

2024

# PRICING GUIDE

## ETC CREATIVE STUDIO

HI@ETCCREATIVESTUDIO.COM

O1

OUR MISSION

WE ARE A CREATIVE STUDIO LED BY PASSION FOR *INTENTIONAL DESIGN*, HEARTFELT VISUAL STORY TELLING AND AN INNATE *DESIRE TO DO MORE* FOR SMALL BRANDS.

THE STUDIO

THE STUDIO



THE STUDIO

THE STUDIO

02

## ABOUT

ETC by Erin Tufts Cartier is a creative design studio where passion and strategy align. Our mission is to develop a curated visual story through brand, web, and photography for small businesses who want to stand out from the crowd. We work very closely with brands to create deep rooted cohesion and exclusive design theory to spark joy and bring awareness. We pride ourselves on bringing the clients dream to a clearly defined reality.

03

SERVICES

# THE OFFERINGS

<sup>01</sup> BRAND DESIGN

<sup>02</sup> WEB DESIGN

<sup>03</sup> PHOTOGRAPHY

SERVICE 01

# BRAND DESIGN

LEARN MORE



# BRAND DESIGN

Creating a visual identity for your business or brand is not just developing a logo. This core process dives deep in establishing your values, personality and overall image. Taking the time to establish the visual details to your brand identity not only defines your brand to your niche market, it builds trust with your customer.

## O1

### WHAT'S INCLUDED

- +Brand Strategy
- +Creative Direction
- +Moodboard
- +Color Palette
- +Typography Suite
- +Primary Logo
- +Secondary Logo
- +Brand Icon
- +Brand Guidelines
- +2 rounds of edits
- +1:1 Support

### ADD-ONS (+\$)

- +Additional edits
- +Additional alternate logos
- +Advanced illustrations or logo design
- +Copywriting
- +Canva setup
- +Rush fees

## O2

### INVESTMENT

Starts at \$2,500 (varies per project)

## O3

### THE PROCESS

All of our projects begin with a 20 min consultation call to determine if we are the right fit for each other. I provide a questionnaire to start working on your brand's strategy including a competitive analysis, market research, your brand's mission, values, etc. Once we've worked through strategy, I provide you with a creative direction, including color palette and font hierarchy based on our research and findings. After establishing direction, we provide the initial design then proceed to the editing stage as needed.

# A FINE FÊTE

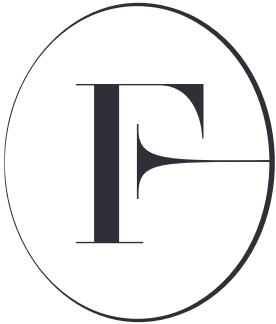
A Fine Fête Events offers authentic wedding planning, elevated design, and a beautiful bespoke experience that reflect our couple's unique love story. Available in Washington D.C. and beyond.



# A FINE FETE



# A FINE FETE



CLIENT: A FINE FETE EVENTS // PROJECT: BRAND STRATEGY AND WEB DESIGN & DEVELOPMENT



# A FINE FETE



CORE VALUES CORE VALUES CORE VA

KEY DESCRIPTORS:

**AUTHENTIC**  
CONSISTENT AND RELIABLE

**FUN**  
COLORFUL, EXCITING, AND LIVELY

**NOSTALGIC**  
DESIGNED WITH VINTAGE ROOTS THAT RELATES TO OUR COUPLES

**BESPOKE**  
A BEAUTIFUL, PERSONALIZED EXPERIENCE

Brand strategy

CREATIVE DIRECTION COPYRIGHT © ETC CREATIVE STUDIO 2023 21

COLOR PALETTE COLOR PALETTE COLOR

Dragonfruit  
Primary  
PMS 225 C  
C1 W50 Y1 K0  
#EA3094

Smoke  
Primary / Neutral  
PMS 433 C  
C75 M69 Y55 K55  
#30313A

Mint  
Accent  
PMS 571 C  
C27 M0 Y19 K0  
#BBE0D3

White  
Neutral  
#FFFFFF

Gold  
Complimentary - print fill only  
C22 M40 Y83 K2  
#C7994A

Berry  
Accent  
PMS 242 C  
C51 M100 Y44 K40  
#621242

CREATIVE DIRECTION COPYRIGHT © ETC CREATIVE STUDIO 2023 14

Rachel has been designing and planning wedding for over ten years and was ready for a strong rebrand that felt authentic and fun to new clients. Her non-negotiables were no heavy white and beige and no minimal design. We helped her design a timeless brand with a bold color palette and refined typography as well as a fun digital experience that felt exciting without the minimal aesthetic you see across most wedding planning platforms.

