



JULIE BOHLER

SERVICE & PRICING GUIDE

Julie Bohler Designs

Brand design and strategy that
will transform your business!



Creating **the best brand for
your business so you can
simply be the best business
you were meant to be.**

Let's take the guess work out of
branding so your business can grow.



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01

About.

Who is Julie Bohler?





Meet Julie Bohler →

HELLO, from Julie Bohler Designs!

I'm Julie, an Independent Graphic Artist who has been in the industry for almost three decades and worked with companies and organizations all over the U.S., including overseas.

I have a specialization in identity and brand design, but have the ability to take care of all print and digital design needs.

One of my biggest passions in life is design. I absolutely love what is capable with ink, paint, a blank piece of paper, and the challenge of making what people see through design continually breathtaking. I have a simple, modern, elegant, and fun style to my designs as well as a business, marketing, and strategy mind to make sure that every piece is perfect for that specific person, target market, and industry.

 25+ years experience  100% happy clients

We've been trusted by:



I help you connect with your customers before they go somewhere else.

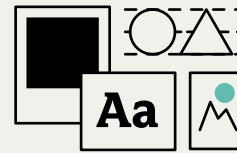
Julie Bohler Designs provides:



A comprehensive research-based approach to understand who your customer is and what they want.



A clear brand strategy that communicates your brand story.



A visual identity (including logo, colors, fonts and imagery) that connects with your audience.



Professionally designed collateral that is easy to roll out to keep your branding consistent across multiple platforms.

Quality professional branding is an investment in your business, not a cost.

It might sound obvious, but people don't want to buy from a business they don't understand or trust.

Some common branding mistakes →



Unclear or Confusing Story

Why?

86% of consumers say that authenticity is a key factor when deciding what brands they like and support. ⁽¹⁾



Inconsistent Branding

Why?

Presenting a brand **consistently** across all platforms can increase revenue by up to 23%. ⁽⁴⁾



Wasting Time Trying to DIY

Why?

The average small business owner spends 20+ hours a week on design and marketing for their business. ⁽⁵⁾ Why make it harder than it already is?



No Consistent Color Palette

Why?

Using signature brand colors can increase brand recognition by 80%. ⁽²⁾



Uninspired Website

Why?

0.05 seconds is all it takes for someone to form an opinion about your website. ⁽³⁾



Branding that Blends In

Why?

It takes between **5–7 impressions** for customers to become aware of your brand. ⁽⁶⁾ Being different will set you apart.

Statistical References

1. stackla.com 2. rebootonline.com 3. au.oberlo.com
4. smallbizgenius.net 5. smallbiztrends.com 6. techjury.net

02

Services.

Find out how I can help
your business.



Design Services.

Why chose us?

✔ Guided Process

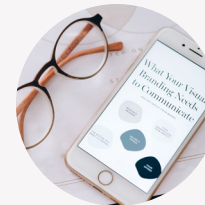
I walk you through each step so you won't feel overwhelmed. You'll receive supporting documents at the end of the project so using your new brand is easy.

✔ Confidence in your branding

No more second guessing the content you put out hoping it hits the mark. You can feel confident that my research-backed branding will get the job done.

✔ Get back to the things you love

Design (even bad design) is time consuming, so get back to the things you care about while your branding takes care of itself.



Logo Design.

Start off the right way with a professional and custom logo that will launch you into the world of branding like a professional.

Primary & Secondary Logo

Color & Typography

Mini Brand Guidelines

Source Files

Digital Marketing.

You not only want a new or redesigned logo, but need a social media toolkit to pull from for your digital marketing needs.

Social Media Profile Photos

Social Media Icons

Social Media Story Templates

Digital Application Guide

Brand Identity.

All the basic brand elements plus an intentional plan for combining images and messaging so you can grow your business and make a mark in the world with your unique style.

Brand Discovery Research

Visual Theme Elements

Brandmarks Suite

Tagline Creation

Collateral Materials.

