Fees Apply*

BLOG DESIGN

Build a blog with WordPress.com tailored for influencers, content creators, and bloggers.

INVESTMENT STARTS AT USD 1700

DELIVERABLES

Consultation

- ✓ Project Ideation
- ✓ Domain Research
- ✓ 2 Initial Theme Concepts
- ✓ 3x Rounds of Revisions

Website Pack

- ✓ Hero/Home Page
- ✓ Contact + About Page
- ✓ Blog Post Pages
- ✓ Logo + Color Suite
- ✓ 1 Custom Page of Choice

Files

- ✓ Website Guidelines
- ✓ 3 Months Support*

WHAT TO EXPECT

Our blogs are designed for influencers, content creators, hobbyists, writers, journalists, and small businesses.

Our base investment starts at US 1700 and increases with additional pages and items. If your base site requires additional elements, view the Simple Sites Menu or the Site Extras Menu.

Timeframe: 3 – 6 Months

Add-Ons

- Featured Images*
- Category Setup*
- SEO Support*
- Content Writing*

**Additional Fees Apply*

PORTFOLIO DESIGN

Build a portfolio with WIX or WordPress tailored for artists, creators, designers, influencers, and hobbyists.

INVESTMENT STARTS AT USD 1550

DELIVERABLES

Consultation

- ✓ Project Ideation
- ✓ Domain Research
- ✓ 2 Initial Design Concepts
- ✓ 3x Rounds of Revisions

Website Pack

- ✓ Hero/Home Page
- ✓ Contact + About Page
- ✓ Portfolio Page
- ✓ 1 Custom Page of Choice

Files

- ✓ Website Guidelines
- ✓ 3 Months Support*

WHAT TO EXPECT

Our portfolios are designed for influencers, content creators, hobbyists, artists, designers, and photographers.

Our base investment starts at US 1550 and increases with additional pages and items. If your base site requires additional elements, view the Simple Sites Menu or the Site Extras Menu.

Timeframe: 3 – 6 Months

Add-Ons

- Brand Assets*
- SEO Support*
- Content Writing*

**Additional Fees Apply*

SIMPLE SITES MENU

Choose to build your site from scratch, selecting only the pages you need. Use our customized menu to create a site that perfectly suits you.

HERO/HOME PAGE	<i>USD 400</i>	Create a custom hero or home page that makes you stand out from the crowd.
LANDING PAGE	<i>USD 450</i>	Create a custom landing page to attract subscribers, customers, or clients.
ABOUT + CONTACT	<i>USD 800</i>	Create an 'about me' page and a contact page that helps you stand out.
SERVICE PAGE	<i>USD 500</i>	Showcase your services on a page designed to help bring awareness to your business.
FORM PAGE	<i>USD 350</i>	Get potential customers to sign up for your newsletter, or collect information for a service or product.
ITEMIZED PAGE	<i>USD 400</i>	Showcase or highlight a specific item using an itemized page.
LINK IN BIO	<i>USD 250</i>	Get more followers with a custom link page to all your social links.
STORE/BOOKING	<i>USD 750</i>	Add a store or a booking site where clients and customers can pay online.
FAQS PAGE	<i>USD 500</i>	Answer the most common questions about your business using a FAQs page.

SITE EXTRAS

Add interest to your WIX site with add-ons that will make your site stand out. Create dynamic interaction and movement with your site.

ANIMATIONS	<i>USD 75</i>	Add animations to your website. Prices are per animation.
PHOTO EDITING	<i>USD 100</i>	Edit and stylize your photos to match your website aesthetic. Prices are per photo.
CUSTOM MENU	<i>USD 50</i>	Create a custom or non-standard menu for your website.
LIGHTBOX	<i>USD 125</i>	Add a lightbox or pop-up to your website to attract more visitors. Prices are per lightbox.
DYNAMIC PAGE	<i>USD 575</i>	Dynamic pages create uniformity for your site. Schedule a consultation.
HOVER BOX	<i>USD 75</i>	Add movement to your items when customers hover before selecting. Prices are per hover box.
REPEATER	<i>USD 250</i>	Add uniformity to your page with repeaters. Comes with a standard of 3 boxes per repeater.
ACCORDION	<i>USD 125</i>	Add a collapsible and expandable menu to your site. Prices are per accordion.
MARQUEE	<i>USD 75</i>	Add infinite scrolling text on your site. Prices are per marquee.

SITE SUPPORT

Raise your ranks in search engines to increase your click rates and views. With specialized support, you can attract more customers to your site.

