



skstudio
pricing
GUIDE
2024

WWW.SKSTUDIO.COM | HELLO@SKSTUDIO.COM | @SKSTUDIO_C

A woman with long, wavy hair, wearing a white button-down shirt and white pants, is standing and looking out a window. She is holding a laptop in her left arm and a white mug in her right hand. The background is a soft, out-of-focus view of a cityscape. The text 'table of CONTENTS' is overlaid on the image in a white, serif font.

table of CONTENTS

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WELCOME!

THANK YOU FOR DOWNLOADING OUR PRICING GUIDE.

At sktudio®, a creative design studio located on the East Coast of Florida, we specialize in intuitive design for service and product-based businesses worldwide.

Driven by our passion for intuitive and strategic creation, we craft beautiful brands with intention and purpose. Our long-term goal is to inspire through thoughtful design, helping business owners like you elevate your business and forge meaningful connections.

Yours creatively,

Solange K

Designer | Founder





MEET THE DESIGNER AND FOUNDER

HEY THERE, I'M SOLANGE

A graphic and web designer with a suitcase full of sunshine!

Originally from Peru, I brought my vibrant spirit to Florida years ago, and it's where I've built a fulfilling career working with diverse companies: retailers, e-commerce ventures, non-profits, and marketing agencies. It's been an amazing journey, but being a wife and mom has ignited a new passion – creating something that reflects my own unique vision.

That's why I'm thrilled to create SKTUDIO. This boutique allows me the freedom to design a future that prioritizes both my family and my love for helping brands blossom. I deeply believe in the power of design to bring dreams to life, whether you're a seasoned brand seeking a refresh or a budding entrepreneur ready to take flight. My mission is to craft a brand identity that tells your unique story and fuels your success.

Years of experience have given me the tools to combine boundless creativity with strategic thinking. The result? Impactful visuals that resonate deeply with your target audience. Let's turn your vision into a reality, together!

OUR SERVICES



CUSTOM BRANDING

Transform your business with our expert branding services, crafting a unique identity that resonates and elevates your brand above the competition.



WEB DESIGN

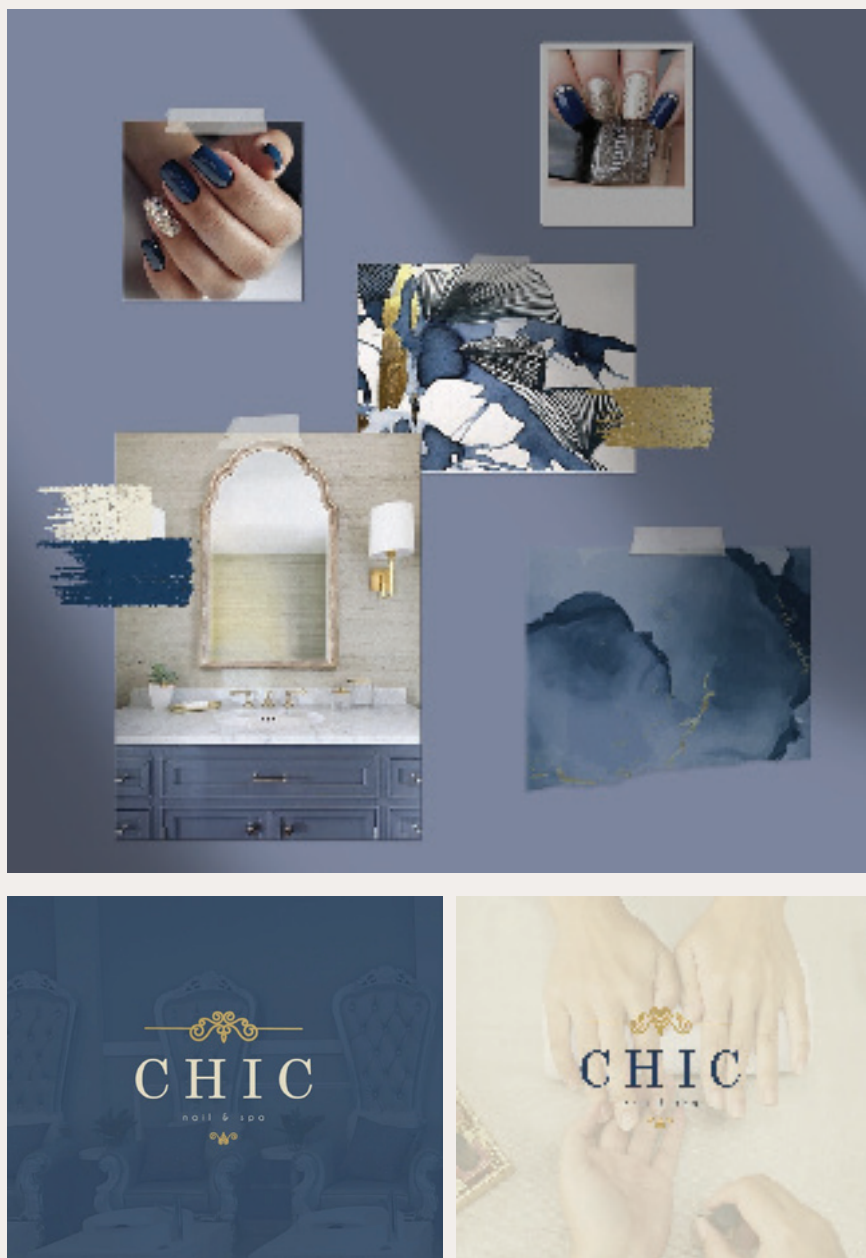
Elevate your startup with our tailored website services, creating impactful designs that attract and convert customers.