Have digital or printed collateral pieces designed to go with and continue brand continuity. Or, maybe you already have a strong brand identity, but need help creating new designs. Collateral suggestions:

Brand Swag

Presentation Templates

Signage

Brochures or Booklets

Design Packages.

The following packages are designed to give your business a solid foundation, whether you're just starting or taking your business to the next level.



Logo Package

Brand Starter Package

Brand Identity Package

Collateral Materials Package

+ PLUS - Design Intensive Days



Primary Logo



Educators Advantage

Brandmark



Logo Variations (FOR USE ON ITEMS REQUIRING ONE COLOR)



Color Palette 1



Fonts

Avenir Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Logo Design Package.

This package is suited for small or new businesses ready to take the leap into the world of branding and at the moment only need the basic brand element - **the logo**. Or, maybe you need a rebrand of an existing logo, this package is for you.

WHAT'S INCLUDED

Brand Discovery

A guided discovery session exploring your company, background, goals, vision, target market, and competitors in order to create a basic brand strategy. These results will be used to help give us the right creative direction for your logo and evolving brand.

Primary & Secondary Logos

A main logo will be created based on discovery findings and will serve as the first identifier of your company. But, other layouts of this primary logo will be designed for all types of print and digital usages.

Color & Typography

Strategically creating your companies color palette and typography. These elements are just as valuable for continuity and messaging of your brand.

🕒 3-4 weeks based on feedback

💰 **Starting at \$2,500.00**

DELIVERABLES

Mini Brand Discovery PDF Booklet

Primary & Secondary Logo

Primary & Secondary Logo Variations

Additional Brandmarks

Color Palette

Typography Recommendations

Mini Brand Guidelines PDF Booklet

Source Files

Source Files Tools & Resource Guide

Brand Starter Package

A great starter package without the cost of an exhaustive branding process. Get a brand new or redesigned logo along with a complete social media toolkit for a complete digital marketing brand presence.

WHAT'S INCLUDED

Brand Discovery

A guided discovery session exploring your company, background, goals, vision, target market, and competitors in order to create a brand strategy. These results will be used to help give us the right creative direction for your brand.

Primary & Secondary Logos

A main logo will be created based on discovery findings and will serve as the first identifier of your company. But, other layouts of this primary logo will be designed for all types of print and digital usages.

Social Media Toolkit

A social media presence is valuable and imperative to have your brand stay consistent across social platforms for the best recognition. You will receive a social media bundle that includes a profile picture, banner photos, icons, story templates, and other must haves.

