



NEKO 猫
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studios

DESIGN + MARKETING
mynekostudios.com

VIEW/PRINT IN LIGHT MODE



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@mynekostudios

SERVICES OVERVIEW

Branding

Marketing

Logo Design

Custom Websites

eCommerce Development

Website Maintenance

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START YOUR NEXT PROJECT



KONEKO		BLACK	PURPLE	
CUSTOM \$179	eCOMMERCE \$399	STARTING AT \$799	STARTING AT \$2799	
1 [5 max]	3 [7 max]	10+	20+	# OF PAGES
Basic SEO	Basic SEO	Basic SEO & Google Analytics	Advanced SEO & Google Analytics	SEO & GOOGLE ANALYTICS
Contact or Subscribe	Contact or Subscribe	Contact & Subscribe	Contact & Subscribe	FORMS
1 Included	2 Included	3 Included	5 Included	REVIEW SESSIONS
7 Included	7 Included	14 Included	27 Included	REVISIONS
X	X	2 Free Hours	7 Free Hours	MAINTENANCE
X	INCLUDED	+ \$200	INCLUDED	eCOMMERCE
X	10 [20 max]	27+	50+	# OF PRODUCTS
X	X	Automated emails, product collections & categories, and product quick view function	Automated emails, product collections & categories, product quick view function, & search filters	ADDITIONAL STORE FEATURES & FUNCTIONS
START KONEKO PROJECT				

WEBSITE DESIGN RATE \$40 / HOUR

Need more features on your website than what is included in our packages? Want copywriting services? Let NEKO know during our consultation.

WEBSITE MAINTENANCE \$27 / HOUR

Submit a one-time request OR start monthly services. Send your to-do list to receive a quote.

All web design packages include a free domain name for 1 year, SSL security, and a responsive custom design.

eCommerce development includes a custom store design & layout, product sorting, shipping & tax setup, and payment method setup.

REQUEST MAINTENANCE ONLY

START YOUR NEXT PROJECT

GRAPHIC DESIGN WORK | RATE \$50/HR

Everything is designed with your brand in mind. Request any print & digital marketing work that your business needs.

SOCIAL MEDIA MARKETING SERVICES

PROMO VIDEO | \$40

A 10-second video to promote any message!
Add 5 seconds for \$10 each.

FEATURES: Copyright-Free Music, MP4 File Format, 60 Seconds Max, 7 Revision Requests

SOCIAL MEDIA MAKEOVER | \$27/HR

Get a new look (graphics only) for any of your social media accounts. Includes 2 free revision requests per account makeover.

SOCIAL MEDIA SETUP | \$50 EACH

- **Facebook Business** | Info Input and Custom Cover Photo & Profile Pic Design. Add Systems Like Autoresponder & Online Booking for \$27/HR
- **Instagram Pro/Business** | Info Input and Custom Profile Pic & Action Button Designs. Link In The Bio Setup
- **Twitter Business** | Info Input and Custom Cover Photo & Profile Pic Design. Link In The Bio Setup
- **LinkedIn Company Page** | Info Input and Custom Cover Photo & Profile Pic Design. Add Job Postings for \$27/HR

FACEBOOK & INSTAGRAM MANAGEMENT

KONEKO

Get custom graphics to post on your social media accounts sent to you every week.

3 GRAPHICS | \$120/MO 5 GRAPHICS | \$200/MO
7 GRAPHICS | \$280/MO

START KONEKO SERVICE

BLACK

Custom graphics will be scheduled to post on FB & IG every week. * the client must provide the captions and hashtags for posts *

3 GRAPHICS | \$160/MO 5 GRAPHICS | \$240/MO
7 GRAPHICS | \$320/MO

PURPLE

Custom graphics, captions and hashtags crafted with research & strategy development will be scheduled to post on FB & IG every week.

