




SIMPLY 

PACKAGES *and*
PRICING GUIDE

CREATING CUSTOM DESIGN FOR EVERY STAGE OF YOUR LIFE.

Hi. Hello. Welcome!

I AM SO HAPPY YOU ARE HERE!

My real name is Bethany, but the loves of my life - my husband, my little, - all call me B. I am mama, wife, creative, perfectionist, detail queen, and a lover of all things pretty. I am also the graphic designer behind Simply B and I collaborate with women and small-business owners to create beautiful visuals, print collateral, event materials, and branding identities and websites to bring your big dreams to reality.

My love of the creative started very young. From my toddler years on what I remember most are not toys, but the things I created and the experience of making. I believe that in creating things, bonds are formed, new understandings blossom, and relationships are deepened. We all have the desire and ability to be creative, but I have dedicated my life to learning and developing skills to make your creative dreams become a reality.

Most of all, there is beauty in living simply. The moment I became mama everything changed. I quickly became aware of my limited time and resources. Prioritizing and letting go became my motto.

I believe there is nothing more important than being present in each of your moments, whether big or small. Because honestly? It's in the little things that we find the BIG moments.

Let Simply B come alongside you and make each event special, yet simple (because I do all the design work!). Whether you are planning your wedding, welcoming a little one, creating birthday invitations and custom themes, developing a fundraising event, or launching a new brand or business, my custom graphic design services will simplify your life as I take care of perfecting each detail.

So here is the truth: you do not have to do it all. My goal is to be your right hand gal. Let me worry about perfecting all those details. All you have to do is simply b.

With love,

Bethany

BETHANY ZACHMAN
Designer + Owner

first...

A LITTLE BIT ABOUT MY DESIGNING PROCESS

1. LET'S CHAT

First, let's connect! I want to learn all about who you are, your vision, your big picture goals and what you have in mind for your project. Whether you are planning your wedding, welcoming a little one, creating birthday invitations and custom themes, developing a fundraising event, or launching a new brand or business, I truly believe that the best design comes from collaboration (I'd say friends are even better!). So let's get acquainted and become best project friends!

2. DISCOVER + INSPIRE

Here is where we gather visual inspiration and begin to narrow down your vision: what you like and a few things you do not like. My goal is to simplify this process and make it fun! We will start with a design aesthetic questionnaire and then develop a Pinterest board together. All of this helps me to focus our project and gives me a better idea of what you're envisioning.

3. PROPOSAL

Here is where we get down to the details. Based on our design and discovery process, I will provide you with a proposal for our project that includes an itemized list of what I will design, a cost breakdown, and a timeline for completion. After you review the proposal, there will be a contract to sign and a 50% deposit is due. Once payment is received, your project is officially added to the Simply B Schedule!

4. DEFINE + DEVELOP

Now, the fun part! With a clear direction and gathered inspiration, I will start designing and send you concepts of what I have created. Print collateral includes 2-3 concepts, while web design will have 1 concept to start.

5. REVISIT + REVISE

My goal is to simplify this process and provide a design you are absolutely in love with! This means revisions are key. Do not be afraid to tell me if we need to make changes - this process is all about collaboration. You tell me feedback, and I perfect the details. Revisions include 2 major and 2 minor. If anything is needed in addition an hourly fee will be charged.

6. FINAL PROOF

This is where the LOVE comes in! The scariest and most rewarding part of my job is showing you the final product. My goal is to create something that makes you smile for days.

7. IMPLEMENT + GROW

After finalizing your design, we bring things into fruition. I will provide digital files of the items we have created. Depending on your project, I will provide artwork in print ready form, or a 'style file' includes your entire brand package (artwork, mood board, color schemes, hi-res formats). If needed we can design accompany collateral pieces or coordinate with printers for your print pieces. The goal is simplicity and consistency - your project deserves attention to detail to ensure its beautifully created from step one to completion.

weddings

Creating details you love
for your special day.

Option One

WEDDING INVITATION

THIS PACKAGE INCLUDES...

- Design Questionnaire
- 2-3 Logo Concepts
- 2 minor / 2 major revisions
- Print Ready Digital File
- OR Print Coordination (for an additional fee)

APPROX. TIMELINE: 3-4 Weeks

INVESTMENT: \$200 (first 2 hours) \$45/hr after

Option Two

COMPLETE WEDDING PACKAGE

THIS PACKAGE INCLUDES...

