



LUCID CREATIVE CO.

SERVICES + PRICE GUIDE

 SUMMER 2023

welcome!

when it comes to your intentional brand design experience, i am here to do your heavy lifting so you can get back to your area of genius -- helping propel you confidently into your next level, turning the unique brand of your dreams into a reality!

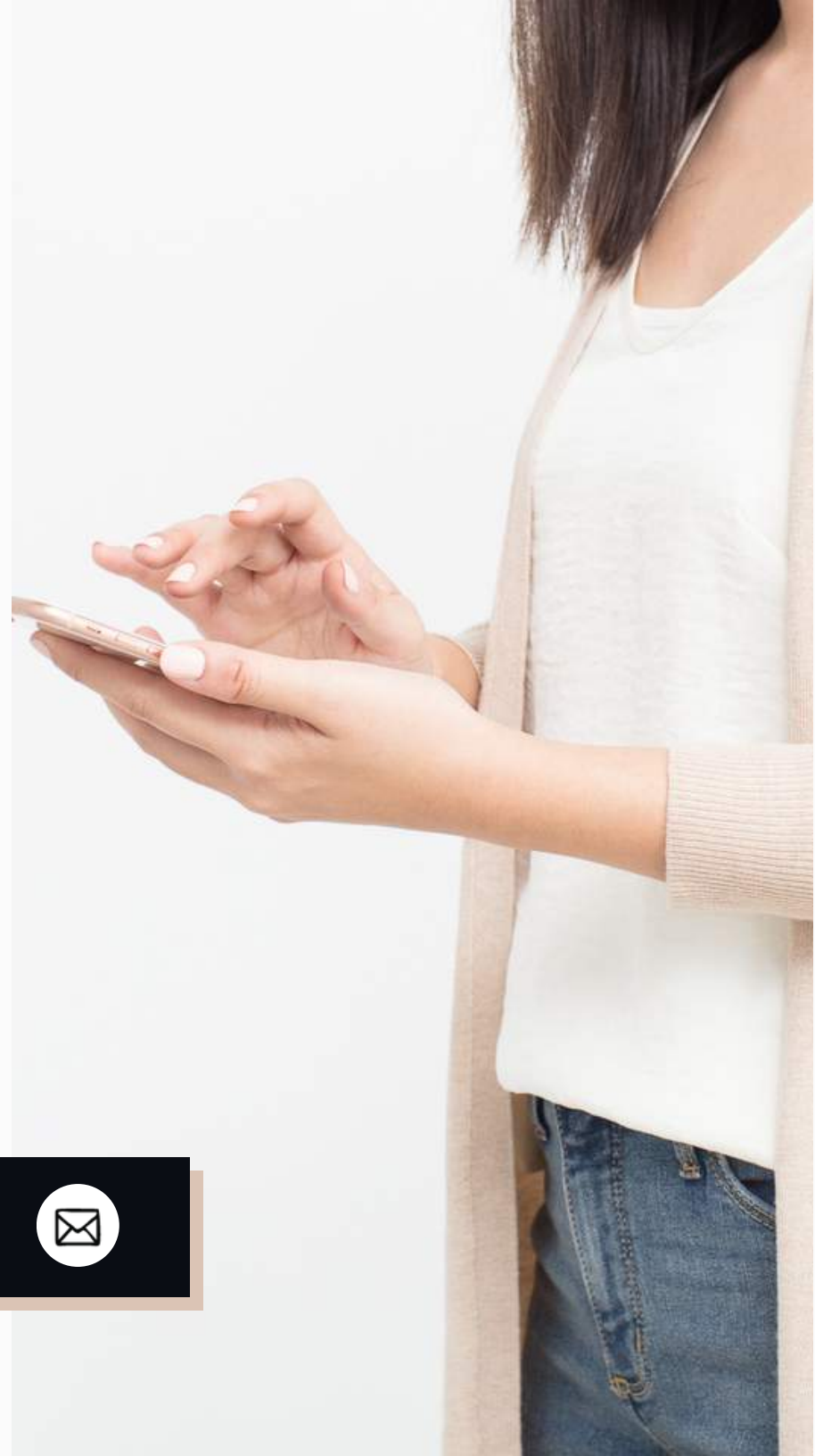
you need an intentional, cohesive Brand Identity for your business, that resonates with & attracts your ideal clients, aligns with your mission & goals, and sets you apart from every who's not you ... and by combining purposeful brand strategy & design, as well as a fun, organized, hands-on approach, i'll help create just that for you!

as a brand designer i believe the best creations are rooted in strategy, purpose, cohesive design & authenticity ... and i absolutely love taking a holistic approach to dive into exactly what your unique brand and business need in this season, in order to set yourself apart & flourish!

annie lucid

OWNER & DESIGNER, LUCID CREATIVE CO.

ARE WE FRIENDS YET?



looking for something specific?

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nice to "meet" you

I'm annie ...

... a fresh air and sunshine-loving, audiobook-listening, crystal-collecting, multi-passionate creative entrepreneur

i'm a work-from-home mama to 3 (... who just welcomed baby #3 on new year's eve 2022!)

a 6/2 manifesting generator // enneagram 4

i'm a total nerd for typography & a good moodboard, and i often hold solo middle-of-the-night dance parties in my living room

i was a professional architect in a previous life (college + a few years after) ... but, have been doing the entrepreneur thing since 2015 and the CEO thing since late 2017 -- *and i still love it!*

i have a deeply-rooted love for cohesive, timeless, intentional design -- and bringing that to life in with fun, strategic solutions to create a Brand that feels like a natural extension of your business is kinda my jam!

HOW CAN I HELP YOU? »»