🕒 3–5 weeks based on feedback

💰 **Starting at \$3,500.00**

DELIVERABLES

Brand Discovery Booklet

Primary & Secondary Logo

Additional Brandmark Variations

Color & Typography Recommendations

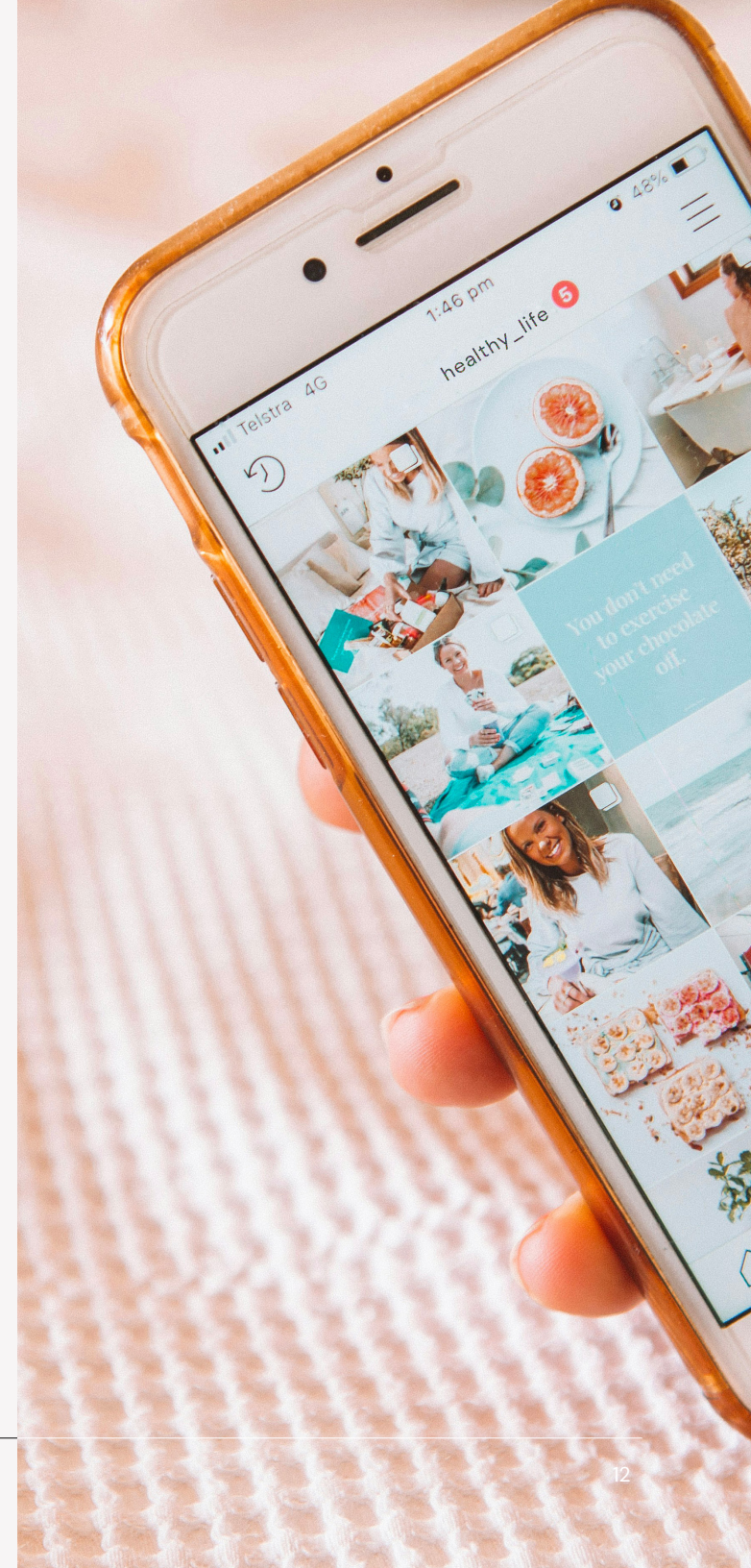
Social Media Profile & Banner Pictures

Social Media Highlight Icons

Social Media Story Templates

Brand Guidelines PDF Booklet

Source Files & Files Resource Guide





Brand Identity Package.

You need all the basic brand elements, plus an intentional full-strategy for combining images and messaging so you can grow and make your mark in your industry.

WHAT'S INCLUDED

Brand Discovery

A full guided discovery workshop exploring your company, background, goals, vision, target market, and competitors in order to create a brand strategy. These results will be used to help give us the right creative direction for your brand.

Logo Suite

A main logo will be created based on discovery findings and will serve as the first identifier of your company. But, other layouts of this primary logo will be designed for all types of print and digital usages.

Visual Themed Elements

To go along with your logo, fonts, and colors, themed elements such as shapes or lines, certain photography or illustrations, custom patterns may be needed. These elements will be shown in mock layouts for better visualization.

🕒 4-8 weeks based on feedback

💰 **Starting at \$7,500.00**

DELIVERABLES

Brand Discovery PDF Booklet

Primary, Secondary & Additional Logo Variations

Color & Typography

Social Media Profile & Banner Pictures

Social Media Story Templates

Tagline

Visual Themed Elements & Imagery

Print & Digital Brand Applications

Brand Guidelines PDF Booklet

Source Files & Files Resource Guide

Collateral Marketing Services.

My identity packages are designed to set your business up for success, however if you are in need of other digital or printed collateral pieces designed to expand your brand, simply contact me for a custom quote.