SOCIAL MEDIA DESIGN

Boost your brand with our custom social media designs, crafted to engage and inspire your audience.

OUR PACKAGES - *BRANDING*



Full Branding Kit

Craft a unique and cohesive brand with our full branding kit and custom-designed collateral. We tailor colors and elements to perfectly reflect your vision. (This emphasizes customization and catering to individual needs)

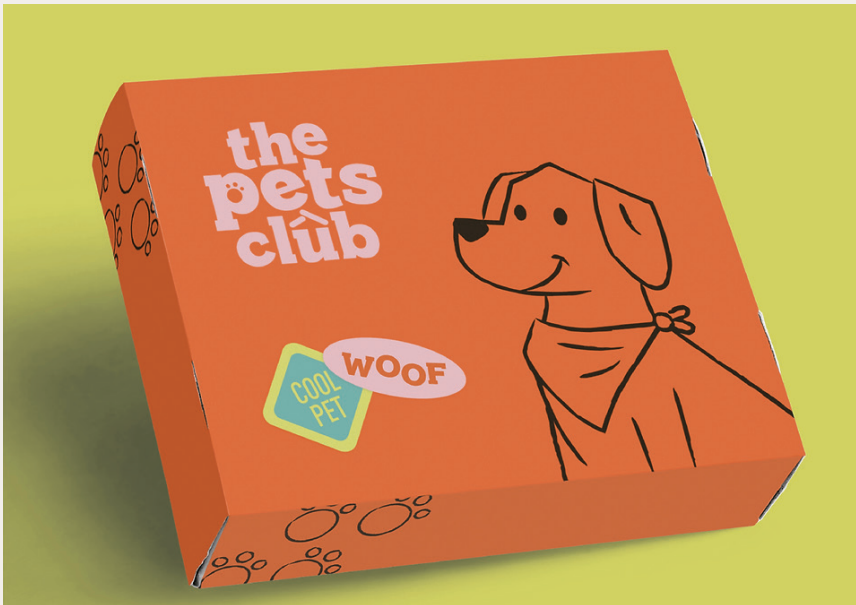
What's Included:

- Brand Identity (Color Palette, Typography, Mood Board)
- Visual Identity (Primary Logo, Secondary Logo, & 3-4 Logo Variations)
- 3 Revision Rounds (additional rounds may be purchased for \$100 ea)
- Detailed Brand Guidelines