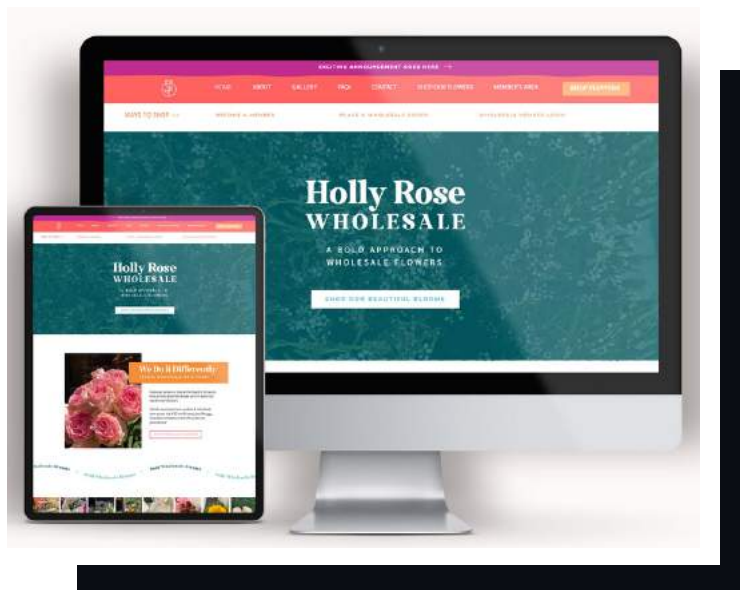


PORTFOLIO

PAST PROJECTS

*a look into a few
favorite past projects + a
little bit of client love*



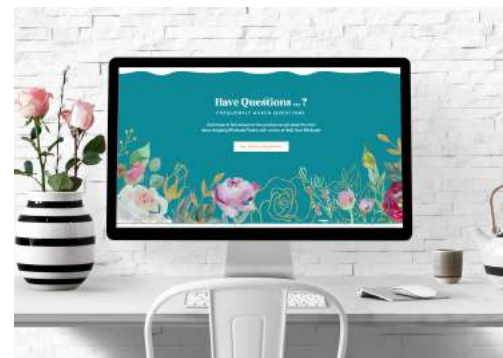
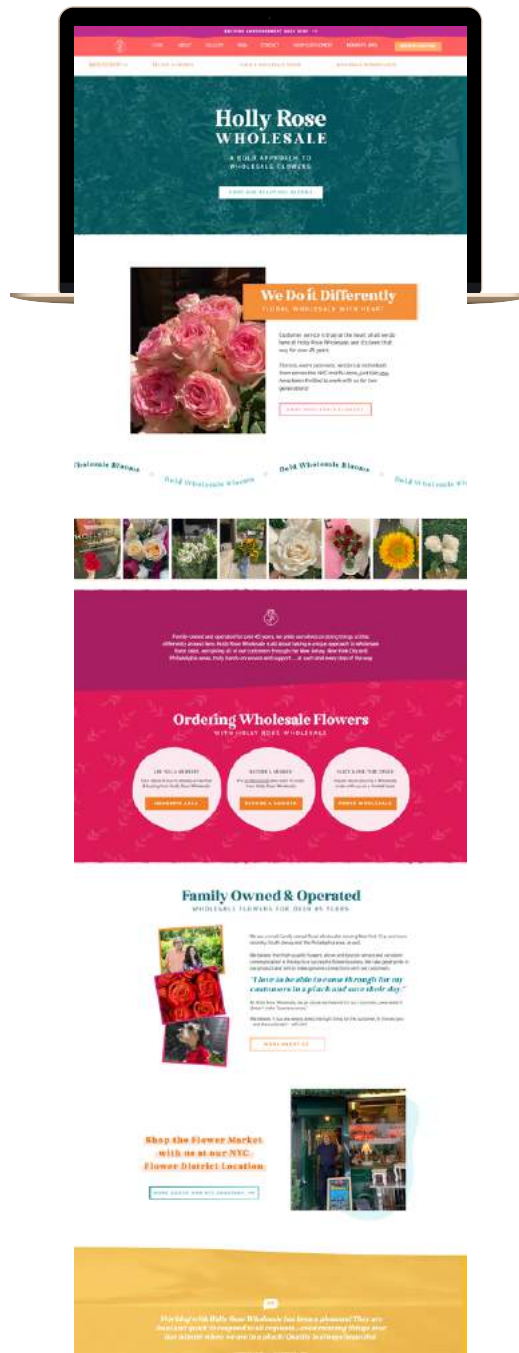


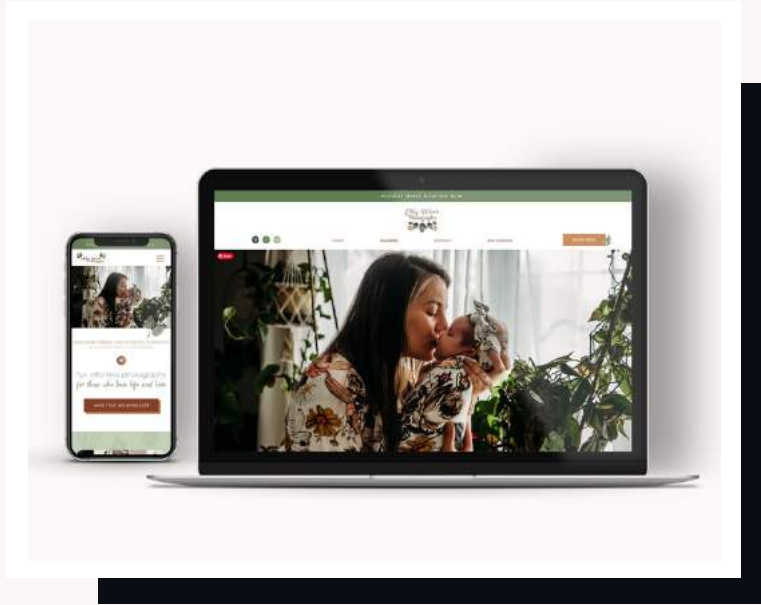
CUSTOM WEBSITE & BRAND
 HOLLY ROSE WHOLESALER // NEW JERSEY
 FAMILY-OWNED FLORAL WHOLESALER

annie nailed it!

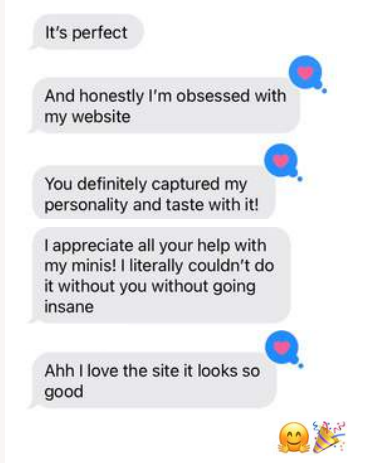
I really appreciate Annie's process, how easy it is to follow, and how well thought-out it is!

I love the overall look and feel of our new website, she really nailed it!

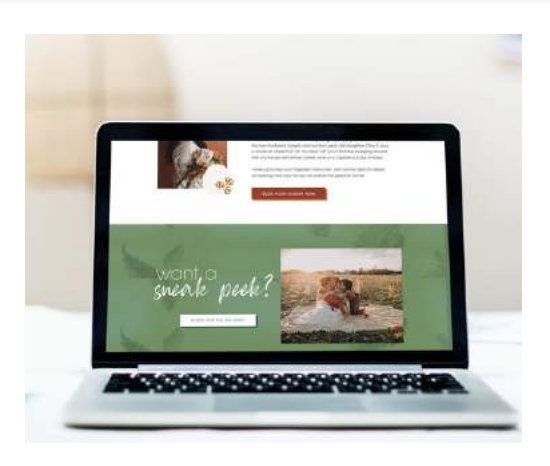
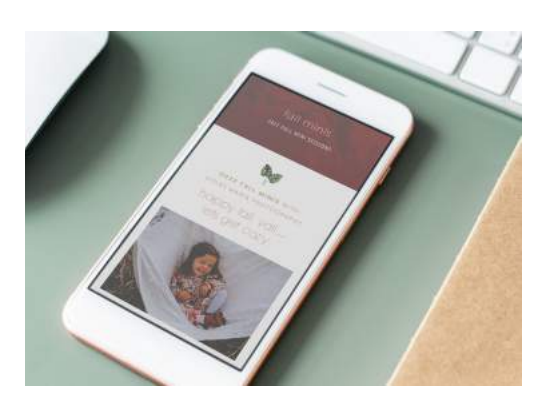


