



PRICING GUIDE

* 2023 *

BRAND DESIGN
+ STRATEGY,
LETTERING,
ILLUSTRATION,
WEBSITES, MERCH
MURALS, SIGNS...

FOR DARING
CREATIVE 
ENTREPRENEURS...

**READY TO MAKE
THEIR BRAND
ROOOAR!**





Hey friend, WELCOME! It's nice to meet you. Thank you for considering Paper Panther Studio to help you with your creative project.

Whether you need branding, strategy, consulting, creative direction, a website, lettering, mural or other custom artwork, I'm your gal!

In this document, you will learn a bit about me, what I can do for you, the investments, expectations and more.

Let's dive in.

HELLO!

I'M GENEVIEVE.



I'm a multidisciplinary creative and the owner + operator of Paper Panther Studio. I'm a designer, handlettering artist, muralist, and crafter/maker.

I'm also a Sagittarius, ENFP or "Campaigner" personality type. I find beauty and intrigue in nearly anything. I'm imaginative and open-minded, and I am not afraid to ask big questions, explore new ideas, experiences and adventures. In fact, I thrive on it!

I am both tough as nails and soft as butta. I bring the sass, but it's all rooted in love and the spirit of playfulness. Hard and soft. Tough but cute. This is how Paper Panther Studio derived organically from who I am and my philosophy on finding balance in art, expression, and life itself.

It's no secret that I freaking love

cats - smol panthers (aka house cats) and big cats alike. I love the energy and attitude they bring to life. I believe that anything and anyone can be a teacher and they remind me to maintain a curious spirit, keep healthy boundaries, the power of both rest and play, and most importantly to NGAF what others might think about me - it's really not my business.

I've been working in marketing and design since 2013, and have been passionate about creating since I can remember. I love creating digital design, and I also love working with my hands to bring designs to life in the real world i.e. anything from painting logos and custom artwork on window storefronts, making custom merchandise design that speaks

HELLO!

I'M GENEVIEVE.



to your brand and community.

I'm naturally enthusiastic, and I am all about helping you see yourself as the magical f*cking badass you are and own your authenticity. Whether it's through a design that gets you feline fabulous + proud AF about your business; through brand strategy consultation that genuinely helps you gain clarity + confidence; or a custom sign to hang in your storefront.

I want to help you make your daring biz dreams come true through the power of aligned branding, artwork, and intention.

CLAWS OUT. ♥

GENEVIEVE BRYAN
CEO, Founder, Operator
PAPER PANTHER STUDIO



I BELIEVE IN YOU AND YOUR DREAMS.



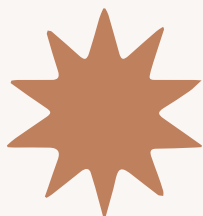
I started Paper Panther Studio because I wanted to **bring together my experience as a designer, artist + marketing professional to help fellow entrepreneurs kick ass and look cool while doing it.**

I help my clients translate their **vision into a cohesive brand** that speaks to their business values, mission, and goals ...with flair.

I love helping business owners connect with their **ideal audience and grow community while supporting themselves as a purpose-led entrepreneur.**



My funky, eclectic aesthetic makes me the perfect designer to help people **looking for something beyond the cookie-cutter.**



My wide skill set allows me to **create a rich branding + design experience that goes beyond the page** with custom lettering + illustration, murals, merch design, signage and more.



I'm here to make the
step-by-step process of
creating your brand EZ-
PZ, fun, and rewarding.

I will help you own
your brand and make it
ROAR!

I want to hype you up,
convert that energy
into sales, and instill
gusto + giddiness into
your community.

COMMUNICATION GUIDELINES + NOTES

RESPONSE TIME

You will receive a response within 1-2 business days.

OFFICE HOURS

Monday - Thursday 10 AM - 4 PM

COMMUNICATION

You may reach me at hello@paperpantherstudio.com.

You can follow me on Insta [@paperpantherstudio](https://www.instagram.com/paperpantherstudio).

You can submit a message through [my website](#).

PLEASE NOTE

I take my time seriously. I do not work nights or weekends to make time for service work, connecting with family, and growing as an artist. ♥

RIGHT TO CHANGE

This is a living document and I reserve the right to change it as I deem necessary.

QUOTE LIFESPAN

All quotes are valid for 7 business days upon delivery.

If you want to stand out, you're gonna need design and artwork that LEAPS OFF THE PAGE and connects with your audience.

Sure, you need a kick-ass color palette, and some sick typefaces/fonts, but even more than that you neeeeeed to dig deeper. Truly great design considers the way your customers are interacting with your business.



"IF DESIGN ISN'T PROFITABLE
THEN IT'S ART."

– HENRIK FISKAR

Let's write your visual story that draws your customers in like cats to catnip.

It's as much about strategy as style. And that's what we're all about. So if you're after a visual identity that not only looks stunning and feels great, but also converts, you've found the right place.

DESIGN BUNDLES

CHECK MEOWT!

