



SERVICES & INVESTMENT GUIDE

Branding • Promotional Design • Creative Support

2026

Welcome to Hey B Studio

I believe a great brand should feel like you—thoughtful, memorable, and created with purpose.

Hey B Studio specializes in warm, vintage-inspired branding and promotional design for creatives and small businesses. My approach blends personality, storytelling, and practical design to create visuals that not only look beautiful but also feel cohesive and genuinely reflect what makes your business special.

Whether you're building a brand from the beginning, refreshing an existing identity, or creating something new to promote your work, I'm here to make the process feel collaborative, approachable, and exciting.

Inside this guide, you'll find an overview of my services, pricing, creative process, and what you can expect when working together. I'm so glad you're here, and I can't wait to learn more about your story.



Branding Services

The Logo Foundation—starting at \$550

For new businesses that need a polished, professional starting point.

Includes:

- Brand discovery questionnaire
- Two initial logo concepts
- Primary logo
- Secondary logo or submark
- Curated color palette
- Font recommendations
- Two rounds of revisions
- Final files for print and digital use
- Simple one-page brand reference sheet

The Signature Brand—starting at \$950

The ideal choice for businesses ready for a complete, cohesive identity.

Includes:

- Brand discovery questionnaire
- Creative direction or mood board
- Two initial logo concepts
- Primary logo
- Secondary logo
- Submark
- Curated color palette
- Brand typography
- Supporting graphic elements or textures
- Three rounds of revisions
- Final files for print and digital use
- Mini brand guide
- Choice of one branded application:
 - Business card
 - Social media template set
 - Promotional flyer
 - Merchandise graphic

The Complete Brand Story—starting at \$1,450

For small businesses and creatives that need a cohesive brand they can begin using immediately.

Includes everything in The Signature Brand, plus:

- Expanded brand guidelines
- Custom pattern, illustration, or decorative elements
- Social profile and cover graphics
- Three social media templates
- Business card or stationery design
- One promotional piece, such as a flyer, poster, or email graphic
- Two branded mockups
- Organized brand file library
- Three rounds of revisions

The Brand Revival—starting at \$650

For businesses that already have a recognizable logo but need a more polished and cohesive identity.

Includes:

- Existing-brand review
- Refinement of one existing primary logo
- Secondary mark or submark
- Updated color palette
- Updated typography
- Two rounds of revisions
- Mini brand guide
- Final files for print and digital use

*Significant logo redesigns may require a custom branding proposal.

Add-ons

Additional logo concept:	\$175
Additional revision round:	\$75
Rush service:	+25%
Additional social template:	\$50
Custom illustration:	\$150+
Printer or vendor coordination:	\$75+
Editable Canva template delivery:	\$75+
Additional collateral item:	individually quoted

À La Carte Services

Business card design	\$125
Single social media graphic	\$75
Set of five social templates	\$275
Event flyer	\$175
Detailed event poster	\$250
Email campaign graphic/layout	\$175
Menu or price list	\$225
Merchandise graphic	\$225
Album, podcast, or book cover	\$350
Additional branded mockup	\$75
Simple one-page brand guide	\$175

Working Together

My goal is to make the design process clear, collaborative, and enjoyable from beginning to end. Here are a few things to know before booking:

Booking & Payment

A signed agreement and 50% nonrefundable deposit are required to reserve your project. The remaining balance is due before final, unwatermarked files are delivered.

Project Timeline

An estimated timeline will be provided before the project begins. Timely feedback and delivery of requested content help keep everything on schedule. Client delays may result in an adjusted completion date.

Concepts & Revisions

Each package includes the number of initial concepts and revision rounds listed in its description. Revisions are intended to refine the selected creative direction. Additional concepts, revision rounds, or changes outside the original scope may be added for an additional fee.

Communication & Feedback

To keep the process organized, feedback should be submitted in one clear, consolidated response. If multiple decision-makers are involved, please designate one primary contact to collect and provide final feedback.

Additional Requests

Any work requested beyond the agreed-upon project scope will be quoted separately and must be approved before the additional work begins.

Final Files

Final files will be provided in the appropriate formats for print and digital use. Editable working files are not included unless specifically stated in the project agreement.

Ownership & Portfolio Use

Once the project is paid in full, the client will receive the usage and ownership rights outlined in the agreement. Hey B Studio retains the right to display completed work in its portfolio, website, social media, and other promotional materials unless otherwise arranged in writing.

Cancellations

If a project is canceled after work has begun, the initial deposit remains nonrefundable. Any completed work exceeding the value of the deposit will be invoiced before the project is formally closed.

Printing & Production

Printing and production costs are not included unless specifically listed in the package. Hey B Studio is happy to prepare print-ready files and can provide vendor coordination as an additional service.

Rush Projects

Rush availability is not guaranteed. Projects requiring an accelerated timeline may be subject to an additional rush fee.

Have questions or need something a little different?

I'm happy to create a custom proposal based on your project's needs.



From First Hello to Final Files

A thoughtful process makes for thoughtful design. Here's what you can expect when working with Hey B Studio.

01 Inquire

Start by completing the inquiry form and telling me a little about your business, your project, and what you hope to create. I'll review the details and follow up to discuss your needs, timeline, and goals.

02 Choose & Book

If we're a good fit, I'll recommend the service or package that best supports your project. Your project will be officially reserved once the agreement is signed and the 50% nonrefundable deposit is received.

03 Discover

Before designing begins, you'll complete a creative questionnaire and provide any requested content, inspiration, or existing brand materials. This helps me understand your story, audience, personality, and vision.

04 Explore

Next, I'll research and develop the visual direction for your project. Depending on your selected package, this may include a mood board that brings together the colors, typography, imagery, and overall feeling guiding the design.

05 Design & Refine

I'll present the initial concept options included in your package and explain the thinking behind each direction. Once you select a concept, we'll refine it through the included revision rounds using clear, consolidated feedback.

06 Finalize & Deliver

Once your design is approved and the remaining balance is paid, I'll prepare your final files for print and digital use. Everything will be carefully organized so you can begin using your new designs with confidence.

Ready to Create Something Meaningful?

If you're ready to explore what working together could look like, I'd love to learn more about you, your business, and what you're hoping to create.



Start Your Project

Every great project begins with a conversation. I can't wait to hear your story and learn how Hey B Studio can help you create a brand that feels thoughtful, memorable, and genuinely yours.

Complete the inquiry form at heybstudio.com and tell me a little about your business, your vision, and what you're hoping to create. I'll review your information and follow up with the next steps if your project is a good fit.