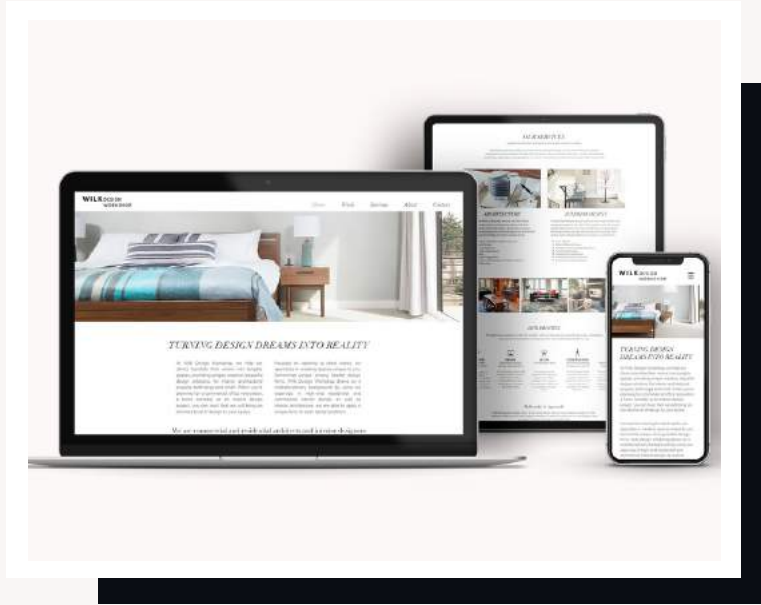


CUSTOM WEBSITE & BRAND
COLBY MARIA PHOTOGRAPHY // NEW JERSEY
LIFESTYLE & LOVE PHOTOGRAPHER



colby maria



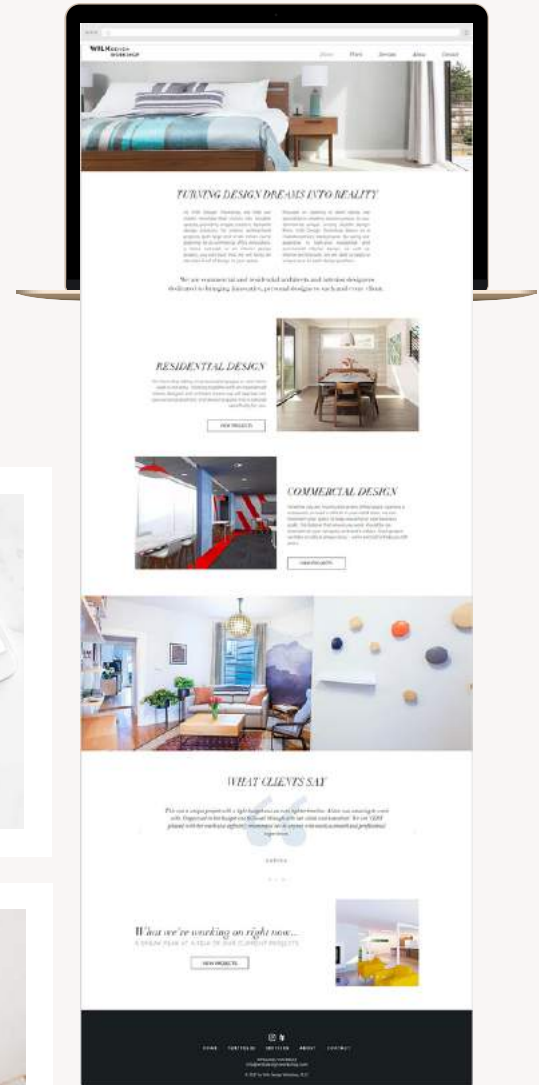
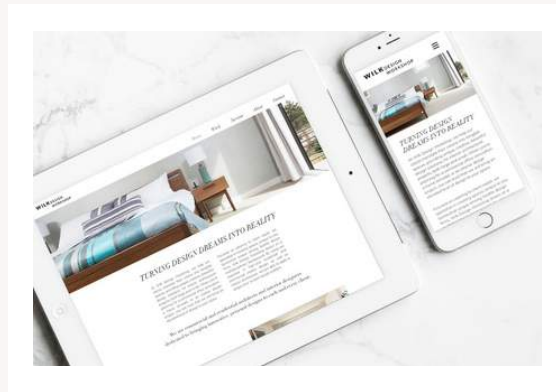


CUSTOM WEBSITE DESIGN

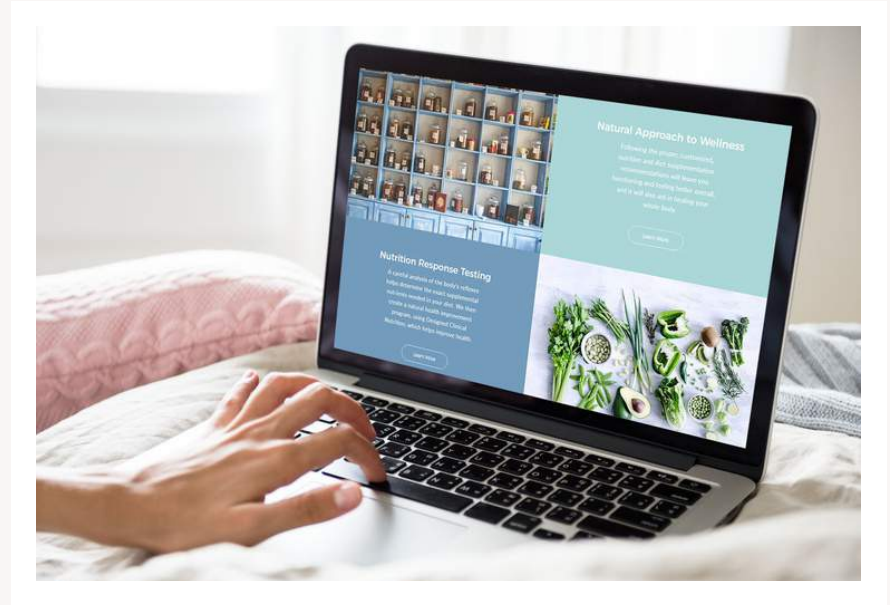
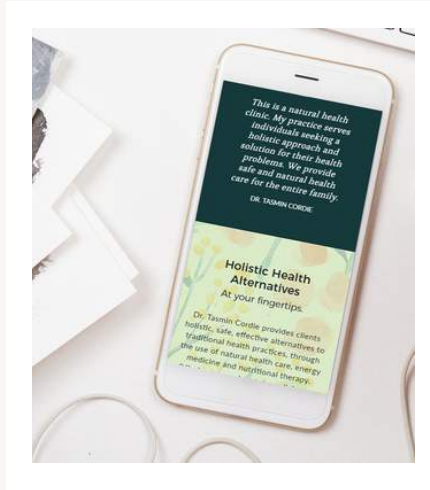
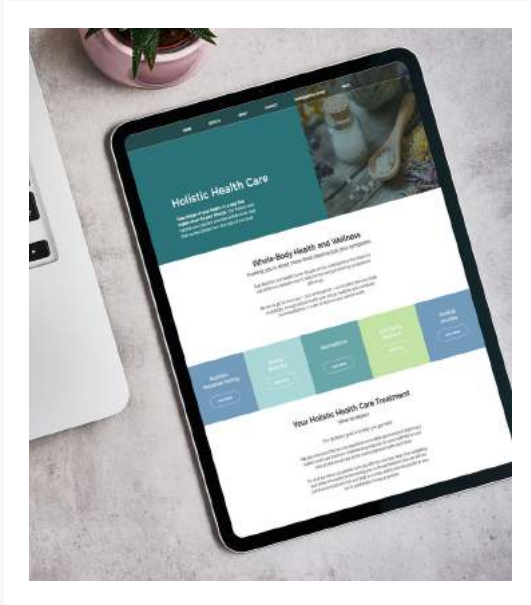
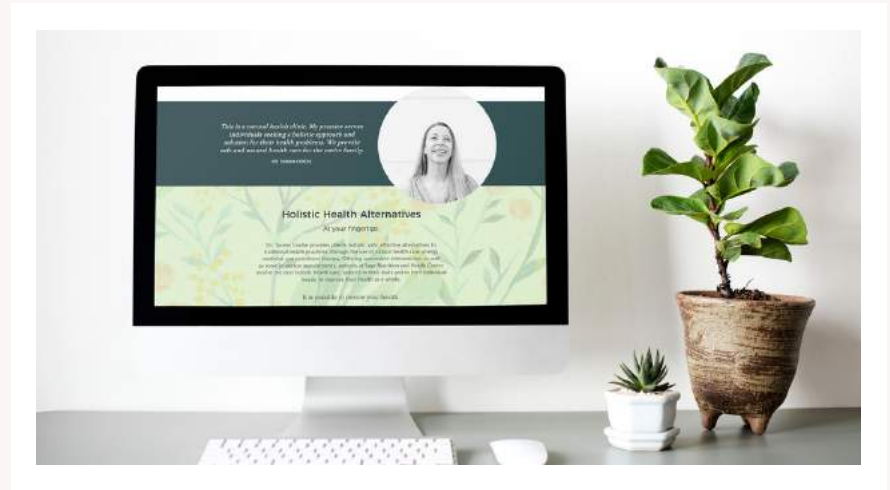
WILK DESIGN WORKSHOP // SEATTLE, WA
 INTERIOR ARCHITECT

annie was amazing to work with

Annie was amazing to work with. She dove right in, identified the opportunities for improvement, and came up with a clear, actionable plan to move forward with. She was really upfront with the process and kept us informed the entire time. If you're looking for a thoughtful designer who can take the lead with little direction to produce great results I would definitely hire Annie!



