

# PRICING <sup>2023</sup> SERVICES

NOIR & INK  
BRAND STYLING STUDIO

# THE MISSION

My mission is to create visually impactful and memorable designs that capture the essence of my clients' products and services. I strive to use my creativity to bring each of my client's unique vision to life. I am committed to providing the highest level of quality and customer service, ensuring that all my clients are satisfied with their visual branding experience. I believe in the power of collaboration and strive to bring the best possible outcome to each project.



I was initially prompted to work with Noir & Ink because of their “Style”. Everything looked very high end and creative. Noir & Ink brought about a fresh and reviving spirit with our new labels while allowing us to compete with name brand companies. Their now colorful, clean and presents a positive image that represents our company well.

TOUSHONTA HOGAN  
SCENTSATIONAL SOAPS

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I had the best experience working with Myisha during my rebrand. She took my ideas to greater heights and made every necessary change to ensure it was pleasing to us all. Her great listening skills and feedback resulted in a final look that my team and I are very proud to show off!

CANDERA THOMPSON  
BASK & BLOOM ESSENTIALS

HERE'S WHAT  
THEY'RE SAYING

BRAND  
MUSE  
SIGNATURE SERVICE

# BRAND MUSE

TIMELINE: 4 - 6 WEEKS

## THE DETAILS

The visual foundation for your brand starts here! Discover your Brand Muse with this introductory package. You'll receive exclusive access to Brand Muse 101, our signature tool-kit, and together we'll craft a visual identity that speaks directly to your brands muse.

## DELIVERABLES

- MOOD BOARD
- PRIMARY LOGO (TEXT BASED LOGO)
- ALTERNATE LOGO
- SUBMARK
- COLOR PALETTE
- TEXTURE / PATTERN SELECTION
- BRAND STYLE GUIDE
- TYPOGRAPHY SELECTION
- (1) MARKETING PIECE - I.E. POSTCARD, BUSINESS CARD, LETTERHEAD
- (4) SOCIAL MEDIA TEMPLATES - INSTAGRAM FEED AND STORY

1 45 MINUTE ONBOARDING CALL

1 30 MINUTE CHECK-IN CALL

3 CONCEPTS TO CHOOSE FROM

2 ROUNDS OF REVISIONS

YOUR FINAL LOGO FILES WILL INCLUDE THE FOLLOWING  
FILE FORMATS: AI, EPS, PNG, PDF, PSD AND JPG

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THE INVESTMENT

STARTING AT **\$1800**

PRODUCT  
ALCHEMY  
SIGNATURE SERVICE

# PRODUCT ALCHEMY

TIMELINE: 8 - 10 WEEKS

## THE DETAILS

By far our most popular package, this option offers everything from Brand Muse plus product label and packaging design. Here, we combine everything we accomplished in the Brand Muse service and bring products to life.

### EVERYTHING IN BRAND MUSE

*plus*

MY SIGNATURE PRODUCT PACKAGING DESIGN SERVICE,  
WHICH INCLUDES:

#### 5 PRODUCT LABELS/ PACKAGING DESIGN

We'll design fab labels and packaging that speak directly to your brand's muse and screams grab me off the store shelves.

#### PACKAGING & BOTTLE SELECTION

We'll help you select the perfect bottles and containers for your product.

#### PRINT VENDOR ASSISTANCE

We'll assist you with choosing the perfect vendor for your project.

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THE INVESTMENT

STARTING AT

**\$4800**

01	<b>STAGE ONE</b> IDENTIFY THE CORE MESSAGE	We'll start by defining a clear and concise message that you want to communicate through your brand. This will help us create a strong foundation for your brand and guide the creative process.
02		
02	<b>STAGE TWO</b> ESTABLISH YOUR VISUAL LANGUAGE	Once we have your core message defined, and we'll begin to establish your visual language. Research other brands in the same space to see what's being done and what could be improved. Consider the colors, fonts, shapes, and patterns you want to use to express your brand.
03		
03	<b>STAGE THREE</b> DESIGN + REFINE	Your visual identity is the cornerstone of your brand identity. We'll start by coming up with concepts based on your ideas and then refine them until you have a design you're happy with. Keep in mind that the logo should be simple and memorable, while still conveying the core message of your brand
04		
04	<b>STAGE FOUR</b> CREATE ADDITIONAL BRANDING ELEMENTS	Now that we have your logo designed, we'll start creating additional branding elements. This could include business cards, letterheads, packaging, website design, social media graphics, and more. We'll be sure to use the same visual elements throughout all of these designs to create a unified look that is instantly recognizable





