



mory & co.

DESIGN IS EVERYTHING

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## 2017 PRICE GUIDE

We are a fairly small, flexible design studio that designs for print, web & social media. We work flexibly with clients to fulfill their design needs. Whether you need to create a brand from scratch, including marketing materials & a beautiful & functional website or whether you are looking for a design refresh we are confident you will be pleased with the results. Get fine and more professional results for your company. Design & especially a full Corporate Design is one of the parts which can be one of the reasons why potential customers will become your real customers. Take this chance & grow business with us to create a big & strong brand that will become more successful in the market. We will go with you as a friend and a smart partner.

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## WHAT WE DO

We strive to be the best at what we do and offer:

- Market research of your competitors
- Brand development and visual identity
- Corporate Design and Corporate Identity
- Website Design and Development
- Social Media Marketing
- Graphic Design Layouts
- Social Media Integration

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### CONTACT

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Greater Toronto Area

# GRAPHIC / PRINT PRICE GUIDE

## BRAND IDENTITY SOLO

CONSULTATION

FREE

FREE

LOGO DESIGN  
3 SAMPLES INC.

\$750+

\$450

BUSINESS CARD  
1 SIDED - 3.5 x 2 in

\$250

\$150

BUSINESS CARD  
2 SIDED - 3.5 x 2 in

\$275

\$175

LETTER HEAD  
DESIGN

\$100

\$50

## PRINT DESIGN

### STANDARD PRICE

### START-UP PRICE (0-2 YEARS)

POSTCARD / THANK YOU  
2 SIDED - 14.8 x 10.5 cm

\$225

\$175

MAGAZINE (PER  
PAGE)  
8.5 x 11 in

\$115

\$85

FLYERS  
2 SIDED - 8.5 x 11 in

\$375

\$300

FLYERS  
2 SIDED - 5 x 7 in

\$250

\$180

TRIFOLD BROCHURES  
2 SIDED - 11 x 8.5 in

\$450

\$350

# GRAPHIC / PRINT PRICE GUIDE

## **BUILD YOUR OWN PACKAGE (BRAND/PRINT)**

## **STANDARD PRICE**

## **START-UP PRICE (0-2 YEARS)**

MINIMUM 3 ITEMS

NO LESS THAN 3  
ITEMSS

NO LESS THAN 3  
ITEMS

FIRST ITEM  
OF CHOICE

FULL PRICE

FULL PRICE

2ND ITEM  
OF CHOICE

EQUAL OR LESS  
VALUE OF 1ST  
ITEM MINUS \$30

EQUAL OR LESS  
VALUE OF 1ST  
ITEM MINUS \$30

3RD ITEM  
OF CHOICE

EQUAL OR  
LESS VALUE OF  
1ST ITEM MINUS  
\$30

EQUAL OR  
LESS VALUE OF  
1ST ITEM MINUS  
\$30

ADDITIONAL ITEM  
OF CHOICE

EQUAL OR  
LESS VALUE OF  
1ST ITEM MINUS  
\$30

EQUAL OR  
LESS VALUE OF  
1ST ITEM MINUS  
\$30

# DIGITAL GRAPHIC PRICE GUIDE

## SOCIAL MEDIA DESIGN

## STANDARD PRICE

## START-UP PRICE (0-2 YEARS)

SOCIAL MEDIA COVERS  
FB, TWITTER, YOUTUBE, G+,  
LINKEDIN, TUMBLR, ETSY,  
SOUNDCLOUD

\$40

\$40

SOCIAL MEDIA POSTS  
TWITTER, FACEBOOK,  
INSTAGRAM, PINTEREST

\$35

\$35

## DIGITAL STATIC AD DESIGN

## STANDARD PRICE

## START-UP PRICE (0-2 YEARS)

LEADERBOARD  
728 x 90 px

\$33

\$33

WIDE SKY SCRAPPER  
160 x 600 px

\$33

\$33

MEDIUM RECTANGLE  
300 x 250 px

\$33

\$33

LEADERBOARD  
728 x 90 px

\$33

\$33

LARGE RECTANGLE  
336 x 280 px

\$33

\$33

FACEBOOK AD  
1200 x 628 px

\$40

\$40

# DIGITAL MARKETING PRICE GUIDE

## SOCIAL MEDIA DESIGN

## STANDARD PRICE

## START-UP PRICE (0-2 YEARS)

SOCIAL MEDIA MARKETING  
FB, TWITTER, INSTAGRAM,  
G+, LINKEDIN, 1 POST /DAY  
INCLUDES DESIGN,  
CONTENT, ENGAGEMENT

\$1500

\$750-1  
YEAR

BLOGGING CONTENT  
WRITING  
UP TO 250 WORDS PER.

\$350

\$250

EMAIL CAMPAIGN  
MAILCHIMP / CONSTANT  
CONTACT

\$400

\$300

PHOTOGRAPHY  
1 HOUR, 10-HI-RES EDITED  
IMAGES. WITHIN 30KM OF  
BRAMPTON. OUTSIDE OF  
BRAMPTON IS \$0.54/KM +  
PARKING FEES, OR VENUE  
FEES.