CUSTOM WEBSITE DESIGN
SAGE NUTRITION & HEALING // FREEHOLD, NJ
HOLISTIC HEALING & TELEMEDICINE PRACTICE



CUSTOM WEBSITE DESIGN
 CAPRI ELEMENTARY // ENCINITAS, CA
 ELEMENTARY SCHOOL PTA



WELCOME TO CAPRI

CAPRI BREEZE
Catch The Breeze

MISSO THE BREEZE!
Catch our Capri Breeze when you visit!

JOIN THE PTA
Membership Drive & Surveys

MEET SUNNY
the newest member of our Capri family!

COVID UPDATE - CLICK HERE

WHO ARE WE?
Get to know the Capri Elementary PTA & how we can help you and your child's education.

MEET THE PTA

WHAT WE DO
Learn more about the ways we can help you and your child's education.

LEARN MORE

HELPFUL LINKS
[Capri Elementary PTA](#)
[Capri Elementary PTA - Facebook](#)
[Capri Elementary PTA - Instagram](#)
[Capri Elementary PTA - Twitter](#)
[Capri Elementary PTA - YouTube](#)

Updates & Latest News from the Capri PTA

Stay up to date with the latest news, updates and announcements from the Capri Elementary PTA.

Search:

Annual Giving Fund
Annual Giving Fund

PTA - Membership Pledge Drive
PTA - Membership Pledge Drive



BRAND IDENTITY DESIGN

MALERIE VEILLON // VILLE PLATTE, LA
BRAND PHOTOGRAPHER & MARKETING STRATEGIST

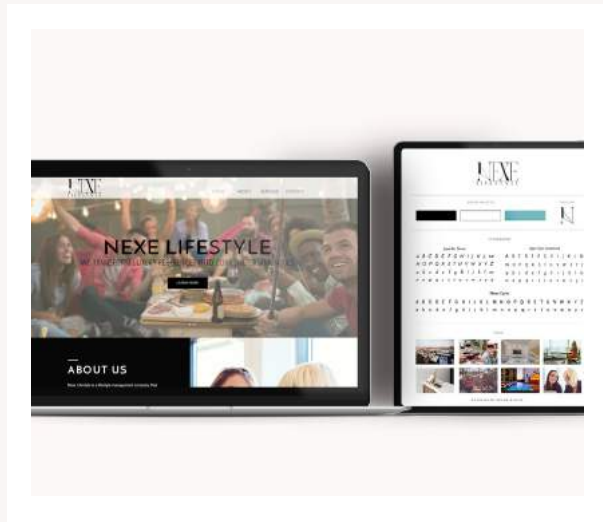
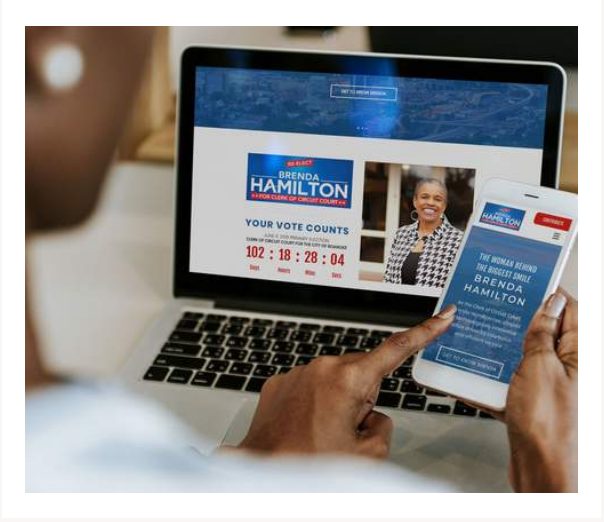
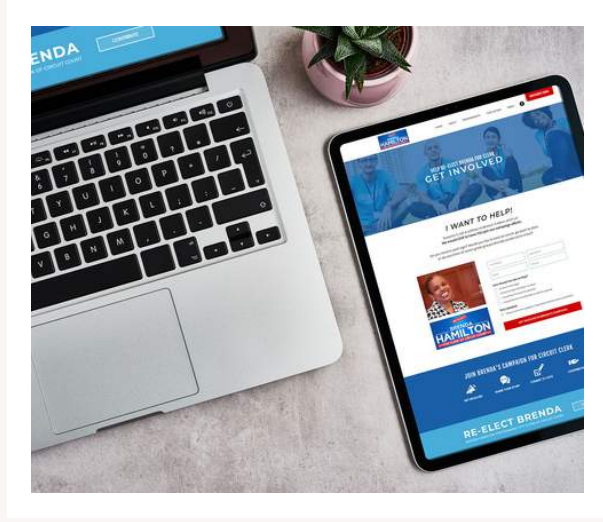
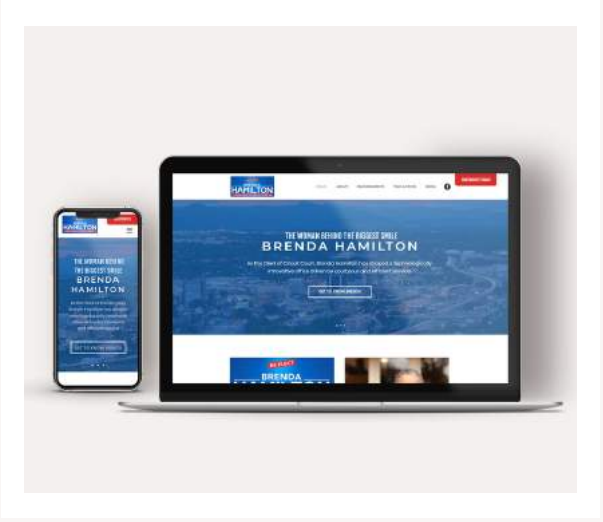


"I remember the first time I saw my branding, and I felt at home"



PORTFOLIO

CUSTOM WEBSITE DESIGN BRENDA HAMILTON // ROANOKE, VA LOCAL POLITICAL RE-ELECTION CAMPAIGN

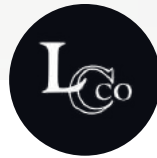


CUSTOM WEBSITE DESIGN NEXE LIFESTYLE // DENVER, CO LUXURY RESIDENTIAL LIVING COMMUNITY



I CANT SAY ENOUGH GOOD THINGS ABOUT ANNIE! IT TOOK SO MUCH STRESS OFF ME TO HAVE SOMEONE DO SUCH A BEAUTIFUL JOB. SHE WAS PROMPT WITH EVERYTHING AND SO WILLING TO HELP ME WITH ANY QUESTIONS. TOTALLY ABOVE AND BEYOND!

katherine h / wedding planner



PACKAGES + PRICING

SUMMER 2023

**BRAND IDENTITY
LOGO DESIGN
WEBSITE DESIGN
& MORE**



PACKAGES & PRICING



brand identity

1

INSTA-BRAND

INSTAGRAM ESSENTIALS

BRAND IDENTITY DESIGN

- ✓ custom color palette (2-3 colors)
- ✓ curated font suite (2-3 fonts)

SOCIAL (IG) FOUNDATIONS

- ✓ custom link-in-bio landing page
- ✓ 10 instagram highlight covers
- ✓ 3 custom IG post templates
- ✓ 5 custom IG story templates
- ✓ canva brand setup & tutorial

RESOURCES & DELIVERABLES

- mood board
- mini brand use guide
- 1:1 strategy & design
- unlimited revisions
- font licenses
- custom canva templates
- one 1:1 mid-project review call

INVESTMENT

\$ 600

2

LOGO & BRAND DESIGN

FULL BRAND IDENTITY

BRAND IDENTITY DESIGN

- ✓ custom color palette (~4-7 colors)
- ✓ curated font suite (2-4 fonts)
- ✓ 10 instagram highlight covers
- ✓ custom link-in-bio landing page