Timeline: 2 - 3 weeks (Based on Feedback + Refinements)

Invest: \$700

Additional Add-Ons: Canva Brand Kit Upload, Package Design, Merch Design, Additional Print & Collateral



Deluxe Branding Kit

Craft a unique and cohesive brand with our full branding kit and custom-designed collateral. We tailor colors and elements to perfectly reflect your vision. (This emphasizes customization and catering to individual needs)

What's Included:

- Brand Identity (Color Palette, Typography, Mood Board)
- Visual Identity (Primary Logo, Secondary Logo, & 3-4 Logo Variations)
- 3 Revision Rounds (additional rounds may be purchased for \$100 ea)
- Detailed Brand Guidelines
- Instagram Highlights
- 3 Story Template (Editables)
- 5 Social Post Template (Editables)
- Facebook banner
- One promotional pieces of your choice - business card, notecard, email header & footer, podcast cover, flyer, sticker/label, swing tag etc. (Message me if you have something else in mind.)

Timeline: 3 - 4 weeks (Based on Feedback + Refinemets)

Invest: \$900

Additional Add-Ons: Canva Brand Kit Upload, Package Design, Merch Design, Additional Print & Collateral



OUR PACKAGES – *WEBSITE*

Fully Custom Web Design (Shopify)

Boost your sales with a stunning, customized Shopify storefront! We create beautiful, high-performing websites that deliver an exceptional user experience. Your site will be fully tailored to match your brand and audience, with top-notch accessibility and smooth functionality. Plus, it's user-friendly, so you can easily make future updates yourself!

What's Included:

- Custom Website Design (Desktop & Mobile design for 5 pages with 2 revision rounds per page) (additional pages may be purchased for \$120 ea)
- Custom Blog Design, Shop, Sales, and Education Page Templates (Desktop & Mobile design includes custom blog, and post pages and a sidebar)
- Coming Soon Page & Custom 404 page
- Responsive Design
- Social Medias and Instagram Feed Integration
- 10 Products Uploaded (Additional \$15 PER PRODUCT)
- 1 contact form + 1 subscription form
- Domain Transfer + Connection
- Basic SEO

Timeline: 4 - 5 weeks (Based on Feedback + Refinements)

Invest: \$1800





Fully Custom Web Design

Unlock Squarespace or Wix potential! For services, blogs, or recipes, we've got you. Get a stunning, responsive site that's beautiful and user-friendly. With top-notch accessibility, performance, and functionality, your site will excel. Customized to your brand and audience, it'll be easy to update yourself!

What's Included:

- Custom Website Design (Desktop & Mobile design for 5 pages with 2 revision rounds per page) (additional pages may be purchased for \$120 ea)
- Custom Blog Design, Shop, Sales, and Education Page Templates (Desktop & Mobile design includes custom blog, and post pages and a sidebar)
- Coming Soon Page & Custom 404 page
- Responsive Design
- Social Medias and Instagram Feed Integration
- 1 contact form + 1 subscription form
- Domain Transfer + Connection
- Basic SEO

Timeline: 4 - 5 weeks (Based on Feedback + Refinemets)

Invest: \$1800



Custom Landing Page Design

Want to increase marketing efficiency and conversion rates? You need landing pages designed with your customers in mind. A well-crafted landing page grabs attention, enhances engagement, and boosts conversions, driving your business success.

What's Included:

