

starlight
stencil society

hello sweet friend!

Thank you for showing interest to work with me!

Each project will take about 3-8 weeks. Only limited amount of spots will be available per month for logo design. For custom pdf tags, svg files, and individual services, I have more availability!

If you have any questions, please contact me at info@starlightstencilsociety.com

the process

on-boarding

First, fill out the initial inquiry form via the website! You'll then get a response email confirming availability

Then, you'll receive the contract, deposit, and link to the client portal!

lets get started

Once the contract is signed and the deposit has been paid, we will get started! I will start to work on your first draft.

Then, you and I will discuss feedback and I will work on any revisions if needed!

We will work on each phase until you are happy with your designs!

off-boarding

Once you love your designs, I will put together your final files. Payment will be due before you receive the final files.

You will receive your logos in EPS, AI, PNG's, and JPEG's.

Then, you will launch your new branding!

prices are subject to change depending on design. prices will be discussed at time of on-boarding.

branding basics

custom logo design

basic logo design without all the extras

this package includes:

- brand questionnaire
- 2x logo concepts
- 2x revisions
- primary logo
- alternative logo
- brand sub mark
- watermarks
- color palettes
- business card design

full logo branding

the ultimate package with print, social media, and order forms.

this package includes:

- brand questionnaire
- 2x logo concepts
- 3x revisions
- primary logo
- alternative logo
- brand submark
- color palettes
- typography pairing

- 1 pattern background
- brand board
- label design
- business card design
- thank you card design
- facebook cover photo
- 10 instagram highlights
- cookie or cake order forms
- pre-sale forms

individual services

not looking for a package?

- business cards
- thank you cards
- social media banner
- instagram highlights
- label design
- watermarks
- brand pattern
- pre-sale/cake order forms

need something else?

send me a message and let's chat!

custom pdf tags

for cookie decorators

choose your design to match the theme

choose from these pdf tag sizes:

- 2in. circle tag
- 2 in. sq tag
- 3.5 x 5in. cookie card
- 3x2in. rectangle tag
- 3 or 4in. bag topper

please no copyrighted logos or characters

Timeline: 1-2 weeks

Pricing: 8.00 per PDF File or bundle 4 PDF Files for \$20.00

custom stencil svg's

for cookie decorators

choose your design to match the theme

types of svg stencil designs:

- scatters
- multi-layer
- text
- paint your own

please no copyrighted logos or characters

Timeline: 1-2 weeks

Pricing: \$10.00 per SVG File or bundle 4 SVG Files for \$28.00

custom stl cookie cutter files

for cookie decorators

choose your design to match the theme

sizes included:

- mini 2in
- small 2.5in
- midsize 3in
- standard 3.5in
- large 4in

please no copyrighted logos or characters

useful information on *file types*

JPEG

JPEG is the most common used file format. JPEGs are pixel based. This means when the image is scaled up, it will start to loose quality and become pixelated.

use me for:

- Uploading to social media.
- Adding a file for your website.

don't use me for:

- Printing.
- You need a logo or graphic to have a transparent background.

PNG

PNG files are also pixel based. This file has a transparent background and JPEG's are not.

use me for:

- You need a graphic with transparent background, such as a watermark over a photo.

don't use me for:

- Printing.
- Uploading to social media.

useful information on *file types*

PDF

PDF documents are the highest quality file type. They can include multiple pages and are good for print files such as menus or business cards.

use me for:

- Sending designs to be printed
- Displaying documents online or over email
ex: price lists, recipes, menus.

don't use me for:

- Don't use to upload to social media.

EPS

EPS files contain the vector design and can be edited in softwares such as Adobe Illustrator. If you are working with another designer such as a web designer or a packaging designer, they will need to access these. EPS file is a vector file. Other vector files are: svg, pdf, and ai.

use me for:

- Working with another designer. These files are high quality.
- Large scale designs such as signs.

don't use me for:

- You need a transparent background.

useful information on color types

cymk: Cyan, Magenta, Yellow, and Black. These colors will mix together and create any color when printing. This is used for Printing.

rgb: Red, Green, and Blue. These are a combination of light and dots on a monitor to create any color. This is used digitally, such as a screen like a cell phone or a computer.

pantone: These are premixed ink used on a printing press. This color will always be exact.

branding faq's

What file types will I receive

EPS, AI, PNG's, JPEG's

Timeline on packages:

Depending on the package and design, please allow 3-8 weeks for the project to be complete.

Payment:

50% deposit due at the time of on-boarding, and the remainder will be due once the project is complete. You can also pay the project in full before starting the project.

Booking in:

If you'd like to book in a project, please fill out the inquiry form at the end of the design services page on the website.

I need the project to be completed faster:

If you have a deadline for your project, please let me know in the beginning. There might be an extra fee depending on urgency.

Do you offer additional and future design support?

If you are an existing or past client that is in search of brand updates, or any other additional design services for your business, please contact me to schedule out updates accordingly!

Have any other questions?

Just send over an email and I will happily get back with you!
info@starlightstencilsociety.com