LOGO DESIGN

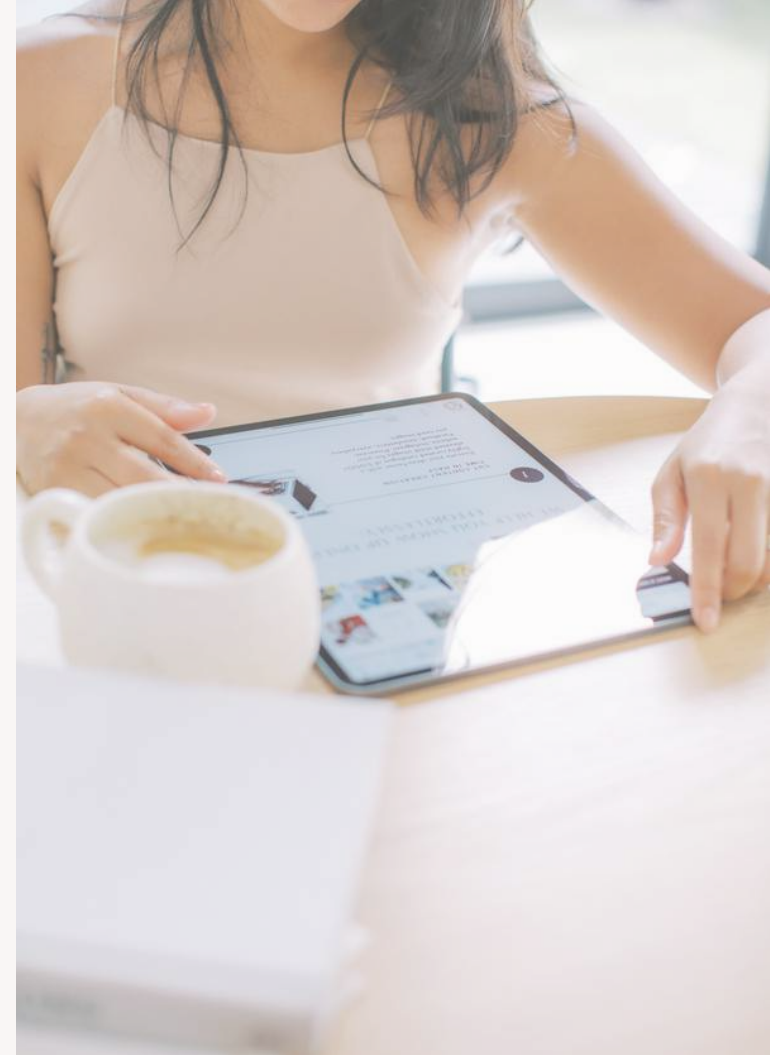
- ✓ primary logo
- ✓ secondary logo
- ✓ signature logo
- ✓ alternative logo(s) + submark(s)
- ✓ brand pattern
- ✓ favicon/mini-logo

RESOURCES & DELIVERABLES

- mood board
- brand use & style guide
- 1:1 strategy & design
- unlimited revisions
- font licenses
- 1-2 launch graphics
- one 1:1 mid-project review call

INVESTMENT

\$ 1300





social mini brand identity

2 WEEK PROJECT TIMELINE

IS IT THE RIGHT FIT?

perfect if you're just starting out or taking your brand to the next level ... without diving into a website or logo design (yet!) -- you'll get everything you need to implement your custom, intentional branding ASAP

HOW IT WORKS

we'll start with a detailed questionnaire, pinterest planning, and a 1:1 brand strategy call together, before I dive into creating a bite-sized custom brand for you to get started with

BRAND IDENTITY DESIGN

- ✓ custom color palette (2-3 colors)
- ✓ curated font suite (2-3 fonts)

SOCIAL (IG) FOUNDATIONS

- ✓ custom link-in-bio landing page
- ✓ 10 instagram highlight covers
- ✓ 8 custom canva IG templates
- ✓ canva brand setup & tutorial

RESOURCES & DELIVERABLES

- mood board
- mini brand use guide
- 1:1 strategy & design
- unlimited revisions
- font licenses
- custom canva templates
- one 1:1 mid-project review call

WHAT TO EXPECT

1. project inquiry / discovery call
2. proposal / contract / deposit
3. client homework & strategy call
4. design
5. review & revise, as necessary
6. client approval
7. launch!



full logo + brand identity

3 WEEK PROJECT TIMELINE

READY FOR A COHESIVE BRAND IDENTITY?

intentional brand & logo design backed by thoughtful, purpose-driven strategy, and infused with the soul & authenticity that make you you, your personal brand identity design will set you apart, and connect with your dream clients

HOW IT WORKS

we'll start with a detailed questionnaire, pinterest planning, and a 1:1 brand strategy call together, followed by a holistic design process that welcomes feedback at every stage!

BRAND IDENTITY DESIGN

- ✓ custom full color palette & font suite
- ✓ 10 instagram highlight covers
- ✓ custom link-in-bio landing page

LOGO DESIGN

- ✓ primary, alternate logo + submark(s)
- ✓ signature logo
- ✓ favicon/mini-logo
- ✓ brand pattern

RESOURCES & DELIVERABLES

- mood board
- brand use & style guide
- 1:1 strategy & design
- unlimited revisions
- font & image licenses
- 2-3 launch graphics
- one 1:1 mid-project review call

WHAT TO EXPECT

1. project inquiry / discovery call
2. proposal / contract / deposit
3. client homework & strategy call
4. design
5. review & revise, as necessary
6. client approval
7. launch!

PACKAGES & PRICING



custom websites

3

SINGLE-PAGE SITE

MINIMALIST'S DREAM

WEBSITE DESIGN

- ✓ 1-page responsive landing page site
- ✓ content workbook + copy editing
- ✓ SEO (title, description + images)
- ✓ social media integration
- ✓ 15 high-quality stock photos
- ✓ coming soon landing page
- ✓ custom links page
- ✓ WIX/ShowIt/Squarespace

RESOURCES & DELIVERABLES

- mood board
- 1:1 strategy & design
- unlimited revisions
- font & image licenses
- 1-2 launch graphics
- website launched on your platform
- 1-hour site walkthrough (recorded)
- 2 weeks post-launch support
- one 1:1 mid-project review call

YOUR INVESTMENT

\$ 950

4

CUSTOM WEBSITE

REALLY "WOW" THEM

WEBSITE DESIGN

- ✓ up to 8 website pages
- ✓ content workbook + copy editing
- ✓ SEO (title, description + images)
- ✓ social media integration
- ✓ 30 high-quality stock photos
- ✓ coming soon landing page
- ✓ custom links page
- ✓ WIX/ShowIt/Squarespace