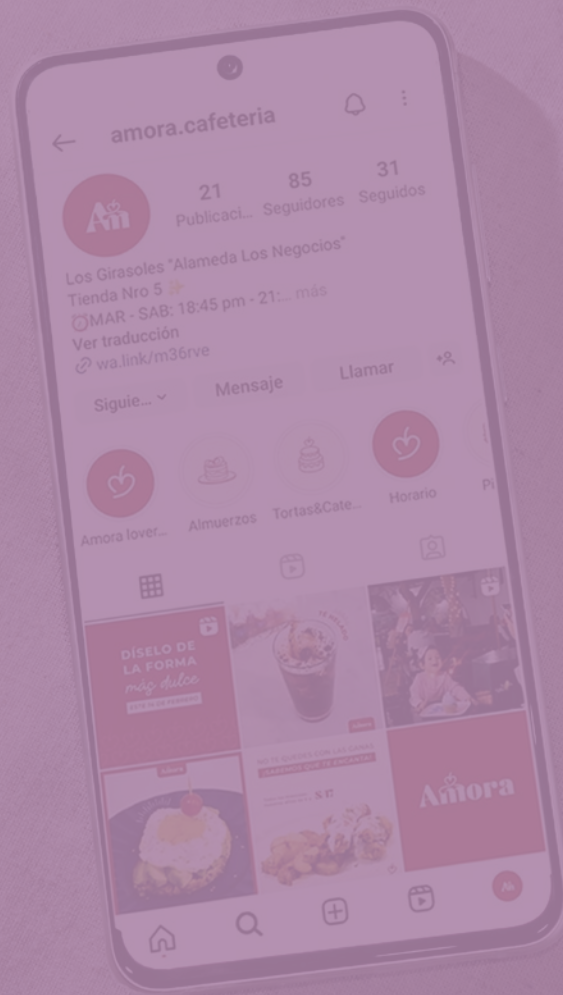
- 1 custom landing page with 5 sections
- Up To 3 Custom Icon Design
- Responsive Design
- Social Medias and Instagram Feed Integration
- 1 contact form
- Domain Transfer + Connection
- Basic SEO

Timeline: 2 - 3 weeks (Based on Feedback + Refinemets)

Invest: \$1000

OUR PACKAGES

– *Social Media*



Templates Package

- Instagram Highlights
- 4 Story Template (Editable and Adapted)
- 6 Social Post Template (Editable and Adapted)
- Facebook banner

