

EQUITABLE ARTS
MEDIA & PRODUCTIONS
BEAUTIFUL MINDS, INSPIRE OTHERS

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DISCOVER THE ART OF EXCELLENCE WEB DESIGN & BRANDING SERVICES

Higher End Inc., Equitable Arts, and Maggie B. Knowin offer a collection of expertly crafted service packages designed to elevate your brand and enhance your digital presence. By blending transformative design, strategic empowerment, unparalleled creativity, and cutting-edge technology, our offerings empower your business to thrive in today's competitive landscape.

WEB DESIGN SERVICES

WHY CHOOSE OUR PACKAGES?

- **Expert-Led Customization:** *With the direct involvement of Maggie B. Knowin, each project benefits from personalized attention, ensuring every aspect of your brand and website aligns seamlessly with your vision and objectives.*
- **Comprehensive Solutions:** *Our holistic approach integrates website design, branding, and strategic content creation, delivering a cohesive and impactful experience that embodies your brand's unique essence.*
- **Strategic Value:** *Crafted with a deep understanding of market trends and consumer behavior, our packages highlight your unique value propositions, ensuring you stand out in a crowded market.*
- **Tailored to Your Needs:** *Whether launching a new venture or redefining an existing brand, our packages offer flexibility and customization to meet your specific requirements and objectives.*

EXPLORE OUR PACKAGES

Select the perfect package to suit your needs, from foundational services that establish your digital footprint to premium offerings that position your brand at the pinnacle of your industry. Each package is designed to deliver maximum impact, fostering deeper connections with your audience and achieving your business goals.

OUR OFFERINGS INCLUDE:

- **Visionary Foundations:**
Establish a strong foundation with essential website and branding services tailored for emerging businesses.
- **Elevated Presence:**
Enhance your brand's visibility with advanced design and strategic content, effectively engaging your audience.
- **Pinnacle Experience:**
Achieve brand excellence with comprehensive solutions that integrate e-commerce, dynamic graphics, and expert copywriting.
- **Identity Essentials, Signature Style, Iconic Impression:**
Develop a memorable brand identity with logo design packages that capture your unique style.
- **Essential Branding, Signature Branding, Masterpiece Branding:**
Create a cohesive and powerful brand presence with tailored branding packages, including strategy workshops and complete brand books.
- **Custom Services:**
For businesses with unique needs, our custom services provide bespoke solutions tailored to specific goals, ensuring you receive the precise support you require.

READY TO TRANSFORM YOUR BRAND?

Elevate your brand and digital presence today. Choose the package that best suits your needs, secure your spot with a deposit, and fill out our website design inquiry form to begin your journey. Contact us now for a personalized consultation and take the first step toward excellence with Higher End Inc., Equitable Arts, and Maggie B. Knowin.

SERVICES PACKAGES & PRICING

WEBSITE DESIGN PACKAGES:

1. Visionary Foundations:

Starting Price: \$3,000

Our Visionary Foundations Package provides a robust online platform with up to 5 beautifully designed pages. Perfect for businesses starting their digital journey, this package includes responsive design and essential SEO, along with expertly crafted content by Maggie B. Knowin that captures your brand's essence.

Includes:

- Up to 5 pages (Home, About, Services, Contact, Blog)
- Responsive design
- Basic SEO setup
- Contact form integration
- Social media links
- Basic copy aligned with Maggie B. Knowin's expertise

"Set the stage for your digital success. Start building your visionary website today!"

2. Elevated Presence:

Starting Price: \$5,000

Elevate your online presence with a custom-designed website featuring up to 10 pages. This package combines advanced SEO, blog integration, and comprehensive copy tailored by Maggie B. Knowin to engage your audience and amplify your brand message.

Includes:

- Up to 10 pages
- All features from the Visionary Foundations Package
- Custom design elements
- Advanced SEO setup
- Blog setup with up to 3 initial posts
- Google Analytics integration
- Comprehensive copy crafted by Maggie B. Knowin for each page

"Elevate your presence. Rise above the competition with a site that reflects your brand's true potential!"

3. Pinnacle Experience:

Starting Price: \$8,000

Achieve the pinnacle of digital excellence with a full-featured, 10-page website that includes e-commerce capabilities and dynamic animations. Benefit from ongoing support and strategic content crafted by Maggie B. Knowin, ensuring your website is both stunning and impactful.