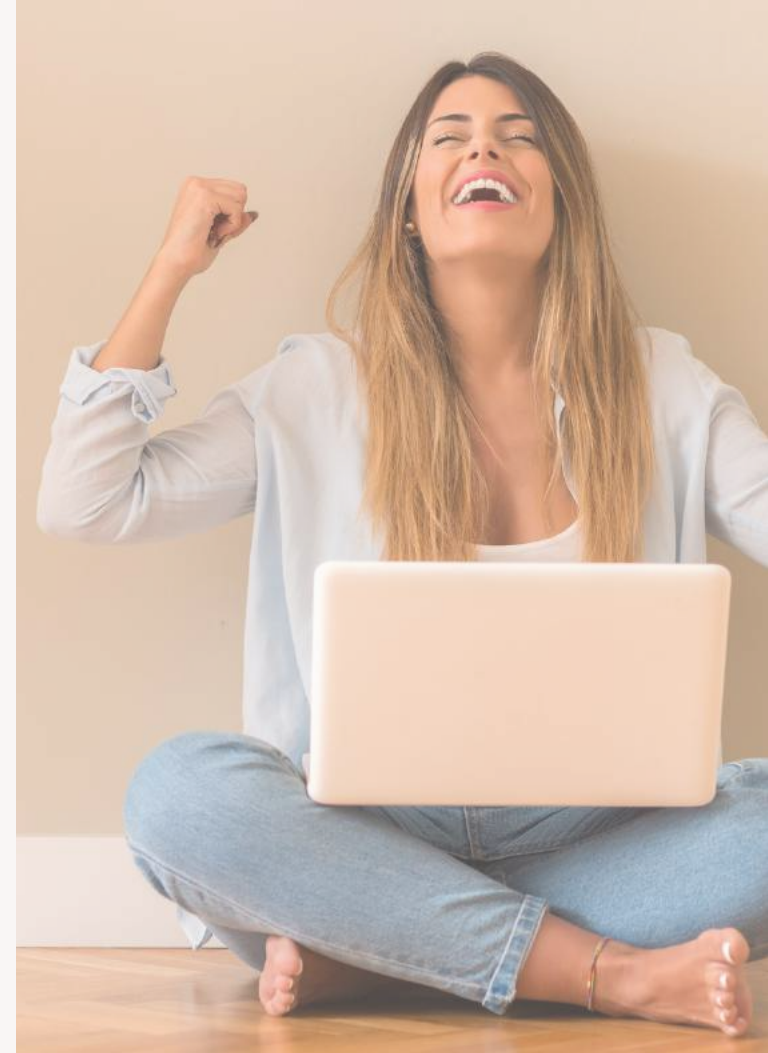
RESOURCES & DELIVERABLES

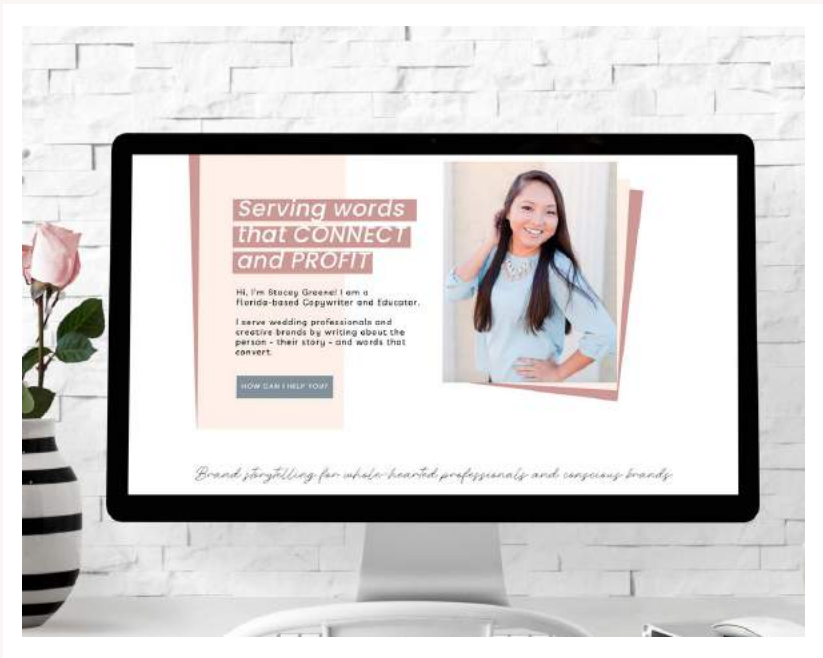
- mood board
- 1:1 strategy & design
- unlimited revisions
- font & image licenses
- 1-2 launch graphics
- website launched on your platform
- 1-hour site walkthrough (recorded)
- 2 weeks post-launch support
- two 1:1 mid-project review calls

YOUR INVESTMENT

\$ 2200

PLEASE NOTE: OUR CUSTOM WEBSITE DESIGN PACKAGE IS FOR THOSE WHO ALREADY HAVE PROFESSIONAL ESTABLISHED BRANDING IN PLACE (COLORS + LOGOS, ETC). IF YOU DO NOT ALREADY HAVE A LOGO AND/OR BRAND COLOR PALETTE, CHECK OUT OUR BRANDING + WEBSITE DESIGN PACKAGE!





single-page website design

2-4 WEEK PROJECT TIMELINE

IS IT THE RIGHT FIT?

into minimalism? the single-page-website might be the perfect fit for you! a single page, featuring multiple content sections, to keep everything that's most important to you, your business & your ideal clients all in one place!

HOW IT WORKS

we'll start with a detailed questionnaire, pinterest planning, and a 1:1 brand strategy call together, as well as market & ideal client research, to ensure your single-page site is beautiful, user-friendly, connects with your audience, and helps convert!

WEBSITE DESIGN

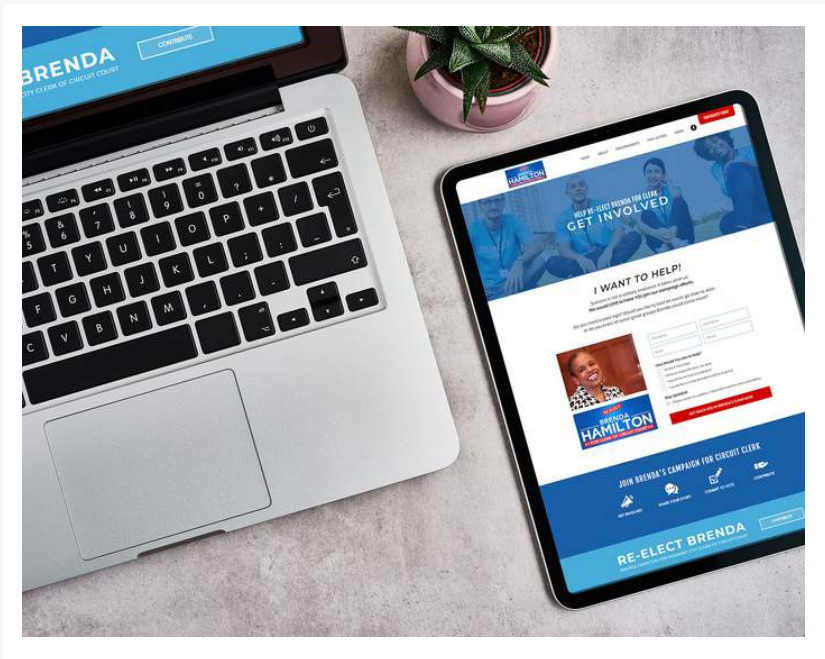
- ✓ 1-page responsive landing page site
- ✓ content workbook + copy editing
- ✓ SEO (title, description + images)
- ✓ social media integration
- ✓ 15 high-quality stock photos
- ✓ coming soon landing page
- ✓ *plus* custom links page
- ✓ *plus* privacy policy page
- ✓ WIX/ShowIt/Squarespace

RESOURCES & DELIVERABLES

- mood board
- 1:1 strategy & design
- unlimited revisions
- font & image licenses
- 1-2 launch graphics
- website launched on your platform
- 1-hour site walkthrough (recorded)
- 2 weeks post-launch support
- 1 mid-project 1:1 review call

WHAT TO EXPECT

1. inquiry / discovery call
2. proposal / contract / deposit
3. client homework & strategy call
4. design
5. review & revise, as necessary
6. client approval
7. launch!



custom website design

5-8 WEEK PROJECT TIMELINE

IS IT THE RIGHT FIT?

a complete, cohesive website, designed specifically with your business' values, goals, mission & brand in mind! user-friendly & always intentionally created from scratch, to ensure your website is easy to use, and as unique as you

HOW IT WORKS

we'll start with a detailed questionnaire, pinterest planning, and a 1:1 brand strategy call together, as well as market & ideal client research, then dive into creating a complete, cohesive, custom website featuring every aspect of your business

WEBSITE DESIGN

- ✓ 8-page responsive website
- ✓ content workbook + copy editing
- ✓ SEO (title, description + images)
- ✓ social media integration
- ✓ 30 high-quality stock photos
- ✓ coming soon landing page
- ✓ *plus* custom links page
- ✓ *plus* privacy policy page
- ✓ WIX/ShowIt/Squarespace