Timeline: 1 - 2 weeks

Invest: \$450

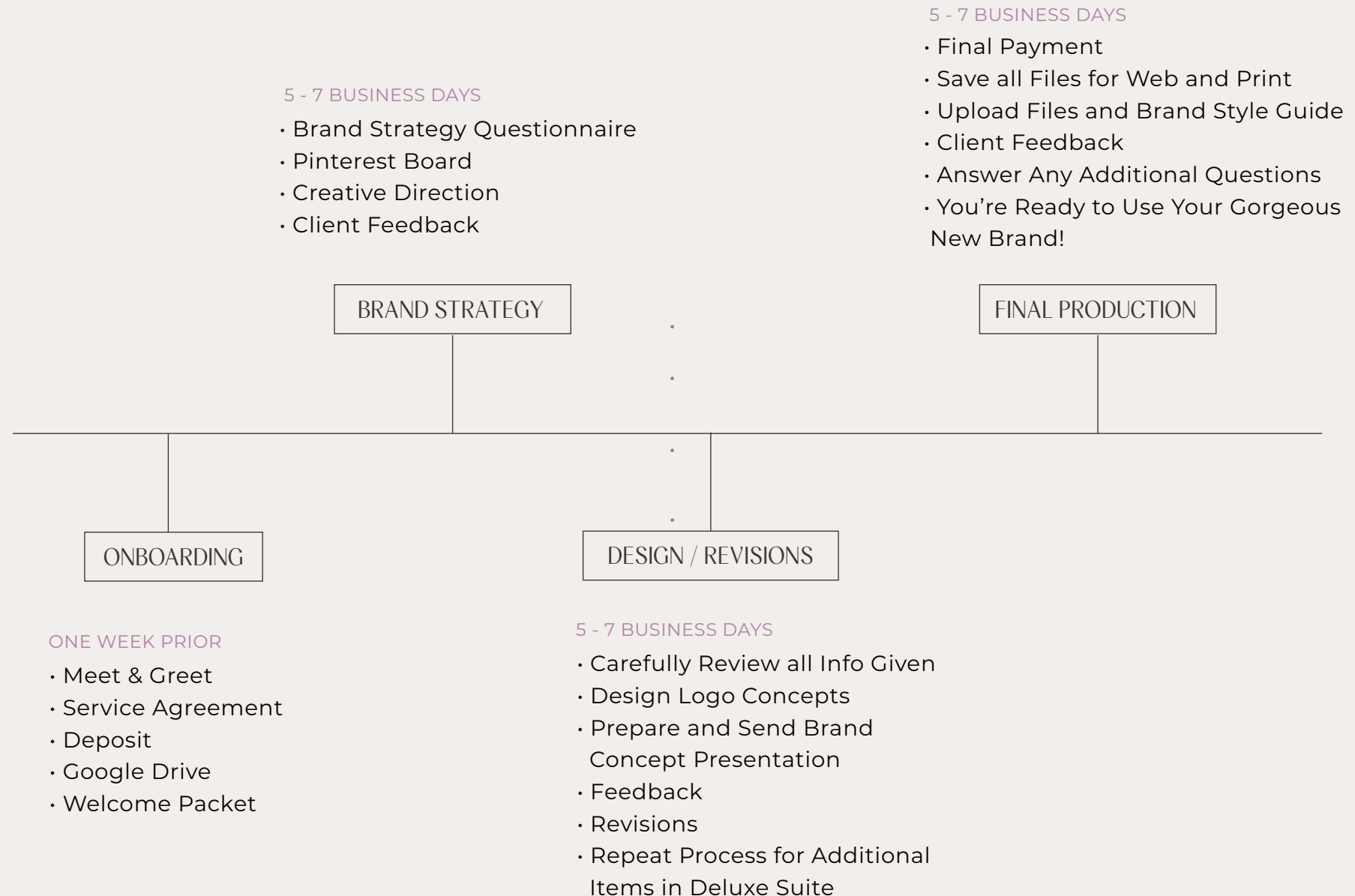
Custom Package

- Instagram Highlights
- 4 Customize Social Post Designs
- 6 Customize Story Designs
- 2 Customize Reels
- 6 Story Template (Editable and Adapted)
- 12 Social Post Template (Editable and Adapted)
- Facebook banner

