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CREATIVE STUDIOS

COMMUNICATIONS • LEARNING • DESIGN

2026 EDITION

Services & *Pricing Guide*

Communications, learning, and design for organizations that want their work to be clear, credible, and well made.

WELCOME

How to use *this guide*

This guide lists the studio's services and starting rates so you can plan with confidence. Every project is confirmed in a written proposal after a complimentary 20-minute discovery call, with scope, timeline, revision rounds, and price agreed before work begins.

Corporate Communications

Newsletters, leadership messages, announcements, and engagement campaigns.

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Learning & Development

Training presentations, eLearning, onboarding, job aids, and SOPs.

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Presentation & Business Design

Executive decks, proposals, branded documents, and brand identity.

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The Keepsake Collection

Personalized books for anniversaries, birthdays, and family legacies.

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Packages & Retainers

Signature bundles, monthly partnerships, and consulting.

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Terms & Process

Payment, revisions, timelines, and what to expect.

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Our creative process

1. **Discover** Goals, audience, timeline, and needs.
2. **Strategize** Direction, deliverables, and scope.
3. **Create** Writing, learning design, and visual design.
4. **Refine** Agreed revisions based on your feedback.
5. **Deliver** Polished, organized, ready-to-use files.

Communications people *actually read*

Strategic, engaging, and visually consistent communications that help organizations inform, connect with, and inspire their employees. We can write from your notes, polish your drafts, or design content you supply.

EMPLOYEE NEWSLETTERS

One-page employee newsletter	\$200
Basic newsletter (2 pages)	\$250
Standard newsletter (3–5 pages)	\$400
Premium newsletter (6–10 pages)	\$650
HTML email newsletter	\$350
Newsletter template design	\$300
Monthly newsletter management	From \$500/mo

ENGAGEMENT & RECOGNITION

Employee spotlight design	\$100
Employee recognition announcement	\$100
Digital signage graphic	\$85
Employee engagement activity	\$200
Recognition campaign package	\$450
Interactive employee engagement game	From \$500
Employee engagement communications strategy	From \$600
Employee appreciation week communications	From \$650

INTERNAL COMMUNICATIONS

Single employee announcement	\$100
Branded email communication	\$125
Leadership message writing & design	\$175
Executive memo or organizational update	\$200
Department communications package	\$350
30-day communications calendar	\$250
Communication strategy & messaging plan	From \$500
Internal communications audit	From \$450

COMMUNICATIONS CAMPAIGNS

Mini communications campaign	\$450
Internal event communications package	\$450
Standard campaign	\$750
Product or initiative launch communications	From \$750
Change management communications	From \$850
Full communications campaign	From \$1,000

Campaigns may include communication strategy, campaign branding, launch announcements, email sequences, digital signage, engagement materials, leadership talking points, and a campaign calendar.

Training built for *Monday morning*

Thoughtfully designed learning experiences that help organizations educate employees, improve performance, and strengthen workplace skills, from a single job aid to a full onboarding program.

TRAINING PRESENTATIONS

Mini training presentation (up to 10 slides)	\$450
Standard training presentation (11–20 slides)	\$750
Comprehensive training presentation (21–35 slides)	\$1,200
Advanced training presentation (36+ slides)	From \$1,500
Existing training presentation redesign	From \$350
Training facilitator guide	\$250
Participant training workbook	\$300
Training knowledge assessment	\$175

ELEARNING & INTERACTIVE TRAINING

Interactive microlearning (5–10 minutes)	\$750
Scenario-based learning experience	From \$1,250
Articulate Rise 360 course (15–20 minutes)	From \$1,500
Articulate Rise 360 course (30–45 minutes)	From \$2,500
Articulate Storyline interactive module	From \$2,000
Interactive knowledge assessment	\$300
eLearning storyboard development	From \$400
Existing eLearning course redesign	From \$750
Training video script & storyboard	From \$350

B · LEARNING & DEVELOPMENT (CONTINUED)

ONBOARDING & ORIENTATION

First-week onboarding checklist	\$150
Manager onboarding checklist	\$175
30/60/90-day onboarding roadmap	\$250
Employee welcome guide	\$300
New-hire orientation presentation	\$500
Basic onboarding kit	\$650
Standard onboarding program	From \$1,200
Comprehensive onboarding experience	From \$1,800
Interactive digital onboarding course	From \$2,000