Brand Swag or Merchandise

Brochures or Flyers

Print or Digital Business Cards or Stationery

Presentation Slides

Signage

Email Templates or Headings

Event Branding

Social Media Templates

Canvas Templates

Website Digital Elements

+ more on request



Design Intensive Days

After I've helped you with your brand identity and your project is done, you might need updates or more materials.

Because I already know your brand, I can dive right in and work through your wishlist.

Design Intensive Days are the perfect way to tackle items for a quicker turnaround.

Design Days are perfect if?

✔ Not interested in DIY

You might be able to do it yourself, but it feels like a chore. Plus, you really don't have the time.

✔ Want to skip back-n-forth revisions

You just don't have the time for lots of revisions that stretch over days or weeks.

✔ You just need it done!

HOW IT WORKS

SET UP

- Make your wishlist of items in order of priority.
- Email me your list and any details. We'll plan a call, if needed, to go over your list. I'll then provide you a custom quote.
- We'll schedule the days.
- Payment is due at the time of booking.

2 Days Before Design Days Begin

- Submit all needed materials to me that I don't have. Text, images, dimensions, etc.
- I'll confirm receipt of materials and your priority list.

During the Design Intensive Days

- Be available to receive design drafts and give quick and timely feedback by either email, text or Zoom.
- If we can't get through everything in the allotted time, we will book an additional day or more.

SCHEDULE

- 10a - 5p (MST). This is our daily working time with check-ins, feedback, edits, and file prep.

GREAT PROJECTS FOR DESIGN DAYS

Brand Swag or Merchandise

Brochures or Flyers

Print or Digital Business Cards or Stationery

Presentation Slides

Icons

Email Templates or Headings

Style Guide Updates

Social Media Templates

Canvas Templates

Website Elements

- Or, I can recommend some options.

NOT IDEAL FOR DESIGN DAYS

Brand Identities

Company Logos

Packaging Projects

- These projects require more time and thought. Please choose a Branding Package or request a custom quote.

The Design Process.

💰 Project deposit and payment:

A deposit of 50% is taken up front to secure your slot, with the remaining amount due before final source file hand-over.

I accept payment methods including XXXXX. Payment plans can be discussed on an individual project basis.

The tools we use:

Adobe Creative Cloud Design

Notion Client Portal

Miro Interactive Workshops

Zoom Video Meetings

Dropbox or Google Drive File Storage

Three phase design journey. →



01

Brand Discovery

The discovery phase helps to uncover your 'Brand DNA'. This informs which visual and strategic direction the design work will go in. This phase is very collaborative and the research findings are presented back to you.

- Introductory Call
- Project Proposal
- Design Agreement
- Design Questionnaire
- Brand Discovery Workshop
- Brand Discovery Presentation
- Creative Direction Proposal

02

Design & Refine

Now comes the fun part! Design concepts are created based on the discovery & research phase and you're presented with a visual and strategic direction. We work together to refine the design to make sure we have the right look.

- Design Concept Presentation
- Refinements
- Artwork Proofs & Approval

03

Brand Launch

The final phase is launching your brand into the world. Final artwork files are handed over to you along with any supporting documents (such as, file type guides and brand guidelines) which provide a smooth roll out.

- Finalized Brand Assets
- Brand Guidelines
- Supporting Documents

Don't just take my word for it!

“

Julie has made all of our logos over the years for The Hovercraft Project and for all of our other adventures. Her modern eye for design and layout is always exactly what is needed for whatever new vision we have. We love working with her.



Matt & Jenni Chase
The Hovercraft Project | Sarasota, FL



“

Thank you Julie for ALL of your assistance. Without your super (great!!) design work for my campaign I would not have been elected. Those that received the collateral materials, loved the designs and loved the message – short, sweet, and exactly to the point.



Bill Thiebaut
CO House of Representatives | 1987-1993
CO Senate | 1993-2003
CO District Attorney | 2005-2013
District D60 Pueblo School Board Member | 2024 - present

“

We can't believe how spot on you were...we LOVE the logo! You are the best and so professional.