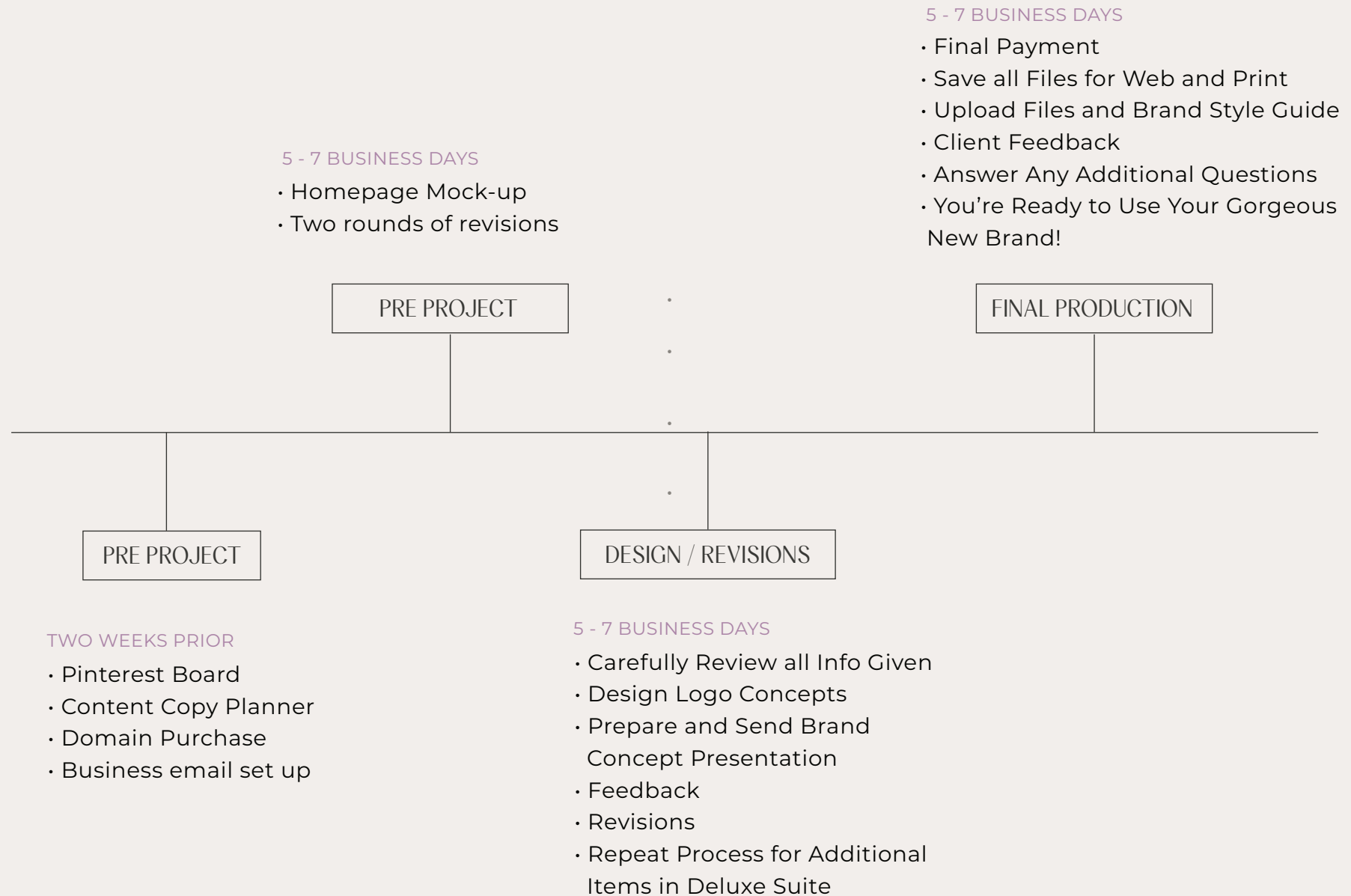
Timeline: 1 - 2 weeks

Invest: \$700

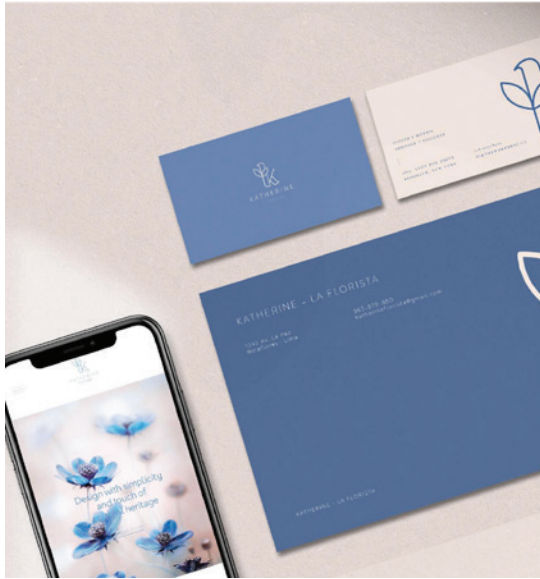
OUR BRANDING PROCESS



OUR WEBSITE PROCESS



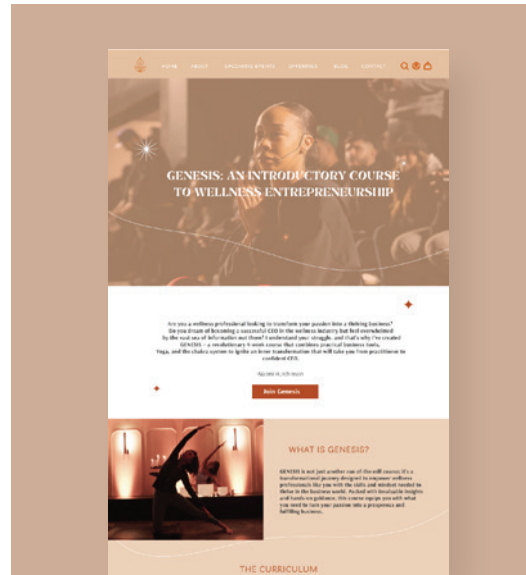
TESTIMONIALS



LA FLORISTA

I'm thrilled with my new branding by Solange at SKTUDIO! She's an incredibly talented designer, and I highly recommend her to bring your brand vision to life. I'm grateful to have found her work and look forward to future collaborations!