BRAND ASSETS	<i>USD 75</i>	Add SVG and PNG assets and icons to your site that fit your theme. Prices are per asset.
SEO SUPPORT	<i>USD 100</i>	Optimize your site for Google and other search engines.
CONTENT WRITING	<i>USD 50</i>	Get content written for your site. Content writing is charged per 100 words per page.
FEATURED IMAGE	<i>USD 125</i>	Add featured images to your site pages that show up when shared on socials. Prices are per image.
FAVICON	<i>USD 45</i>	Add a dynamic logo for your site in search bars. Prices are per favicon.
CATEGORY SETUP	<i>USD 75</i>	Set up categories and tags for your blog site for easy navigation. Prices are per five (5) categories/tags.
COLOR SUITE	<i>USD 125</i>	Generate a color suite and theme for your site that translates across all pages.
SVG LOGO	<i>USD 75</i>	Turn your logo into an SVG file for your site. Prices are per logo.
SUPPORT	<i>USD 250</i>	Add infinite scrolling text on your site. Prices are per marquee.

WIX PACKAGES

SET UP FEE:

USD 100

Visit wix.com/plans to see the full plan offers.

WIX LIGHT – USD 17 (MONTHLY)

- 2 Collaborators
- 2 GB Storage Space
- Light Marketing Suite
- Free Domain for 1 Year

WIX CORE – USD 29 (MONTHLY)

- 5 Collaborators
- 50 GB Storage Space
- Basic Marketing Suite
- Free Domain for 1 Year
- Basic Site Analytics
- Accept Payments
- Basic eCommerce

WIX BUSINESS – USD 36 (MONTHLY)

- 10 Collaborators
- 100 GB Storage Space
- Standard Marketing Suite
- Free Domain for 1 Year
- Standard Site Analytics
- Accept Payments
- Standard eCommerce

WIX BUSINESS – USD 159 (MONTHLY)

- 15 Collaborators
- Unlimited Storage Space
- Advanced Marketing Suite
- Free Domain for 1 Year
- Advanced Site Analytics
- Accept Payments
- Advanced eCommerce
- Advanced Developer Platform

WORDPRESS PACKAGES

SET UP FEE:

USD 100

Visit wordpress.com/pricing to see the full plan offers.

PERSONAL – USD 48 (ANNUAL)

- Free Domain for 1 Year
- Access to some premium themes
- 6 GB Storage Space
- Ad-free
- 8% Transaction Fee for Payments

PREMIUM – USD 96 (ANNUAL)

- Free Domain for 1 Year
- Access to all premium themes
- Custom Fonts and Colors
- 13 GB Storage Space
- Ad-free
- Site Analytics
- 4K Videos
- 4% Transaction Fee for Payments

BUSINESS – USD 300 (ANNUAL)

- Everything in Premium +
- Install plugins and themes
- Unlimited Bandwidth and fast site speed
- 500 GB Storage Space
- Protection and Security
- SEO and Site Analytics
- Unlimited Site Visitors
- 2% Transaction Fee for Payments

COMMERCE – USD 450 (ANNUAL)

- Everything in Business +
- Premium Store Themes
- Unlimited Products
- 500 GB Storage Space
- Protection and Security
- SEO and Site Analytics
- Sell in 60 Countries
- WooCommerce Hosting

DESIGN POLICIES

ONBOARDING

Schedule a 30-minute conference call to begin your onboarding process. Once you've decided I'm the right fit for your brand, reserve your spot with a holding fee of \$75==125 deducted from your initial deposit.

PAYMENTS & DEPOSIT

To secure your start date outlined in your welcome packet and contract, you must pay the full 50% non-refundable initial deposit. If you reserve your date online, the \$125 holding fee will be deducted from your initial deposit. A 25% Revision Deposit is required before the revision of any concept boards, and the balance is required before the release of the final files.

GRANTING OF RIGHTS & DESIGNER'S RIGHT TO AUTHORSHIP

After all final payments are made, you retain the right to use all items for your business. Licensing contracts and fees for illustrations may be sent separately. Details of rights, credits, and distribution will be outlined in the prepared contract.

REVISIONS

All packages include a limited number of revisions. Necessary revisions will only begin after the payment of the Revision Deposit. Revision files will be labeled in accordance with the number of revisions allotted within your selected package. A fee of \$75 per revision will be billed to you if you exceed the number of revisions allotted within your package.