Before working with Noir & Ink, I struggled with connecting my brand story and my brand image/ packaging. I worked with Myisha of Noir & Ink to solidify my brand avatar and create an aesthetic that matched my brand story. We created a brand aesthetic that made sense for the luxury market we were targeting. We redid my entire brand, from the logo, labels, packaging inserts, and business cards. Everything Noir & Ink did for us was extremely luxurious and professional. After working with Noir & Ink, I had a clear understanding of my customer and a solid brand image. My confidence in my brand grew and so did my sales. I saw an exponential growth in my sales, because not only was I more confident in going after wholesale accounts, I also had a clear understanding of who I was targeting.

RONNI WILSON  
DEMOSEA BOTANICALS

HERE'S WHAT  
THEY'RE SAYING

## MARKETING MATERIAL

BUSINESS CARD	\$247
MARKETING POSTCARD	\$247
BROCHURE DESIGN	\$547+
LINE SHEET	\$447+
CATALOG	\$647+
BOOK COVER	\$547+
POP-UP BANNER DESIGN	\$397+
POSTER DESIGN	\$297+
E-BOOK DESIGN / LEAD MAGNET	\$647+

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## SOCIAL MEDIA

A LA CARTE SOCIAL MEDIA	\$127
ANIMATED SOCIAL MEDIA	\$157+
WEB BANNER	\$147
WEB BANNER PACKAGE	\$375
• SET OF 3 BANNERS	
SOCIAL MEDIA PACKAGE	\$997
• (3) INSTAGRAM TEMPLATES	
• (3) INSTAGRAM STORY TEMPLATES	
• (5) INSTAGRAM HIGHLIGHT COVERS	
• (3) E-FLYERS	

A LA CARTE

## PRODUCT LABEL PACKAGING DESIGN

A LA CARTE LABEL / PACKAGING DESIGN \$647 PER PRODUCT LABEL

PACKAGE OF 3 \$1600



When we finally decided to move forward with a I was initially prompted to work with Noir & Ink complete logo makeover for the practice I wasn't completely convinced that we needed a new look.

As a physician who's been in practice for almost fifty years I was worried that a new look would confuse our patients and referring doctors. But, after some thought I agreed to be open to understanding this new term "brand identity" and what it could mean for us and our organization.

Noir & Ink did a splendid job. My gave us a completely new logo but managed to keep the essence of the old one. Pure genius. And now, everything is new: stationary, business cards, brochure design. We are absolutely thrilled. Since our brand makeover we've had several physicians ask us about the new look. I never paid the logo and business cards much attention before. But, I'll admit it sure feels good to be the envy of my colleagues.

Thank you Noir & Ink for bringing us up to speed. Actually, I think we're ahead of the pack and probably setting the pace for our peers!

**DR. GORDON MONTGOMERY**

PRECISION EYECARE

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I found Noir & Ink while scrolling through social media, I ran across my friend Sexy Single Mommy's business cards and they where so professional and clean I inquired about who did them. What I love about my new website is that its eye catching , user friendly and not over informed. My business has increased since the launch of my sites and the response is outstanding.

**KESHIA WEBB**

SALON BLOW

HERE'S WHAT  
THEY'RE SAYING

LETTERS  
START  
GET

Please reach out to me if you have any questions or project inquiries. I'm always happy to help or jump on a quick call!

[MY@NOIRANDINK.COM](mailto:MY@NOIRANDINK.COM)

[NOIRANDINK.COM](http://NOIRANDINK.COM)