3 GRAPHICS | \$270/MO 5 GRAPHICS | \$380/MO
7 GRAPHICS | \$500/MO



START YOUR NEXT PROJECT

KONEKO

STARTING AT \$99

- 1 Creative Concept
- 2 Versions/Design Styles
- 1 Chat Review Session
- 7 Revision Requests
- Add A Simple Front-Only Business Card Design For \$27

START KONEKO PROJECT

LOGO FAMILY DESIGNS | \$50/HR

Request a separate logo design for any SBUs under your primary business umbrella.

ALTERNATIVE COLORS | \$10/LOGO

Get a more flexible logo by switching up the colors so that it looks good on anything.

PURPLE

STARTING AT \$799



BLACK

STARTING AT \$279

- 3 Creative Concepts
- 2 Versions/Design Styles
- 2 Alternative Color Designs
- 2 Chat Review Sessions
- 7 Revision Requests
- Color Specs & Fonts Guide
- Free Simple Front-Only Business Card Design
- **BRAND DEVELOPMENT + \$499**
+2 Creative Concepts, Tagline Development, Brand Color Palette Exploration, Brand Management Guide, 1 Verbal Review Session

- 5 Creative Concepts
- 4 Versions/Design Styles
- 4 Alternative Color Designs
- 2 Verbal Review Sessions
- 2 Chat Review Sessions
- 27 Revision Requests
- Color Specs & Fonts Guide
- Free Custom Front & Back Business Card Design

- **BRAND DEVELOPMENT + \$999**
+2 Creative Concepts, Tagline & Brand Voice Development, Brand Color Palette Exploration with Mood Boards, Branded Visual Content Mock-Ups, Brand Management Guide, +2 Verbal Review Sessions

FREQUENTLY ASKED QUESTIONS

What is your design process?

The standard design process is consultation > quote & invoice > design & development > first design review > revisions & edits > final design review > final payment (if applicable) > package & transfer project. For full details of this process, please review our [Terms of Service](#). Please keep in mind that the process will be tweaked to accommodate the client and project needs.

What are review sessions and revision requests?

[Review sessions](#) are meetings held to discuss your project throughout the development stages. These can either be through chat, phone, or video. Each session includes 7 free revision requests and costs \$40 (chat) or \$70 (phone/video) per session. [Revision requests](#) are the individual changes you want to make to the project. Every request made beyond the included package amount is \$5 each.

Do I really need features such as responsive design, SEO, and SSL Security for my website?

Definitely! This is why these features are included in every website package. [Responsive design](#) ensures your website works and looks good on any device and through any browser. [Search Engine Optimization \(SEO\)](#) will assist with making sure your website can be found through search engines such as Google. Having [SSL Security](#) ensures that all info (such as passwords and credit cards) remains private when using your website. This prevents hacker attacks and helps build trust in your company.

What is a color specs & fonts guide and a brand management guide?

A [color specs & fonts guide](#) will provide you with the HEX/RGB/PMS/CYMK color codes as well as the names of the fonts used for your design. If you decide to add full brand development, you will also get a [brand management guide](#) that will educate you on how to use this information to maintain your brand's consistency going forward.

What are creative design concepts and versions/design styles in the logo packages?

[Creative design concepts](#) are mock-ups of different looks for your logo. More concepts equal more options to choose from when deciding which direction you would like to take with the overall design. [Versions/design styles](#) refer to the type of logo you need and/or its general shape.

Could you explain the services that are listed in the branding packages?

No problem! [Tagline & Voice Development](#) will position your brand within your target market through competitive research by creating a memorable catchphrase, slogan, or motto (tagline) and an overall "brand personality" or "voice". [Color Palette Exploration](#) is the process of defining the perfect brand colors by looking into deeper meanings behind your brand. This will include the purpose, vision, business model, etc. [Mood Boards](#) are a type of collage consisting of images, text, and samples of objects in a composition that can be used to convey a general idea or feeling. These can greatly assist when developing that perfect color palette for your brand. [Brand Visual Content Mock-Ups](#) will give you a peek into the future of your brand by providing visuals of your logo on various mediums.

STILL HAVE QUESTIONS?

CONTACT NEKO



**WANT EXTRA PERKS?
BECOME A MYNEKO CLIENT**