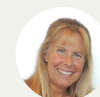
Brent D. Kenyon
Educators Advantage & Mutual of Omaha Mortgage | Illinois



Jodi Cinq-Mars
Educators Advantage & Cinq-Mars Group Realtor | Illinois

“

Thank you for all of your hard work, patience, and sharing your creativity! I am so excited to get Project Communication off the ground. I love the new look. You know I'll be knocking down your door again.



Sandy Boyd
Project Communications | Lake Villa, IL

AND, even more sharing their design experiences.

//

You're an amazing human! Thank you so much for sharing your time & talents with Read To Me. The 10 year relaunch of RTM was successful thanks to you. The design work was perfect & I love everything you do! Such an appreciation for your hard work & endless hours you spent designing, consulting & giving to RTM.



Rebecca Erickson
Read To Me | Castle Rock, CO

//

The Front Range Anniversary Booklet was HUGE for our church and for the church partners we have around the nation. You did such an incredible job with everything. I can't thank you enough. Your hard work and sacrifice really paid off in a big way. It not only brought a sense of validity to the church, but it also inspired other pastors around the nation that we partner with to think through how they could do something like this. One pastor told me it's the best yearly recap he has ever seen.



Ernest Smith
Front Range Community Church | Castle Rock, CO

//

Thank you for all of your branding and design work. Absolutely love our new welcome banners by the Union. They look absolutely great and add so much to the campus. Thanks so much!



Steve Laughlin
Dean of Students
University of Wisconsin - Parkside | Kenosha, WI

//

Thank you so very much for going above and beyond with your innovative ideas. The shirts turned out so great thanks to you. I really appreciate you and your servant heart!



Stephanie Astur
NorthBridge Church | Antioch, IL

03

Next Steps

Ready to start working towards
your dream branding?



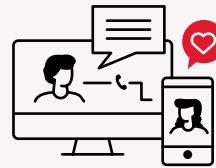


How to book your project.

If you're ready to take the leap today and start growing your business the right way, then let's connect!

Contact information

- ✉ julie@jbohlerdesigns.com
- 🌐 www.jbohlerdesigns.com
- 🕒 Monday - Friday, 10am to 5pm
- 📍 Castle Rock, CO / USA / Mountain Time Zone



01

Schedule an introductory call.

An introductory call allows us to discuss your design needs on a high level. This helps to define the scope of the project so a project proposal can be sent to you. We'll discuss your goals, what the design process is like, and answer any questions you have.

- 🕒 Send an email to: julie@jbohlerdesigns.com
- 🕒 Receive a reply, then select an appointment day & time.
- 🕒 If you didn't already fill out the "Let's Connect" form on my website, I'll send it your way to fill out before our Intro Call.
- 🕒 We'll have a video or phone call to discuss your specific project needs.



02

Receive a quote and book your slot.

Once we've defined the scope and budget of your project, I'll send through a project proposal for your review. A design agreement will follow for signatures and information on getting started.

- 🕒 Receive a Project Proposal or customized quote.
- 🕒 Accept proposal or request amendments.
- 🕒 Recieve Design Agreement to start the design journey.
- 🕒 Sign contract and pay deposit to secure your slot.



03

Grow your business with your dream branding.

Once you're booked in we'll start your three phase design process to build your dream brand! Research will inform the strategy and design direction and together we'll build a brand that will grow your business.

- 🕒 Brand Discovery Questionnaire and/or workshop.
- 🕒 Design and refine concepts to nail the look and feel.
- 🕒 Receive final assets and launch your new brand.



Frequently Asked Questions.

I firmly believe that transparency is an essential part of the process. I strive to make sure my clients have all the answers they need, it really is important to me. Here are some common questions clients have asked.

Do you do website design?

Web design and development is a specific skill and something I don't specialize in. I recommend that clients hire a Web Designer or firm for website needs. The web designer or firm will use the Branding Guidelines and other elements I develop and provide for you to create your website.

Do you do re-branding?

Of course, however I will start from scratch instead of reworking existing logos and elements. Even re-branding needs a back-to-research based approach so we can develop an updated brand specific to your most current business goals.