MINI BRAND SUITE

Investment: Starting at \$3,200 USD

- + Brand Questionnaire
- + 30-min Strategy Call
- + 1 Main Logo and 1 Submark
- + Moodboard
- + Color Palette
- + Font Curation
- + 1-page Brand Guide Cheat Sheet
- + Your choice of 1 collateral item designs: small brand artwork, email signature, Facebook/Instagram Profile Images, etc.
- + 1 round of edits, if applicable
- + All final files via Google Drive
- + All Brand Elements added into your Canva Account (recommended)

CLAWS OUT!

FULL BRAND SUITE

Investment: Starting at \$6,500 USD

- + *Includes EVERYTHING FROM "CHECK MEOWT" SUITE, PLUS*
- + Up to 4 Logo Variations
- + Copywriting Support (Up to 2 hours)
- + Font System
- + Custom Pattern(s)
- + Up to 6 brand icons
- + Brand Photography Guidelines
- + Multi-page PDF Brand Guide
- + Business Card
- + Social Media Post Templates (4)
- + Email Signature
- + Preliminary Packaging Mock-ups
- + Brand Launch Strategy
- + All final files via Google Drive
- + All Brand Elements added into your Canva Account (recommended)

BIG CAT ENERGY

KILLER ADD-ONS

Investment: Cost varies per project details

- + Mural to fit your office space and/or attract customer/public engagement
- + Handpainted Storefront Window or Building Signage
- + Your Business Values Custom Poster, designed or illustrated
- + Live lettering event for your customers to get something customized with lettering/calligraphy
- + Custom T-shirt/Hoodie/Apparel Design and/or illustration
- + Custom Sticker Design
- + Custom Pin Design, button or enamel style
- + Website design + dev
- + Have an idea? Let's do it!!!

CONSULTING + DESIGN

STEALTH MODE.

**BRAND CLARITY +
STRATEGY SESSION**
Investment: Starting at
\$300 USD

Not quite ready for the whole enchilada? Maybe you're still struggling with a biz name or you're stuck on an idea and want a professional brain storm buddy.

If you don't know by now that branding is much (much) more than a logo, we need to talk, amiga. A brand is a holistic identity. Aligning your mission, vision, goals & biz name is not only the cat's meow, but his pajamas too! And this step is mission-critical before we can jump into any design.

INCLUDES:

- + 90-min Strategy Session
- + Video recording of call
- + Outline of notes and links discussed

NOTE: Also a great option for ongoing brand management guidance.

CREATIVE SPRINT.

LIVE CANVA COLLAB VIP DAY
Investment: Starting at
\$750 USD

Isn't it frustrating when you love your brand, but you aren't really sure how to use it? Especially for *seemingly-simple* things like social media content? Me freaking too, sista.

This service is made for business owners who have a brand already and have been struggling to make it work for them in their social media posts/stories, slide presentations, templates, whatever random graphics needed, but are not going to be a budget item. I'm here to help you check as much sh*t off your to-do list as possible, profesh AF and on-brand. No more DIY slap-jobs.

Let's collaborate and save the day together. *Cute!*

INCLUDES:

- + 4 hour co-creation of prioritized brand materials of your choice: social media post/story templates, presentation design, print design, email design, whatever you want!

NOTE: this service cannot be used for logo/brand creation.

CHECK MEOWT!



This service covers all the basics to get your business up and running. Here, we get your basic branding foundations set, and you'll be dying to show off your business identity and inspired to grow!



Brand Questionnaire

30-min Strategy
Call

1 Main Logo and 1
Submark

Moodboard

Color Palette

Font Curation

1-page Brand Guide
Cheat Sheet

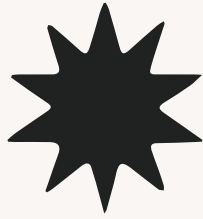
Your choice of 1
collateral item de
signs: small brand
artwork, email sig-
nature, Facebook/
Instagram Profile
Images, etc.

1 round of edits,
if applicable

All final files via
Google Drive

All Brand Elements
added into your
Canva Account
(recommended)

CLAWS OUT!



This service is perfect for business owners who are ready to “sink their teeth in” and GO BIG! You want the whole she-bang, designed to seamlessly integrate with your goals, values and mission. You’ll hit the ground running with a full arsenal of ready-to-print assets + designs.



Includes EVERYTHING FROM “CHECK MEOWT” SUITE, PLUS

Up to 4 Logo Variations

Copywriting Support (Up to 2 hours)

Font System

Custom Pattern(s)

Up to 6 brand icons

Library of on-brand free stock photos

Multi-page PDF Brand Guide

Business Card Design

Social Media Post Templates (4)

Email Signature

Preliminary Merch/ Packaging Mock-ups

Brand Launch Strategy

All final files via Google Drive

All Brand Elements added into your Canva Account (recommended)

KILLER ADD-ONS



This service is made to expand upon your business's branding and identity to create an entire branded environment, whether that is through custom merchandise you want to sell to your customers/followers/community OR through aligning and accentuating your physical environment with a custom mural or other artwork.



Murals, installed and portable available

Website Design + Dev

Book Covers

Custom chalkboard art

Event posters

Sticker artwork

Custom illustration

Personalized apparel

Pin design (enamel, button, etc.)