RESOURCES & DELIVERABLES

- mood board
- 1:1 strategy & design
- unlimited revisions
- font & image licenses
- 1-2 launch graphics
- website launched on your platform
- 1-hour site walkthrough (recorded)
- 2 weeks post-launch support
- 2 mid-project 1:1 review calls

WHAT TO EXPECT

1. inquiry / discovery call
2. proposal / contract / deposit
3. client homework & strategy call
4. design
5. review & revise, as necessary
6. client approval
7. launch!
8. on-going support

PACKAGES & PRICING



brand + website

CUSTOM WEBSITE, LOGO & BRAND DESIGN



5

WEBSITE + BRAND

A COMPLETE 360

WEBSITE DESIGN

- ✓ 8-page responsive website
- ✓ content workbook + copy editing
- ✓ SEO (title, description + images)
- ✓ social media integration
- ✓ 30 high-quality stock photos
- ✓ coming soon landing page
- ✓ custom links page
- ✓ WIX/ShowIt/Squarespace

BRAND IDENTITY

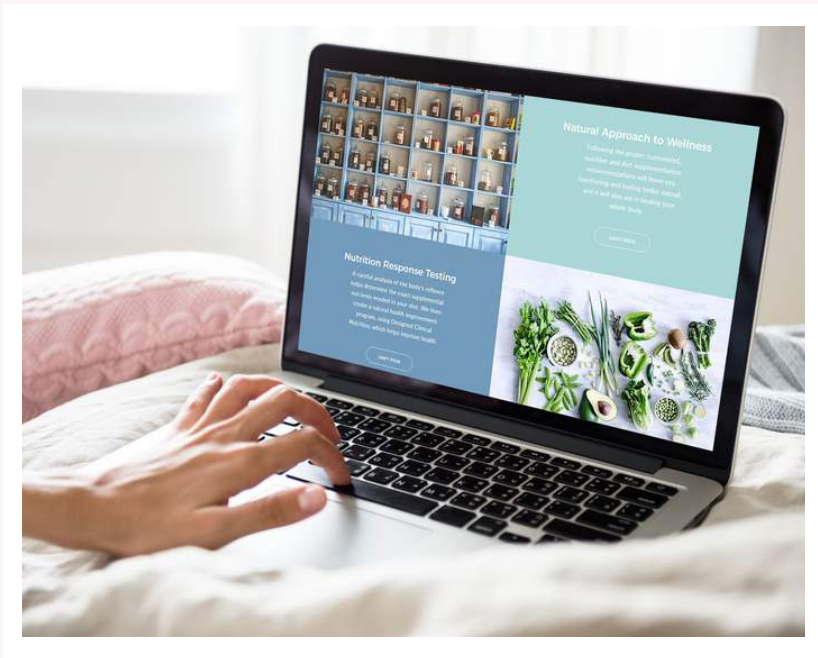
- ✓ color palette & font suite
- ✓ primary logo
- ✓ secondary logo
- ✓ signature logo
- ✓ submark(s)
- ✓ brand pattern
- ✓ favicon/mini-logo
- ✓ 10 instagram highlight covers

RESOURCES & DELIVERABLES

- mood board & brand use guide
- font & image licenses, all design files
- 2-3 launch graphics
- 1-hour site walkthrough (recorded)
- 2 weeks post-launch support
- 2 mid-project 1:1 review calls

YOUR INVESTMENT

\$ 3000



custom website + brand design

6-12 WEEK PROJECT TIMELINE

IS IT THE RIGHT FIT?

everything you need to launch (or update) your brand entirely -- full brand identity and logo design, plus a cohesive, user-friendly custom responsive website intentionally crafted to make your life as a business owner simpler!

HOW IT WORKS

after you purchase a website template (for WIX, ShowIt, or Squarespace), which I can help you select, I will install it on your platform, then totally overhaul (even including custom code, if necessary) it to make it unique to you and your brand!

WEBSITE DESIGN

- ✓ 8-page responsive website
- ✓ content workbook + copy editing
- ✓ SEO (title, description + images)
- ✓ social media integration
- ✓ 30 high-quality stock photos
- ✓ coming soon landing page
- ✓ custom links page
- ✓ WIX/ShowIt/Squarespace

BRAND IDENTITY

- ✓ color palette
- ✓ font suite
- ✓ primary logo
- ✓ secondary logo
- ✓ signature logo
- ✓ submark(s)
- ✓ brand pattern
- ✓ favicon/mini-logo
- ✓ 10 IG highlight covers

RESOURCES & DELIVERABLES

- mood board & brand use/style guide
- 1:1 strategy & design
- unlimited revisions
- font & image licenses, all design files
- 2-3 launch graphics
- website launched on your platform
- 1-hour site walkthrough (recorded)
- 2 weeks post-launch support
- 2 mid-project 1:1 review calls

WHAT TO EXPECT

1. inquiry / discovery call
2. proposal / contract / deposit
3. client homework & strategy call
4. design
5. review & revise, as necessary
6. client approval
7. launch!
8. on-going support

PACKAGES & PRICING



add-on services

WEBSITE MAINTENANCE PACKAGE

keep me in your back pocket & have access to a designer whenever you need to make a website update -- perfect for anyone planning multiple launches, or who offers seasonal services, and plans to update their site throughout the year

STARTING AT

\$ 150 /MONTH

CRM SETUP & CUSTOM BRANDING

planning to use the Dubsado or Honeybook CRM? *this one's for you!* hand it over & i'll take care of **everything** to set up a completely custom, on-brand, user-friendly dashboard + client portal, your workflows, forms & schedulers

STARTING AT

\$ 800

BRAND PHOTOGRAPHER ACQUISITION + PHOTOGRAPHY SESSION COORDINATION

i'll help find you the perfect local (to you) brand photographer & set up a private brand photo session for you with them ... and all you have to do is show up for the photoshoot!

i'll work between you & the photographer to make sure your brand's vision is translated clearly, and that your new brand photos will work across all your platforms, and will represent who you uniquely are

STARTING AT

\$ 350 PLUS PHOTOGRAPHER'S SESSION RATE

(INDIVIDUAL PHOTOGRAPHER RATES VARY // I'LL ALWAYS WORK WITHIN YOUR BUDGET)



THE PROCESS

WHAT TO EXPECT

*i want to make this
straightforward + intentional, but
also fun * easy ... for us both!*



PHASE ONE

DISCOVERY & KICK OFF

after your discovery call, i'll send you a project proposal based on our chat, then a contract to sign & initial invoice to pay before officially reserving your spot

- detailed custom project proposal
- contract to sign
- invoice & initial payment

PHASE TWO

HOMEWORK & STRATEGY

cohesive, holistic brands are founded upon a brand strategy rooted in deep understanding of your business, your goals, and your clients + the unique details that make you, you

- design questionnaire
- pinterest planning
- brand strategy workbook
- 1:1 brand strategy call

PHASE THREE

DESIGN TIME

now onto the visuals ... at this point you'll be able to sit back while I dive into creating your intentional brand identity

- moodboard presentation
- brand design as detailed in your project:
 - brand and/or logo design
 - responsive website design
- 3 rounds of revisions