Why do I have to pay a deposit?

A deposit is customary to protect both the client and the designer to ensure a high standard of work. A deposit allows a designer to compensate for the work needed to put into a project, while also protecting the client to ensure that full payment is complete only when they are happy with the final service.

What final files will I receive?

At the end of the project you'll receive a link to a shared folder with all finalized files in the appropriate formats. This could include JPEG, PNG, SVG, PDF, AI and EPS.

Do you provide font files?

Because of licensing restrictions, I will provide you a link to purchase the fonts for your project. I will make font recommendations but will allow you to obtain the proper licensing for each font on your own.

When will we get started?

After we've had an "Introductory Call" I'll send through a Project Proposal or custom quote including a timeline with specific dates. The start date is usually 1-2 weeks from the booking date.

How long will a project run?

Rough estimations of the duration are included in the description of the packages, for each extra piece of collateral we'll add on a few days to a week depending on the design need.

How much input will I have?

This is your brand, and chances are you understand it better than anyone, so your input is valuable. We'll be guided by the brand goals we both set through each phase of the design process to make sure we get it right.

What are my legal rights upon completion?

Upon completion of the project and contract, you will own the final graphic designs. As the designer, I will retain personal rights to use the project and any preliminary designs for the purpose of things such as business promotional purposes.

Can you manage the printing?

Yes, if needed, I can manage the entire printing process for you. I'll add a small print management fee to the project and will set up payment with you, the client, and the printer directly so I'm not part of the billing equation. However, many of my clients do already have trusted print vendors they use and simply need print-ready files they can send to those vendors.



MORE Frequently Asked Questions.

I've found a cheaper designer, do you price match?

No, I do not price match. However, I am happy to discuss a better suited package option that would meet your budget requirements.

I need a logo in a couple of days?

Because strategy is a big part of my design process, I'm not able to turn a logo design around in a few days. A much longer discovery process period is required for branding.

What are the supporting documents?

I provide a number of guides to help you roll out your brand easily. This includes a brand guideline PDF with the 'rules' of your branding and a guide on the file types and how to use them.

Can I add more to a package?

Yes! In any stage of the design process you can add more designs. Before any extra work is undertaken, we'll add to the timeframe and you'll be sent a quote so there are no surprise costs at the end of the project.

What if I know "exactly" what I want my logo to look like?

I will always start from scratch. I believe in a full researched thought-out plan before even attempting the logo design process. I am passionate about excellent execution to a brand and project which I feel requires a certain type of process. If none of this is important to you, than I wouldn't be the designer for you.

Can I see concepts for my brand before I commit?

I do not provide free samples of your own project before we begin, which is industry standard. To best get an idea of the work I am able to design, please visit my website to see my portfolio of previous and existing clients.

I just need one or two items designed?

That's great! But, there's still planning involved so we'll discuss your needs and deadlines. I also offer **Design Intensive Days** where you'll book a time with me and I'll knock out only your designs in that timeframe, resulting in a shorter completion time.

What do you need before we start?

A signed contract and a deposit up front. As for other items or files that I would need? Every project is different, but you will receive instructions from me on what is needed and where to send it or upload it before we get started.

You haven't done work in my industry?

A strong designer will work in any industry. I've stepped into industries new to me before, but my clients helped me learn because they were confident in my ability to execute their vision.

Do you offer any discounts for repeat clients or referrals?

Please know I absolutely appreciate your repeat business and your recommendations to others. However, I do not offer discounts. My pricing reflects industry standard, the need to be competitive, based on my experience, and reflects the quality time I put into every project and job.

Helping you **transform your brand** so
you can reach your audience with
intention and then increase sales.

Thank you.

Looking forward to hearing from you. Book your obligation free Introductory Call today.



JULIE BOHLER

✉ julie@jbohlerdesigns.com

🌐 www.jbohlerdesigns.com

🕒 Monday - Friday, 10am to 5pm

📍 Castle Rock, CO / USA / Mountain Time Zone

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