Customized gift bags and labels

Merch for your store

Digital Planners

Signage on windows or buildings

Keychain design

Vinyl decal design

and MORE

FAQs

WHY DOES DESIGN COST SO MUCH?

Sticker shock is real. I get it. But I swear if I hear one more person talk about a designer's role as "making things pretty", I'm gonna scream. JK. I'll just tell you calmly here why that's simply not the case. **The price tag of any service or product is derived by not only the time it takes, but more importantly the process, the strategy, the overall value, and potential for growth.**

Simply put: there is SO much more going on than meets the eye. Making things look "nice" is secondary to so much behind-the-scenes strategy, homework, collaboration, and dedication to a common goal. The creative process can differ from designer to designer, artist to artist, depending on those goals. **As we walk through the process together, you will start to see how + why design is an important investment in the success of your business as a whole.**

My goal is not to whip out a quick logo design for you and call it a day. That would be a disservice to what I can offer and what you deserve if you are wanting more for your business. Understandably, there are lots of other designers and DIY options that cost much less and hey, maybe that's right for you right now as you experiment. My mission is to set my clients up with long-term foundation that they can grow with, intentionally and organically.

Think about it this way - **metaphorically speaking, me and my clients are building their Dream House together, which will showcase the identity, personality, values, and overall mission of their business.** A place to grow, work, and build community through shared interests and mutual goals.

In order to do this, you need a strong foundation and a blueprint for success. I can help you do that. Even better, I can make it an enjoyable process! Think therapy, but make it business. The co-work that goes into your brand strategy is the place for SO MUCH POTENTIAL! You will walk away knowing your who, what, WHY, and so much more that will ease overwhelm, drive business direction, provide clarity and allow for focus and tackling biz goals. Oh yeah, and you'll walk away lookin and "feline" fly AF.

FAQs

WHAT IF WHAT I AM LOOKING FOR IS NOT ON YOUR PRICE LIST?

No worries, I design nearly everything & anything. If you need a custom quote for a unique project, email me for a quote: hello@paperpantherstudio.com. If I am not the right person to help you, I will tell you and I will likely be able to refer you to someone who can.

DO YOU OFFER PAYMENT PLANS?

A deposit of 50% is required prior to starting your project. The remaining balance must be paid before any deliverables are supplied. If you need to talk further about payment plans, options are sometimes available depending on the circumstances. Please email me at hello@paperpantherstudio.com and I'm happy to chat.

WHAT IS THE DESIGN PROCESS?

1. DEPOSIT

Once we have talked dollars, and you are happy with your quote we will send over a design proposal that includes a deposit invoice and proposed project timeline.

2. DIALOGUE

Here, we get familiar with one another via voice/video call, questionnaires, shared Pinterest boards and such. I wanna know what your project is, what you're excited about, and what success would look like when completed.

3. RESEARCH + STRATEGY

In this phase, we figure out where you're coming from so we can strategize to get you where you wanna be.

Design serves a much higher purpose than looking cool. Each decision is informed by research and planning by identifying industry, competition, audience, history, etc. to determine positioning in the market and how to help you show up authentically.

4. PRESENTATION

After I work on the bulk of your project, I gear up for presentation and proposal! Whether we are collaborating on a vision for a mural or designing a branding campaign, you can be confident every decision is made for a reason that makes sense according to your goals, values, and mission.

5. REVIEW + REFINE

Depending on the project, this stage is where I may need to ask further questions I need answered, we tidy up any loose ends, and take inventory of deadlines for any deliverables to make sure we are on track for launch (the funnest part!)

6. LAUNCH!

We've cleared all balances, you've received your deliverables, and now we get to brainstorm ideas and plan for how to help you launch your new business, branding, or project into the world. I'm so proud of us. *queue happy tears*

FAQs

HOW LONG WILL THE DESIGN PROCESS TAKE?!

Truth be told, each job is different. If you have a deadline in mind, please let me know at the beginning of our time together and I'll let you know if it is doable. With that said, most large projects take a minimum of 4-6 weeks.

When we start working together, I'll send you a proposal that outlines a projected timeline, so you know when you can expect to hear from me and when I need to hear from you.

CAN WE TALK ON THE PHONE OR VIDEO CHAT TO SEE IF WE CONNECT BEFORE I COMMIT?

Of course. I offer free 15-min Discovery Calls for this reason. If you love the look of my work and have read through this guide, book a call with me on my website at www.paperpantherstudio.com/discovery.





Well, now that we've covered all that...

THANK YOU for reading this guide and taking in this information. I hope you are feeling excited about your growing business and upcoming projects!

I am sincerely rooting for you in all your efforts, whether I can collaborate with you or not!

However, if you are interested in working together, please read on to the next page.

ARE YOU READY
TO TAKE THE NEXT
STEP IN GROWING
YOUR FEROCIOUS
BRAND?!

BOOK A FREE DISCOVERY CALL WITH ME:
www.paperpantherstudio.com/discovery

HAVE QUESTIONS?

Email me at hello@paperpantherstudio.com