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Workplace professionalism training	From \$650
Leadership training module	From \$750
Communication skills training	From \$750
Difficult conversations training	From \$750
Customer service training	From \$750
Conflict resolution training	From \$750
Performance feedback training	From \$750
Custom professional development program	From \$1,500

JOB AIDS, SOPS & PERFORMANCE SUPPORT

One-page job aid	\$150
Process flowchart	\$150
Quick-reference guide	\$175
Multi-page job aid (2–4 pages)	\$250
Standard operating procedure (up to 5 pages)	\$300
SOP with screenshots and diagrams	\$450
Training needs analysis	From \$400
Employee instruction manual	From \$500
Process documentation package	From \$750

Training prices depend on content complexity, interactivity, research, duration, and whether source materials are provided. Live facilitation is not included unless separately quoted. Articulate files are delivered when the client or studio holds the appropriate Articulate 360 license.

Make the work *look as good as it is*

Presentations, proposals, and branded materials that help businesses communicate their value, establish credibility, and keep a consistent identity across everything they send out.

PRESENTATION DESIGN

Individual slide design	\$35–\$65
Basic presentation (up to 10 slides)	\$250
Existing presentation redesign	From \$250
Standard presentation (11–20 slides)	\$500
Sales presentation	From \$500
Branded PowerPoint template	\$450
Conference presentation	From \$650
Quarterly business review	From \$650
Executive presentation	From \$750
Business pitch deck	From \$750
Premium presentation (21–30 slides)	\$850
Investor presentation	From \$950
Advanced charts & data visualization	From \$150

BUSINESS DOCUMENTS

Business card design	\$100
Branded document template	\$150
Letterhead & email signature	\$150
Professional PDF guide	From \$300
Service & pricing guide	From \$300
Business proposal design	From \$350
Professional business report	From \$350
Editable workbook or planner	From \$350
Digital business portfolio	From \$450
Company profile	From \$500
Annual report	From \$650

MARKETING & PROMOTIONAL MATERIALS

Social media graphic	\$65
Digital flyer	\$100
Digital advertisement	\$100
Digital event invitation	\$100
Print-ready or event flyer	\$125
Promotional poster	\$150
Business promotional one-pager	\$175
Tri-fold brochure	\$250
Branded event program	From \$250
Five social media graphics	\$275
Ten social media graphics	\$500

BRAND IDENTITY

Brand color palette & typography guide	\$200
Logo refresh	From \$250
Basic logo design	\$300
Business stationery package	\$300
Branded Canva template package	From \$300
Social media branding kit	\$350
Brand style guide	From \$400
Mini brand identity kit	\$650
Complete brand identity package	From \$1,200

Brand identity packages may include logo variations, brand colors, typography recommendations, social media assets, business stationery, and brand usage guidelines.

The Keepsake *Collection*

Thoughtfully designed, personalized books and gifts that celebrate life's most meaningful moments. You provide the photographs and stories; we shape them into something your family will keep.

BIRTHDAY & CELEBRATION

Mini memory book (up to 10 pages)	\$150
Birthday tribute book (up to 20 pages)	\$250
Graduation memory book	From \$250
Retirement tribute book	From \$275
Milestone birthday book	From \$300
Family celebration book	From \$300

FAMILY & LEGACY

Baby milestone book	From \$250
Personalized children's storybook	From \$350
Family memory book	From \$400
Life-story book	From \$550
Family legacy book	From \$650

LOVE & RELATIONSHIP

Anniversary memory book	From \$275
Love-story book	From \$300
Proposal book	From \$300
Couple's memory collection	From \$300
Wedding keepsake book	From \$350

KEEPSAKE ADD-ONS

Additional designed pages	\$12-\$20/page
Additional revision round	From \$35
Print coordination	From \$50
Custom book cover design	\$100
Photo restoration or complex editing	Custom quote
Rush design service	Additional fee

Prices cover digital design and print-ready files. Physical printing, binding, and shipping are separate. Clients provide photographs and written content unless writing services are included in the quote.

Coordinated work, *one clear price*

The Essentials Package

\$450

Best for: Entrepreneurs and small businesses needing a polished professional presence.

Estimated turnaround: 5–7 business days

- One branded email announcement
- One digital promotional flyer
- Two social media graphics
- One revision round per asset
- Final digital files

The Professional Presence Package

\$850

Best for: Businesses and organizations seeking consistent, professional communications.