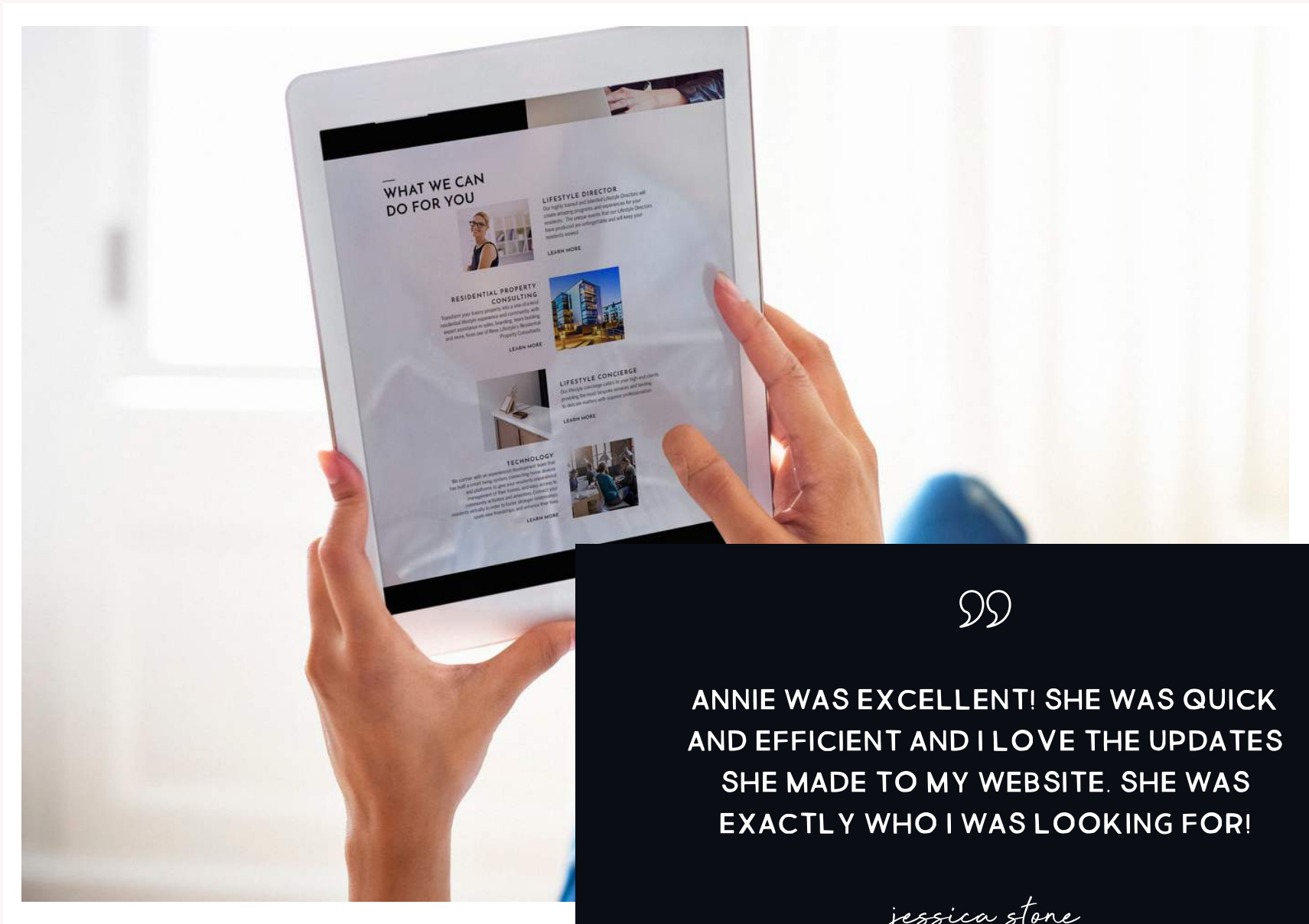
PHASE FOUR

THE FINAL TOUCHES

once ever fiber of your being is screaming "omg this is it!" we'll wrap your new branding up in a big red bow, and send you everything you need to get started implementing it and using your site right away!

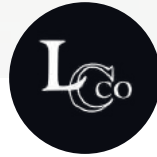
- final payment
- files & resources
- launch!!

ANNIE KEPT ME WELL INFORMED DURING THE WHOLE PROCESS, FROM BEGINNING TO END. I WOULD RECOMMEND HER TO ANYONE.



ANNIE WAS EXCELLENT! SHE WAS QUICK AND EFFICIENT AND I LOVE THE UPDATES SHE MADE TO MY WEBSITE. SHE WAS EXACTLY WHO I WAS LOOKING FOR!

jessica stone



EXTRA RESOURCES

HOW CAN I HELP?

*wearing 1,000 hats!?! check
out these resources to simplify
& make it more fun!*



EXTRA RESOURCES

DUBSADO CRM

it should come as no surprise to you that I love dubsado -- seeing as I offer custom Dubsado Setup & Customization services

use my affiliate link to save 20% on your first month or your first year with dubsado (use code "annielucid" to save)*

SAVE 20% ON DUBSADO

FLODESK (EMAIL)

flodesk makes setting up, maintaining & engaging with my growing email list easy ... plus it's user-friendly & pretty!

use my affiliate link to save 50% on your Flodesk subscription (use code "annielucid" to save)*

SAVE 50% ON FLODESK

**the links above are affiliate links & we may receive discounts or commissions when you click our links and make purchases; however, this does not impact our reviews and comparisons. We try our best to keep things fair and balanced, in order to help you make the best choice for you*





YOUR NEXT STEPS

READY TO START?

*want to make some brand
magic together? getting
started is simple!*



sounding good so far? let's see if we're a good fit!



YOU NEED A NEW BRAND IDENTITY. SOON

you know it's time to invest in a new, cohesive brand identity ... and you're already excited about and anticipating this exciting next-level phase of your growing business

YOU CAN PICTURE US WORKING TOGETHER

from design style, to personality, to communication, it's important that you feel good about working together, are comfortable working together & providing feedback, and can surrender control to "trust the process" during the creative phase



YOU'RE NOT QUITE READY TO INVEST

quality branding is an investment in your business, and if done correctly, one that should last you a good long while ... it's an investment you should make intentionally & feel good about!

YOU'RE LOOKING FOR A DIFFERENT VIBE

whether now, or after our free discovery call, i think it's vital to the success of any project that both you and i take time to decide whether this is the perfect fit, before we commit to working together (...no hurt feelings if it's just not aligned either)!

EXPECTATIONS



PAYMENT PLANS

while all design projects require a deposit payment at contract signing -- typically a 50% deposit with either 1 or 2 additional payments before launching -- custom payment plans are always available (just reach out with questions!)

EXCLUSIVE ACCESS

i only take on a limited number of clients per month, to ensure you're getting my fullest attention; your project start date depends on the availability in our calendar & how soon you need to launch

FEEDBACK

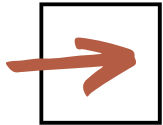
all projects are intentional & collaborative, so it's important that you are available during our timeline -- you'll be notified which specific dates we will need feedback from you

CONTACT & COMMUNICATION

you will have 1:1 access to me, and we will communicate together within your private Dubsado client portal, email, phone/video calls

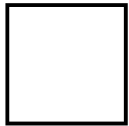
ANNIE LUCID
OWNER, FOUNDER & DESIGNER
ANNIE@LUCIDCREATIVECO.COM

ready to start now? okay, before we begin ...



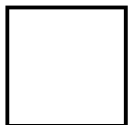
INQUIRE ABOUT YOUR PROJECT

two ways to get started: if you haven't already, click the link on the next page to inquire about your project -- you can choose to either 1) fill out the form & get started via email + with a custom quote ... or 2) book a free discovery call to talk it out first



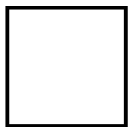
MAKE A LIST OF QUESTIONS + ISSUES YOU'RE FACING

feel free to make a list of any questions you might have about working together and/or a list of the most important issues you're facing -- we'll address them all!



FREE DISCOVERY CALL

let's chat about all your wants & needs in detail together during a complementary 30-ish minute call to be sure it's a great fit & strategize how i can best make your dreams reality



SIGN CONTRACT & INITIAL PAYMENT

it's almost official! -- at this point i'll give you a detailed project proposal, and when everything's aligned, you'll simply sign the contract & make your initial (deposit) payment toward your project to officially reserve your spot



READY TO GET STARTED?

let's make some magic!

INQUIRE ABOUT YOUR PROJECT