SERVICE 02

A laptop is shown on a wooden desk, displaying a website design. The website features a light blue and white color scheme. The text 'etc CREATIVE STUDIO' is visible at the top, followed by 'OUR BRAND' and 'WEB DESIGN' in large, bold, outlined letters. Below this, there are sections for 'WHAT WE DO' and 'CONSULTATION'. The laptop keyboard and trackpad are visible in the foreground.

# WEB DESIGN

LEARN MORE



# WEB DESIGN

Your digital space is an incredibly accessible extension of your visual brand story. We look at your website as a digital experience for your customers to explore and want them to feel as if they are walking into your space. We offer both customized and templated web design and development services using Squarespace and Shopify.

## 01

### WHAT'S INCLUDED

- +Squarespace Setup
  - +Brand Formatting
  - +Stock Imagery sourcing
  - +Custom CSS coding
  - +Basic SEO
  - +1:1 Support
- Add -ons (+\$)
- +Copywriting
  - +Advanced SEO
  - +Setup Email Templates
  - +Setup Email Automations
  - +Acuity Scheduling setup
  - +Rush fees

## 02

### INVESTMENT

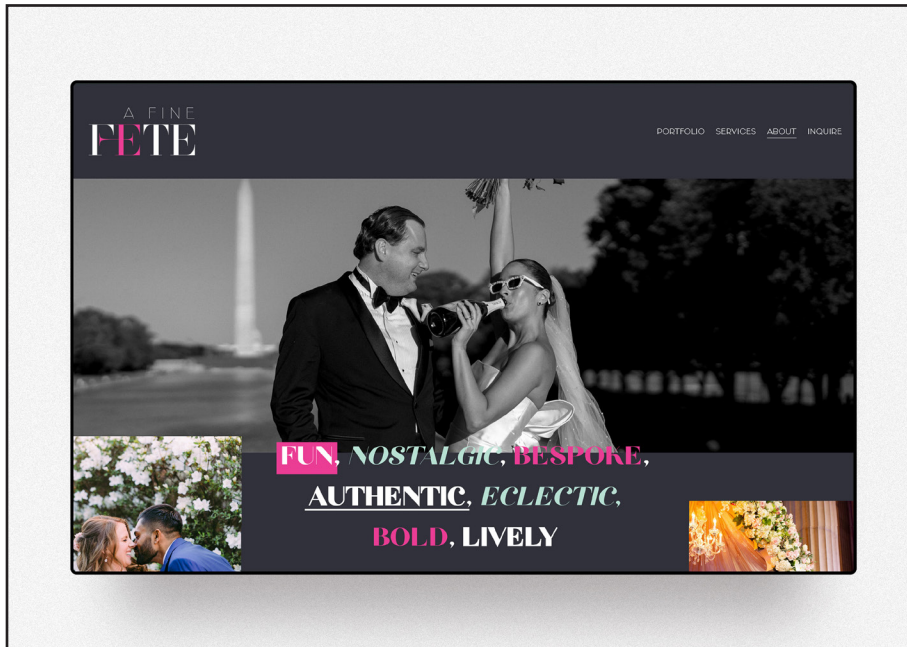
Starts at \$2,500.

## 03

### THE PROCESS

All of our projects begin with a 20 min consultation call to determine if we are the right fit for each other. Based on your brand strategy, we set up a framework that best works with your line of business, determine what pages you need and your keywords as well as content needed. Once we get all of your visual and verbal content, we set up your visual brand details and fill in the blanks!

## A FINE FETE EVENTS



We designed an engaging and bright Squarespace website for A Fine Fête Events. Rachel's former website was very dark and had a slow response time with no dimension or call to action buttons. We optimized her site to enhance her branding and made it feel like you are walking into her personal design space. Every page is full of images and videos of the weddings she's done over the years with highlighting her more recent events. We enabled standard SEO practice utilizing her keywords and location.