- Design Questionnaire
- 2-3 Logo Concepts
- 2 minor / 2 major revisions
- Print Ready Digital File
- OR Print Coordination (for an additional fee)
- Together we'll strategically choose 5 design options:
 - Invitation
 - Program
 - Information Card
 - RSVP Card
 - Table Numbers
 - Place Settings
 - Instagram Sign
 - Gift Table Sign
 - Cake Table Sign
 - Take Away Tags

APPROX. TIMELINE: 6-8 Weeks

INVESTMENT: starting at \$1500

Additional Option
WEDDING LANDING PAGE

Contact me for custom quote.

celebrations

Creating beautiful pieces
for every moment.

Option One

SINGLE DESIGN

THIS PACKAGE INCLUDES...

- Design - Choose one:
 - Baby Shower Invitation
 - Baby Announcement
 - Bridal Shower Invitation
 - Birthday Invitation
- Design Questionnaire
- 2-3 Logo Concepts
- 2 minor / 2 major revisions
- Print Ready Digital File
- OR Print Coordination (for an additional fee)

APPROX. TIMELINE: 3-4 Weeks

INVESTMENT: \$200 (first 2 hours) \$45/hr after

Option Two

CELEBRATION + BUILD OUT

THIS PACKAGE INCLUDES...

- Design - Choose 3 of following:
 - Invitation (from the left)
 - Party Games
 - Party Decor
 - Take Away Tags
 - Milestone Sign
- Design Questionnaire
- 2-3 Logo Concepts
- 2 minor / 2 major revisions
- Print Ready Digital File
- OR Print Coordination (for an additional fee)

APPROX. TIMELINE: 6-8 Weeks

INVESTMENT: starting at \$500

events

Partnering with nonprofit organizations
to create meaningful events.

Option One

INVITATION ONLY

THIS PACKAGE INCLUDES...

- Design Questionnaire
- 2-3 Logo Concepts
- 2 minor / 2 major revisions
- Print Ready Digital File
- OR Print Coordination (for an additional fee)

APPROX. TIMELINE: 3-4 Weeks

INVESTMENT: \$200 (first 2 hours) \$45/hr after

Option Two

COMPLETE EVENT PACKAGE

THIS PACKAGE INCLUDES...

- Design Questionnaire
- 2-3 Logo Concepts
- 2 minor / 2 major revisions
- Print Ready Digital File
- OR Print Coordination (for an additional fee)
- Together we'll strategically choose 5 Design Options:
 - Invitation
 - Program
 - Information Card
 - RSVP Card
 - Table Numbers
 - Place Settings

APPROX. TIMELINE: 6-8 Weeks

INVESTMENT: starting at \$1500

Additional Option

EVENT LANDING PAGE

**Contact me for custom quote.

branding

Collaborating with nonprofits, startups and small business owners to create visual identity to match your dreams

Option One LOGO ONLY

THIS PACKAGE INCLUDES...

- Branding Questionnaire
- 2-3 Logo Concepts
- 2 minor / 2 major revisions
- Final Logo
- Submark
- Branding Guide PDF

APPROX. TIMELINE: 3-4 Weeks

INVESTMENT: starting at \$300

Option Two COMPLETE BRANDING PACKAGE

THIS PACKAGE INCLUDES...

- Branding Questionnaire
- Moodboard and color palette
- 2-3 Logo Concepts
- 2 minor / 2 major revisions
- Final Logo
- Submark
- Custom Website Design
 - Homepage Mockup
 - 2 minor / 2 major revisions
 - Complete website mockup
 - 2 minor / 2 major revisions
- Branding Guide PDF

APPROX. TIMELINE: 6-8 Weeks

INVESTMENT: starting at \$1000

additional print design

PRINT COLLATERAL + MARKETING PIECES

- Stationary Design (choose 2: business card, letterhead, notecard)
INVESTMENT: starting at \$175
- One-Page PDF Design
INVESTMENT: starting at \$200
- Postcard / Mailer / Brochure
INVESTMENT: starting at \$250
- Pricing Guide, Media Kit, Look Book, Course Workbook
INVESTMENT: 2 - 4 pages starting at \$300
5+ pages starting at \$450
- Other items (contact me for custom quote)
 - Branded Freebies
 - Campaign Graphics
 - Advertisements
 - Program Development Materials
 - Enter your idea here!



let's create

PRETTY THINGS

My speciality is creative.
My language is details.
My quirk is perfectionism.
My truth is community.