

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

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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

⁰¹ BRAND DESIGN

⁰² WEB DESIGN

⁰³ 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

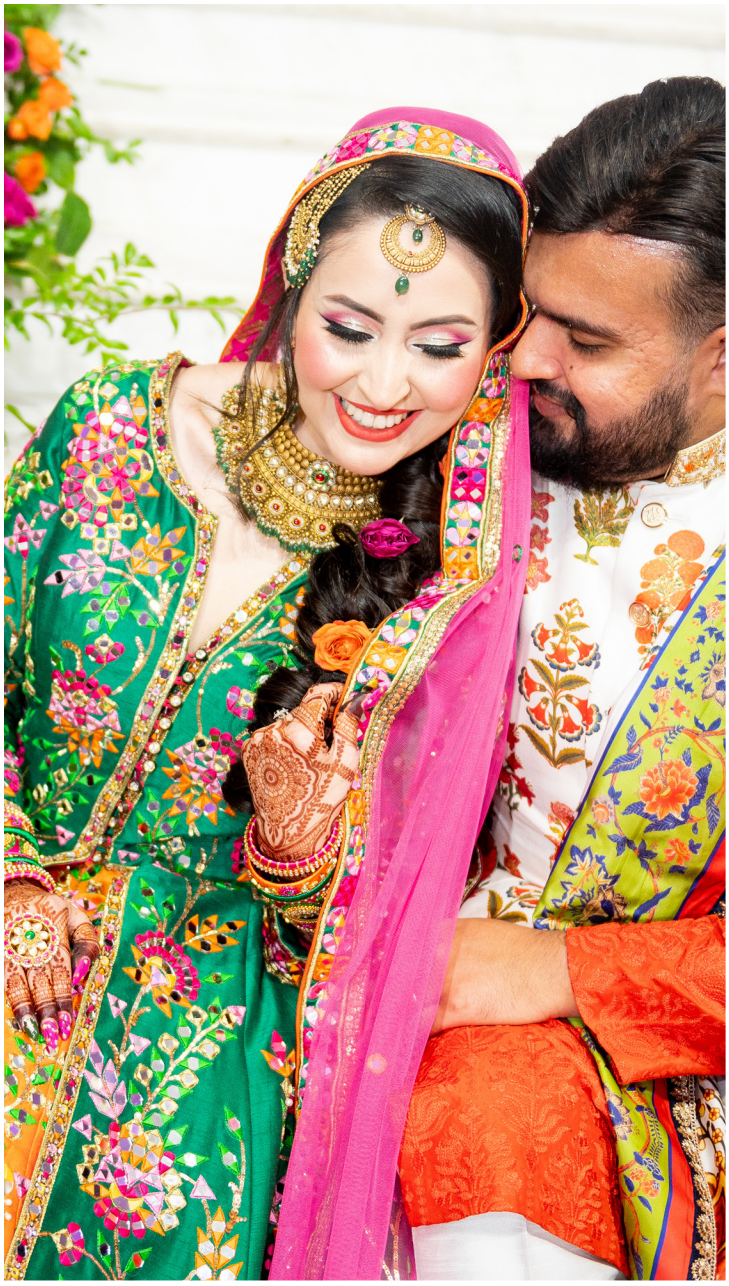
INVESTMENT

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.

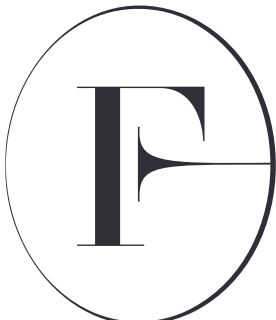


CLIENT: A FINE FETE EVENTS

PROJECT: BRAND STRATEGY AND WEB DESIGN & DEVELOPMENT

PRICING GUIDE

A FINE FETE



A FINE FETE

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
CMYK 01 100 0 0
#EA3D94

Smoke
Primary / Neutral
PMS 433 C
CMYK 86 9 100 0
#30313A

Mint
Accent
PMS 571 C
CMYK 100 0 0 0
#88E0D3

White
Neutral
#FFFFFF

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

Berry
Accent
PMS 242 C
CMYK 100 0 0 0
#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 teal 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. Other text on the screen includes 'WORK OFFERINGS', 'WHAT WE DO', 'CONSULTATION', and 'BRAND IDENTITY'.

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

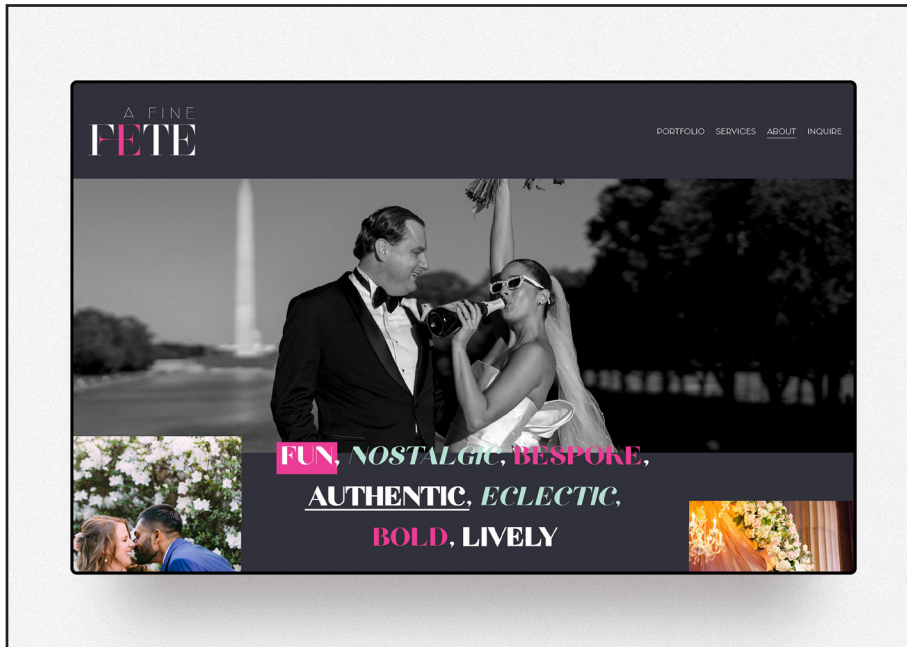
Starts at \$2,500.

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 to discuss options or [book a free consultation call](#) to learn more!

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.

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!

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!



GOT ANOTHER QUESTION?

Email us!
hi@etc creativestudio.com

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

WE CAN'T WAIT TO
WORK WITH YOU!



LET'S GET STARTED!