[View A Fine Fête Events website.](#)

## LA CIGAR COLLECTIVE



We created a moody and masculine website using Shopify for LA Cigar Collective. This brand is offering cigar accessories to his clients and the focus is on selling product with some informational context through blogging. Designing this site was all about shopability and making sure when his customers are searching for a specific brand his website pops up in a Google Search.

[View LA Cigar Collective's website.](#)

SERVICE 03

# PHOTOGRAPHY



LEARN MORE



# PHOTOGRAPHY

Photography is not just about taking pictures. There is a direction and design process in photography that captures the essence of your brand. Our goal is to ensure that message is clear to your customers through art direction and imagery.

O1

## COMMERCIAL CAMPAIGN

- +FULL DAY \$1500 includes 70 high res edited images
- +HALF DAY \$800 includes 30 high res edited images
- +2 HOURS \$450 includes 15 high res edited images

O2

## PERSONAL BRANDING

- +HALF DAY \$800 includes 30 high res edited images
- +2 HOURS \$450 includes 15 high res edited images

## ADD - ONS (+\$)

- +Additional 10 images - \$250
- +Creative Direction  
[\(Book a Creative Consultation\)](#)
- +Scouting for location, styling, models, hair, makeup, etc.
- +Studio fees
- +Extra hour \$250
- +Rush Edit \$150
- +Travel fees
  
- +Film Photography
- +1 - 2 min video \$2000



# WHAT THEY'RE SAYING



ETC by Erin Tufts Cartier is the creative design studio that has empowered our brand across multiple platforms to dream big, discover & watch it come to life on repeat. Erin somehow had the ability to digest the information floating in my mind & slightly above lol — promptly organized the information & then digitized all for the world to experience! She will go the distance while also respecting the lane where she commands mastery. Still my go2 for those quick questions & refreshing our vision on a quarterly basis. She has created such a beautiful process & having her as a bold hand playing a significant role in our brand makes the journey that much sweeter.

Thank YOU Erin

we love you <3— Melissa Hoyle (The Founder of M ai v)

# FAQ

## 01 DO YOU OFFER PAYMENT PLANS?

Yes, we do! Please email us [hi@etc creativestudio.com](mailto:hi@etc creativestudio.com) to discuss options or [book a free consultation call](#) to learn more!

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## 02 WHAT DOES THE TIMELINE LOOK LIKE?

Currently we begin within 1 - 2 weeks of your initial consultation call. Then each project varies based on the amount of content we have vs. what we need to create. Brand design and web design can each take anywhere from 4 - 6 weeks sometimes even up to 10 weeks. Photography can be done anywhere within 2 - 8 weeks depending on travel planning, creative concepting and editing.

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## 03 WHAT WEBSITE PLATFORMS DO YOU WORK WITH? DO YOU WORK WITH EXISTING SITES?

We work primarily with Squarespace and have been Squarespace Circle members for the last 5 years. We do also work with Shopify! We will work with you if you have an existing site ensuring a smooth design transition as well as enhancing what you already have in place and making it even more special!

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## 04 WILL I WORK 1:1 WITH YOU?

Absolutely. We will become great friends with all of our Zoom chats while building your visual brand story, website or campaign!

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## GOT ANOTHER QUESTION?

Email us!  
[hi@etc creativestudio.com](mailto:hi@etc creativestudio.com)

OR [Book a FREE consultation call!](#)



HI! I'M ERIN AND I CAN'T  
WAIT TO WORK TOGETHER.



Erin Tufts Cartier is the artist behind Rorin and the creative director of ETC Creative Studio. Originally from New Orleans Louisiana, and a graduate of Louisiana State University's Textile, Apparel and Merchandising program, Erin envisioned Rorin to foster her passion for designing unique accessories and art rooted in responsible processes. Her creative vision has long been interwoven with a desire to integrate a resourceful approach in how she discovers and repurposes unique materials. In a strive to do more for small businesses, Erin founded ETC Creative studio in 2023 after 4 years freelancing her creative direction, graphic and web design skills. ETC is a creative studio led by passion for intentional design and heartfelt visual storytelling.

**LET'S GET STARTED!**