

salt design co.

strategic brand and web design services for small
business owners and entrepreneurs



about us

We're Lucy and Daphne, the leading ladies at Salt Design Co.

Our company was founded in 2015, and since then we've been helping North American companies with their logos, websites, and overall branding. We're passionate about brand and business development; we pride ourselves in creating a solid brand foundation for our clients and strongly believe in using this to help grow their business. It's something we love doing, and we make sure we have some fun while we're at it, drinking copious amounts of coffee and eating a hell of a lot of tacos.

Lucy is our Creative Director and Account Manager; heading up business development and all brand projects, she oversees the company direction as a whole and is the point of contact for all client projects. With a love for small business, she'll be the one driving meetings forward, coaching you through your business questions, and ensuring all design projects are on track.

Daphne is our Art Director and Designer; she lends her critical eye to all client projects, creates all of our illustrations, builds our websites, and also writes a lot of our courses over at Design, Build, Grow (coming soon!). She's a logical but creative designer, and brings her smart mind and wit to every project.

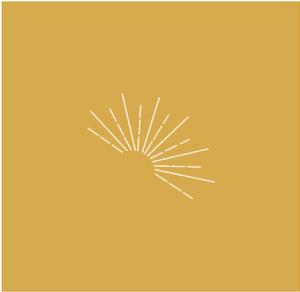


why work with us

Our business experience helps our clients to build their own businesses

Our design style focuses on strategy first, making sure all designs we create are effective in helping you to grow your business. We love pretty things, but they've got to be functional too if they're going to help you attract your clients, make money, and live the life you dream of.

So, we start every project with lots of questions, and analyze every design or function we add to your brand or website to ensure that it works to your advantage. In growing our own business we've learnt a lot, and we bring that experience to every project we're part of, lending advice to our clients beyond the scope of brand and web design.



package options

brand identity package

Investment of \$3,200 CA + GST

A brand is more than a logo; it's everything, every way, and everywhere the business is. It's how it walks, talks, looks, feels - all of it. The biggest mistake entrepreneurs can make is thinking they're just growing a business...not a brand. As we see it, they're interchangeable. One and the same. We'll help you build your brand with a strategic identity that tells your story and connects you with your people.

PROJECT TIMELINE: 6-8 WEEKS

1. Kick-off meeting
2. Brand questionnaire's
3. Brand strategy development
4. Style direction via mood board
5. Brand design phase
6. Refinement phase
7. Final hand-off call

FINAL PACKAGE INCLUDES:

- + Main logo
- + Secondary Logo
- + Sub-marks
- + Brand font system
- + Colour palette
- + Custom patterns, illustrations and/or textures for the brand, as needed
- + Social media profile images
- + Style Guide
- + Brand Guidelines

OPTIONAL ADD-ONS:

- + Name Development (\$525)
- + Business Card Design (\$175+)
- + Collateral Items (Starting at \$250)



web design package

Investment starting at \$3,500 CA + GST*

Take your brand online and grow your business effectively. As small business owners ourselves, we know the importance of being able to maintain and update your website yourself – and that's why we create our client sites using Squarespace! Forget about the templates, let's create a strategic design that will guide your people and give them effective avenues with which to buy from and contact you.

**Squarespace membership is not included in the package price. Our clients receive 20% discount on an annual plan with Squarespace, which also includes a custom domain and email for 1 year, which we happily set-up for you.*

PROJECT TIMELINE: 6-12 WEEKS

1. Website questionnaire's
2. Strategy meeting
3. Website mock-ups
4. Copy guidance and support
5. Website building phase
6. Refinement phase
7. Final hand-off + training

FINAL PACKAGE INCLUDES:

- + Squarespace website design and build-out
- + 6-page website design
- + SEO fundamentals applied
- + All graphics and/or images used
- + Domain transfer and/or set up
- + G-Suite account set up with custom domain
- + Optional blog or e-commerce functions included within the website

OTHER OPTIONS:

- + Template styling for E-Commerce platforms such as Shopify and Big Commerce
- + 1:1 Squarespace training (\$1,250+)
- + Collateral Items (Starting at \$250)
- + 90-Minute website consultation (\$275)



other design options

Print design, social, and more

We do more than brands and websites! If you're in need of other design items to compliment your brand or website, we're here to help. See the list below of options, but feel free to get in touch if you have something else in mind that we haven't included.

- + Business Cards
- + Email campaign templates
- + Information documents (such as media kits, brochures, etc.)
- + Social media graphics and templates
- + Promotional items (such as flyers, brochures, postcards, etc.)
- + Custom brand icons
- + Website graphics to add to your current design
- + Packaging
- + Stickers
- + Merchandise (such as t-shirts, bags, aprons, etc.)

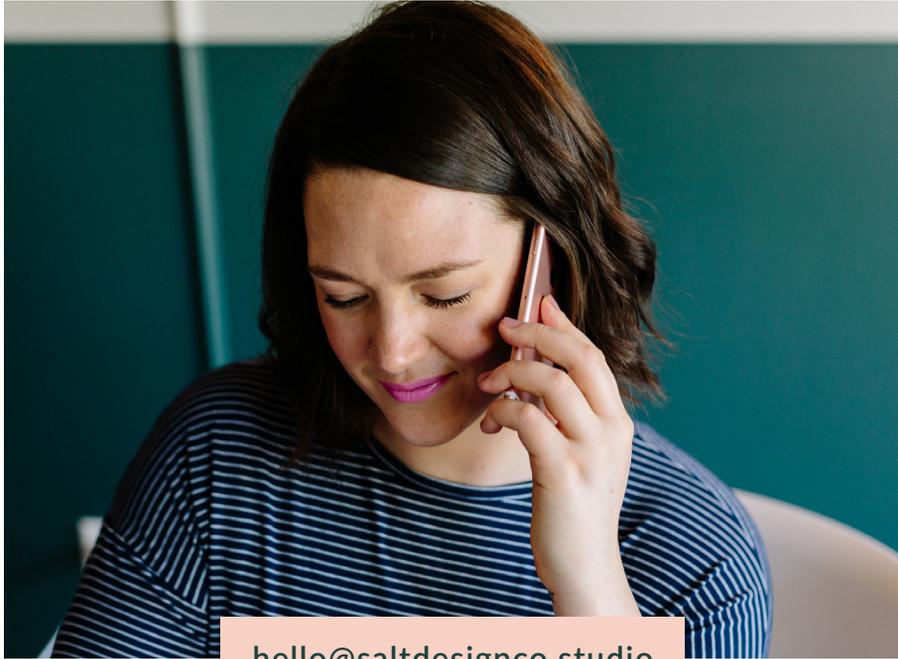
In person training or consultations

Building a website by yourself but hit a road block? We coach clients through the Squarespace platform, teach them how to design a website effectively and offer consultations on their brand, overall website design, or business development plans. Base options are below, get in touch for anything else!

- + 90-Minute consultation
- + Half-day Squarespace training
- + Full-day Squarespace training
- + 2 hour website strategy + planning
- + Brand strategy development
- + Business development coaching



ready to go?



hello@saltdesignco.studio

To inquire about a project please email Lucy at
hello@saltdesignco.studio