RESPONSE TIMEFRAME

Clear and concise communication is important throughout the design process. You may schedule meetings via Google Meets, WhatsApp, phone call (additional fees apply), or in person. Please note that signed contracts and payments are expected within 36 to 48 hours of release. Failure to pay a deposit or sign the contract in a timely manner will result in the termination of the project.

CANCELLATION

You may cancel at any time during the onboarding process or two (2) days after signing a contract. 60% of your initial deposit will be returned to you. Cancellation after two (2) days will accrue no penalties, but deposits will not be refunded. The full cancellation policy of your package will be outlined within the prepared contract.

SITE EXPECTATIONS

WEBSITE ACCOUNT

All clients must have an account with either WIX or WordPress before booking. Account setup will incur a USD 100 setup fee. Once the site is complete, you will be given administration and ownership of the site upon final payment.

DOMAIN & WEBSITE HOSTING

Before web design commences, all clients must pay for a minimum of six (6) months of domain and website hosting according to the website package of their choice. This will secure their domain and ensure that they have access to all the necessary provisions and storage space for their site. WordPress charges annually, so if using WordPress, you must pay for a minimum of one (1) year of domain and website hosting.

3-MONTH SUPPORT

You may pay for 3-months of web support, which allows me to stay on your site for three (3) months to make changes and updates. 3-Month Support also provides you with coaching to help you maintain your site.

SEO SUPPORT

To enable SEO Support, I recommend paying for WIX or WordPress packages that allow for site analytics and SEO support. This way, I can curate your website for search engine optimization using the tools provided by the web hosting platform. Do not pay for SEO support if you have not selected a package that allows for site analytics and SEO analytics.

CONTENT WRITING

Content writing is available for the writing and editing of descriptions and content for your site. This includes copywriting services, labels, descriptions, and editing. Content writing is also available for image descriptions and alternative text. Content writing is not available for blog posts.

ARE WE A GOOD FIT?

Before hiring me to design your brand, ensure that we are a good fit for each other. To prepare, you may go through my portfolio to see if my design aesthetic aligns with what you want for your brand. Be prepared along each step of the way, including availability to communicate, preparing a budget, and understanding what exactly you want to see for your brand.

We Are A Good Fit If...

- ✓ You value communication and collaboration during the design process
- ✓ You understand the importance of investing in quality design
- ✓ You're open to feedback and suggestions based on my expertise
- ✓ You're committed to a timeline and respect the design process
- ✓ You recognize the power of branding and its long-term impact
- ✓ You're seeking a partnership, not a transaction

We Are Not A Good Fit If...

- × You expect immediate results without iterative refinement
- × You're seeking the lowest possible price over value and expertise
- × You prefer to dictate every single design detail without flexibility
- × You're unable to commit to timelines or provide timely feedback
- × You see brand strategy as an optional extra rather than a core necessity
- × You view our interaction as a one-time engagement with no follow-up

FREQUENTLY ASKED *Questions*

ARE THE PRICES LISTED A FLAT PRICE OR A BASELINE PRICE?

The prices for my brand packages and design offers are baseline prices, meaning that they can increase with various add-ons, timeframes, and other factors. For budget-friendly options, you may build your website from scratch using the Simple Sites Menu.

HOW SHOULD I INTERPRET THE INVESTMENT OFFERS LISTED?

The investment offers listed are guideline prices that can change as I customize your package to suit your needs. Final invoiced prices may be higher or lower depending on what you request. A more tailored budget will be sent to you through a Project Proposal where you can approve the final investments of your package.

CAN I REQUEST A LOWER PRICE IF THE FINAL ESTIMATE IS TOO HIGH?

We can look into readjusting the package or looking at a different package that suits your budget, then consider adding additional elements at a later time.

WHY DO I NEED A BRAND DESIGNER/STRATEGIST?

Brand designers and brand strategists work as coaches that guide you through the foundations of your business. As a brand designer, my goal is to help you identify your audience and voice, and help you put together your brand mission, vision, and identity.

LET'S BRAND TOGETHER!

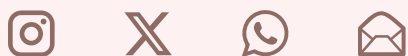
Let's work together to make your business stand out! Now that we've made it here, it means you're ready to start branding. Send over the necessary information to get the branding process rolling.

If you have any additional information, don't be afraid to reach out to me. Let's connect and see how I can help make your business shine!

LET'S CONNECT!

CONNECT WITH ME

Connect with me through Instagram, X, WhatsApp, and email to see all my work. Visit my website to view my portfolio or to make an inquiry.



WWW.THEPINKRAVYN.COM