KATHERINE GUITIERREZ



HEALTHY AND WELL

Working with Solange on my new business branding and Shopify website was amazing. She exceeded my expectations with thoughtful care in every detail. Solange made the process easy and enjoyable, and I'm thrilled with how everything turned out—it surpassed my expectations!

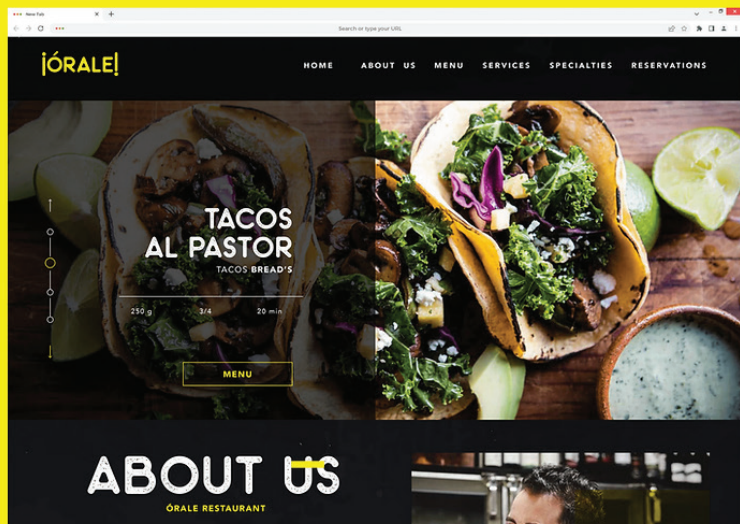
FERNANDA BERRY



LA GURUMI

I am thrilled with Sandra's work rebranding my business. She created a beautiful logo and an equally stunning, functional website. Her creativity and attention to detail exceeded my expectations, perfectly capturing the essence of my brand

ANDREA SHERMAN



Client Love!

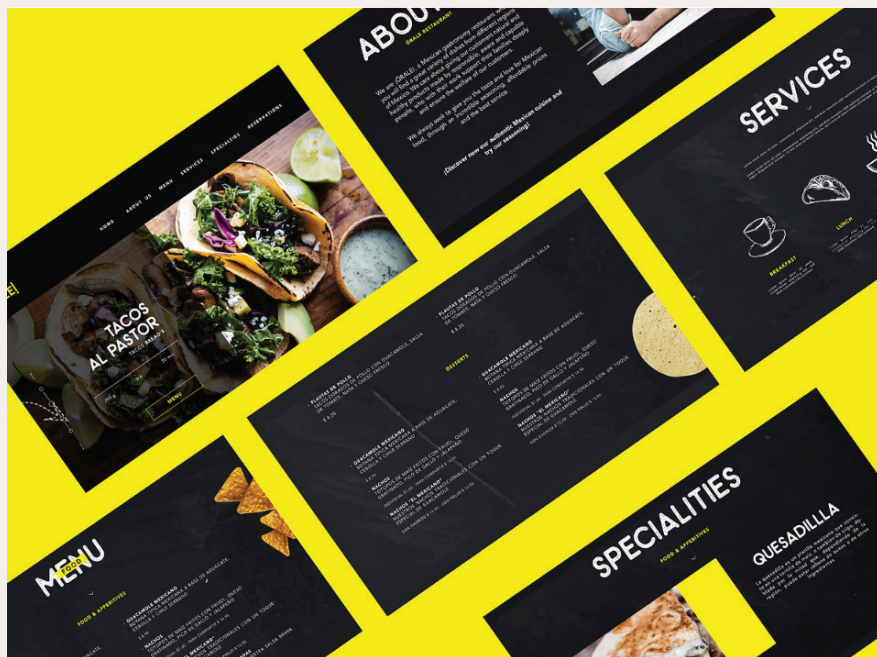
"I highly recommend Solange's services at *sktudio*. Her empathetic and soothing voice perfectly reflects the tranquility and luxury of our candles. Solange's brand strategy and Shopify web design are top-notch. From the organized onboarding process to the seamless production, everything was handled expertly. Her questionnaires help you deeply understand your brand and market approach.