Includes:

- Up to 10 pages
- All features from the Elevated Presence Package
- E-commerce functionality
- Custom graphics and animations
- Ongoing support and maintenance for 6 months
- Enhanced copywriting utilizing Maggie B. Knowin's business acumen and expertise

"Reach new heights with a website that leads and inspires. Begin your pinnacle experience today!"

LOGO DESIGN PACKAGES:

1. Identity Essentials:

Starting Price: \$750

Create a foundational brand identity with our Identity Essentials Package, offering two initial design concepts and multiple formats for easy application across platforms.

Includes:

- 2 initial design concepts
- Up to 2 revisions
- Delivery in multiple formats (PNG, JPEG, SVG)

"Define your brand's identity with a logo that speaks volumes!"

2. Signature Style:

Starting Price: \$1,250

Craft a distinctive brand image with four initial design concepts, enhanced with a brand color palette and logo usage guidelines, ensuring your brand stands out with style.

Includes:

- 4 initial design concepts
- Up to 4 revisions
- Brand color palette
- Logo usage guidelines

"Make your mark with a signature logo that captivates!"

3. Iconic Impressions:

Starting Price: \$2,000

Leave a lasting impression with six refined logo concepts, comprehensive style guides, and animations for a dynamic digital presence that ensures your brand's identity is iconic.

Includes:

- 6 initial design concepts
- Up to 6 revisions
- Complete brand style guide
- Logo animations for digital use

"Transform your brand into an icon with a logo that commands attention!"

BRANDING & IDENTITY PACKAGES:

1. Essential Branding:

Starting Price: \$1,500

Establish your brand with the Essential Branding Package, featuring logo design, business card, and letterhead creation, all tied together with a cohesive style guide to maintain brand consistency.

Includes:

- Logo design (Identity Essentials Package)
- Business card design
- Letterhead design
- Basic style guide

"Lay the groundwork for your brand's success. Build your essential brand identity today!"

2. Signature Branding:

Starting Price: \$3,000

Strengthen your brand's presence with a complete stationery set, social media branding, and strategic messaging crafted to resonate with your target audience and enhance your brand's visibility.

Includes:

- Logo design (Signature Style Package)
- Complete stationery set (business cards, letterhead, envelopes)
- Social media branding
- Brand messaging and positioning statement

"Craft a brand that speaks to your audience. Develop your signature branding now!"

3. Masterpiece Branding

Starting Price: \$5,000

Elevate your brand to masterpiece status with an all-inclusive package that includes strategic workshops, a comprehensive brand book, and packaging design, all tailored to ensure your brand leaves a lasting legacy.

Includes:

- Logo design (Iconic Impression Package)
- All features from the Signature Branding Package
- Brand strategy workshop (1.5 hours)
- Comprehensive brand book
- Packaging/Merchandise design

"Create a masterpiece with your brand. Start your journey to excellence today!"

CUSTOM SERVICES:

Starting Price & Packages: Custom quotes based on scope

Customize your experience with tailored services including advanced SEO, email marketing, video production, and more. Each service is designed to meet your specific needs and drive success.

Other Services Offerings Include But Are Not Limited To:

- Advanced SEO and SEM strategies
- Email marketing campaigns
- Video production and editing
- Trade show booth design & swag
- Event branding and collateral
- Pricing: Based on project scope and requirements.

"Tailor your path to success with bespoke solutions. Contact us for your consultation & customized quote!"

PAYMENT TERMS:

Initial Consultation:

Free 20-minute session to discuss project needs, scope, and goals.

Payment Schedule:

- 50% deposit to begin the project.
- 25% due upon initial design approval.
- 25% due upon project completion and delivery.
- Payment Methods: Zelle, PayPal, Credit/Debit Card
- For One Time Sessions, Consultations, Reports, Etc.-
Full Payment required to initiate services, unless payment plans or specialized terms have been coordinated.

NOTES:

- Customization: All packages can be tailored to fit specific client needs.
- Discounts: Available for bundling multiple services and/or for non-profit organizations.
- Additional Services: Any services outside the listed package scope will be quoted separately.

EMBARK ON YOUR JOURNEY TO BRAND EXCELLENCE

Ready to embark on your journey to brand excellence? Our team at Higher End Inc., Equitable Arts, and Maggie B. Knowin is eager to partner with you to transform your vision into reality. Secure your project today and take the first step towards a dynamic and impactful brand presence.