Estimated turnaround: 10–15 business days

- One standard newsletter (3–5 pages)
- Five branded social media graphics
- One presentation redesign (up to 10 slides)
- Two revision rounds
- Editable final files where applicable

The Complete Communications Package

\$1,650

Best for: Organizations launching a new initiative, program, or engagement campaign.

Estimated turnaround: 3–4 weeks

- Initial project consultation
- Communications messaging plan
- Three branded email communications
- Four campaign graphics
- One 15-slide presentation
- Basic communications calendar
- Two revision rounds

A creative partner, *on retainer*

Essential Creative Support

\$500/mo

Best for: Small businesses needing occasional design and communications support.

- Up to 5 production hours monthly
- Up to two small deliverables within the hour allowance
- One monthly planning email
- One revision round per deliverable
- Standard turnaround: 5 business days

Ongoing Communications Partner

\$950/mo

Best for: Organizations requiring consistent communications and branded content.

- Up to 10 production hours monthly
- One monthly newsletter or equivalent project
- Up to two additional small assets, within hours
- Monthly planning consultation
- Two revision rounds
- Small requests: 3–5 business days

Creative Communications Partnership

\$1,750/mo

Best for: Organizations needing comprehensive, ongoing creative support.

- Up to 20 production hours monthly
- Monthly communications planning
- Newsletter and presentation support
- Campaign graphics and engagement materials
- Priority scheduling
- Two revision rounds per deliverable
- Monthly project summary

All deliverables count toward included hours. Unused hours do not roll over. Additional hours are billed separately. A three-month initial commitment is recommended, followed by month-to-month renewal. Retainers are paid in advance. Large eLearning courses, extensive campaigns, and third-party expenses are quoted separately.

Strategy, add-ons *& rush service*

CONSULTING & STRATEGIC SUPPORT

Initial discovery consultation (20 min)	Complimentary
Communications strategy session (60 min)	\$85
Training strategy consultation (60 min)	\$85
Creative direction session (60 min)	\$85
Instructional design consulting	\$85/hour
Presentation content consultation	From \$150
Brand review & recommendations	From \$250
Communications calendar development	\$250
Learning objectives & curriculum outline	From \$300
Business communications planning	From \$350
Training needs analysis	From \$400
Communications audit	From \$450
Training program evaluation	From \$450
Internal communications planning	From \$500
Employee engagement strategy	From \$600

ADD-ONS & RUSH SERVICES

Additional keepsake book page	\$12-\$20
Additional PowerPoint slide	\$25-\$50
Additional newsletter page	\$50-\$85
Additional job aid page	From \$50
Additional social media graphic	\$65
Copywriting beyond supplied content	\$65/hour
Additional research & content development	\$65/hour
Advanced instructional design	\$85/hour
Custom illustration or complex graphic	Custom quote
Priority delivery within 3 business days	+30%
Priority delivery within 24 hours	+50%
Weekend or holiday work	By availability

Rush services are subject to project size, complexity, and availability.

Payment, revisions *& timelines*

Payment

- Minimum project fee: \$100
- 50% deposit to begin
- Remaining 50% before final file delivery
- Larger projects may use milestone payments
- Monthly retainers are paid in advance

Revisions

- One or two revision rounds, as specified in the proposal
- Additional revisions: \$65/hour, \$35 minimum
- Major scope changes or redesigns require a revised quote

Typical timelines

- Small graphics & announcements: 3–5 business days
- Newsletters & standard presentations: 5–10 business days
- Communications packages: 1–4 weeks
- Training presentations: 2–3 weeks
- eLearning development: 3–6+ weeks
- Comprehensive onboarding: 4–8+ weeks
- Personalized books: 1–3 weeks

Good to know

- Timelines begin after the deposit and all materials are received
- Printing, shipping, premium stock assets, and third-party subscriptions are not included unless specified
- Client-provided materials must be authorized for use
- Client work is not added to the portfolio without permission
- Ownership, licensing, cancellation, and refund terms are set in the signed agreement

All listed prices are proposed starting rates in USD and are subject to a customized project quote. Pricing may change based on scope, complexity, deadlines, and project requirements.



Let's create something *meaningful*

Book a complimentary 20-minute discovery call to talk through your project.

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