As a brand designer, Solange is phenomenal, often creating exactly what you envision before you even realize you need it. She is patient and open to feedback, making the process smooth and hassle-free.

The web design was particularly impressive, attracting three orders within 24 hours of going live. The user-friendly design made customer checkout easy, which is crucial for e-commerce. Sandra brought our brand to life with a strategically designed website we couldn't have created ourselves.

Overall, if you're looking for brand strategy and web design services, Solange at *sktudio* is the way to go!
THANK YOU SO MUCH, Sol!"

FLOR GALVEZ | ORALE MEXICAN CUISINE



Extra Special Services

- Presentations
- Illustrations
- Social Strategy
- Print + Digital

Contact me for all the possibilities!



FREQUENTLY ASKED QUESTIONS

• Do you offer payment plans?

Yes, we offer flexible payment plans. We typically request a deposit of 25% to 50% based on your package size, with remaining payments staggered over your project timeline. This allows you to invest in your business confidently. If you need a different plan, please let us know.

• I already have a logo, can you design my website?

We primarily offer web design services to clients who have completed the Sktudio branding process. A strong brand identity sets the stage for a powerful website. By creating a cohesive brand foundation, we ensure your online presence truly reflects your brand's essence and resonates with your audience.

• What do I need to do before?

During our first call, we'll cover everything you need. Just bring yourself and your idea! At the beginning stage, we'll gather a few items such as a brand questionnaire, a Pinterest inspiration board, and assemble your website content. This will encompass text, images, and calls-to-action for every page.

• Can you create a logo for me?

Though a logo holds significance, it's merely a fragment of the broader concept known as "branding". Branding encompasses your company's name, logo, colors, fonts, and overall vibe—it's a complete package! Therefore, it's crucial to understand that a brand consists of more than just a logo

• What comes first? Branding, Strategy or Website?

Crafting a strategic foundation is crucial, with strategy leading the way and branding acting as the backbone of your business. Your website, reflecting your business, should seamlessly embody your brand essence. Clients achieve maximum potential in their website projects when they deeply understand their brand message.

• Do you build websites on any other platform?

At the moment, we only work with Squarespace, Shopify and Wix. These platforms are what we perceive to be the best, most flexible options that can accommodate any business's needs. We are experienced in advanced custom coding across these two platforms through dedicated study and the completion of advanced coding courses.

• How will we communicate throughout our project?

Upon contract signing and deposit payment, we shift to Google Sheets as our dedicated project management tool. This platform enables seamless communication and collaboration throughout the design process, ensuring organizational efficiency and goal achievement.

• What is the difference between a full Web Design and a Landing Page?

A landing page is a focused single-page website designed to achieve a specific goal or conversion, while a full website is a comprehensive collection of interconnected pages providing broader information about a company, product, or service.

NEXT STEPS

Please email me your preferred package/s. Once received, I will send you a proposal, along with my contract, invoice, and the next available date on my calendar. Depending on your chosen package, a deposit of either 25% or 50% will be required to secure your booking. I look forward to hearing from you soon!

Solange K

Designer | Founer

HELLO@SKTUDIO.COM | WWW.SKTUDIO.COM | @SKTUDIO_C





THANK YOU!

I LOOK FORWARD TO HEARING FROM YOU!

Thank you for reviewing the services and pricing guide! I look forward to hearing from you and getting to know more about you and your business.

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