\$250

\$200

# WEB PRICE GUIDE

## WEB DESIGN

## STARTING PRICE

CONSULTATION (WITHIN GTA)

FREE

WEB DESIGN ESSENTIALS (INCLUDED IN ALL WEB DESIGN PACKAGES)

INCLUDED

EVERY WEBSITE INCLUDES A SUITE OF TOOLS. WORDPRESS IS A VERY VERSATILE FOUNDATION FOR YOUR WEBSITE. IT'S CUSTOMIZABLE, AND EXTENDABLE AS YOUR SITE MATURES AND EVOLVES AND IS MANAGEABLE BY YOU.

SO WHAT'S ALREADY INCLUDED?

- INITIAL CONSULTATION
- PLUGIN INSTALLATION (TO EXTEND WORDPRESS FUNCTIONALITY)
- RESPONSIVE DESIGN
- SOCIAL MEDIA INTEGRATION
- GOOGLE MAP (MUST HAVE GMAIL ACCOUNT TO USE API)
- BASIC SEO SET UP USING YOAST OR ALL-IN-ONE SEO
- 2 HOURS OF TRAINING
- POST SITE-RELEASE CHECK (1 MONTH AFTER RELEASE)
- 50% UP FRONT BEFORE COMMENCING WORK | REMAINING 50% WHEN SITE IS RELEASED

# WEB PRICE GUIDE

## WEB DESIGN

## STARTING PRICE

### CONSULTATION (OUTSIDE THE GTA)

TIME +  
MILEAGE

### WEB DESIGN - HYBRID

\$800

1 TO 5 PAGES SET UP (HOME, ABOUT, SERVICES, BLOG, CONTACT)  
5 FREE HI-RES STOCK IMAGES  
1 DESIGN REVISION  
STANDARD CONTACT FORM  
SITE MONITORING FOR 3 MONTHS

### WEB DESIGN - ELITE

\$1600

1 TO 10 PAGES SET UP FOR YOU  
10 FREE HI-RES STOCK IMAGES  
2 DESIGN REVISIONS  
EXTENDED CONTACT FORM  
PHOTO GALLERY USING 10 OF YOUR IMAGES  
SITE MONITORING FOR 6 MONTHS

### ECOMMERCE - DELUXE + SHOP

\$2700

1 TO 15 PAGES SET UP FOR YOU  
20 FREE HI-RES STOCK IMAGES  
1 PREMIUM VIDEO BACKGROUND  
3 DESIGN REVISIONS  
FULLY CUSTOMISED DESIGN  
CONTACT FORM  
PHOTO GALLERY USING 20 OF YOUR IMAGES  
ONLINE STORE SET-UP WITH WOOCOMMERCE +  
UPTO 15 STANDARD PRODCUTS  
SITE MONITORING FOR 6 MONTHS

### PRE-MADE LAYOUTS - COMING SOON!

\$500

CHOOSE FROM A SELECTION OF PRE-MADE LAYOUTS. WE WILL REPLACE CONTENT, IMAGES AND MATCH COLOURS TO YOUR BRAND. NO MODIFICATIONS TO PRE-MADE LAYOUTS ACCEPTED. ECOMMERCE EXCLUDED.



# EXTRAS PRICE GUIDE

## WEB DESIGN

## STARTING PRICE

### WHITE LABELLING

WHITE LABELLING REMOVES THE "DESIGNED OR CREATED BY MORY & CO" AND LINK TO WWW.MORYANDCO.COM ON THE FOOTER OF YOUR COMPANY WEBSITE. THAT WAY YOU CAN EITHER LEAVE IT BLANK OR JUST HAVE COPYRIGHT "CURRENT YEAR" COMPANY NAME. OR HOWEVER YOU SEE FIT.

\$30

### PREMIUM WORDPRESS THEME

CHOICE OF PREMIUM WORDPRESS THEME YOU OWN THE LICENCE.

COST OF THEME +  
\$150 INSTALLATION  
& \$250 SET-UP

### PREMIUM WORDPRESS PLUGINS

CHOICE OF PREMIUM WORDPRESS PLUGINS.

COST OF PLUGIN +  
\$50 SETUP

### ADDITIONAL WEB PAGES

\$250 PER PAGE

### EXTENDED ONLINE STORE

IF YOU NEED MORE THAN 15 STANDARD PRODUCTS SETUP OR THERE ARE VARIATIONS, EXAMPLE: ITEMS WITH VARIOUS COLORS, SIZES, SHIPPING OPTIONS OR PAYMENT GATEWAYS - PAYPAL.

\$10 PER ITEM

### RUSH DEADLINE PROJECTS

+ 50% OF TOTAL  
PROJECT COSTS

# IMPORTANT

## **THE FINE PRINT**

PLEASE NOTE THAT THE PRICING ABOVE IS A GUIDELINE. SOME PROJECTS MAY REQUIRE MORE OR LESS TIME AND EFFORT AND PRICES MAY HAVE TO BE ADJUSTED TO REFLECT THAT. IF YOU PRESENT YOUR BUDGET, A PACKAGE DEAL CAN BE ARRANGED.

**DISCOUNT START-UP PRICING** IS FOR NEW UNINCORPORATED COMPANIES WITH 1-2 OWNERS AND NO EMPLOYEES & HAVE BEEN A BUSINESS BETWEEN 0-2 YEARS. MUST PROVE BUSINESS IS REGISTERED LESS THAN 2 YEARS.

**STANDARD PRICING** APPLIES TO EXISTING BUSINESSES/ORGANIZATIONS AND INCORPORATED START-UPS.

**PAYMENT** - 50% UP FRONT BEFORE COMMENCING WORK | REMAINING 50% WHEN PROJECT IS RELEASED