



# Retainer Services

*2024 Pricing*

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# hi, i'm dana!

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I've been in the design industry for 10 years as both a business owner and graphic designer. I'm here to help you win back time in your day through design retainer services.

As a designer, I've supported a wide range of clients with services such as logo and brand design, website design, packaging, and social media posts. I enjoy working with product-based businesses that revolve around the arts, food & beverage, music, and health & wellness.

When it comes down to "to-dos", it can *sound* easier to try and do "all the things" yourself instead of relying on someone else.

Speaking from experience and with understanding, it is **so hard** to learn to delegate tasks, especially if it's for a business you have spent countless hours on and built from the ground up.

But I'm here to gently remind you that **there is no growth in comfort zones** and the mentality of "I got this" gets tiring pretty quickly.

Yes, I'm biased, but hiring the right design team could be the best decision you make this year.

*Read on, fellow doer* —————>



PHOTO: JENN GALLARDO ROGERS

# retainer overview

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## *1. What is a retainer service?*

A retainer service is an agreement between you and your designer (hopefully me 😊) to work together for a longer period of time than just on a one-off project. Its purpose is to help take design tasks off of your plate so you can spend more time doing tasks you enjoy. The agreement usually lasts for a set period of time, making it an ideal situation for both designer and client.

## *2. What is the cost?*

We have a solution for any budget! An hourly rate is agreed upon each month based on the retainer duration and amount of design work that is needed. The best part is: the more hours you book, the more money per hour you will save. Flip through to see the detailed example pricing chart.

## *3. How will this service help me?*

Anything goes with our retainer services. We can work on small projects like a digital ad or event handout, to large(r) projects like full product line packaging or a brand / website refresh. Learn more about the immense benefits of retainer services on the next page.

## *4. What does the process look like?*

You choose how long you want our partnership to last, and how much you want to invest (i.e. the number of design hours you need per month). At the beginning of the month, we will schedule a call to discuss your projects. Every week, we will keep you updated on progress and outstanding items. At the end of the month, you will sign off on all work and pay your retainer balance.



If you have any other questions after going through this information deck, please don't hesitate to reach out to **hello@danagray.studio** or book a call with us at **danagray.studio/meeting**

# benefits

Retainers are an excellent way to secure discounted design services on a monthly basis without the overhead of a full-time employee.

If you are ready to have a trusted, go-to designer in your corner, this service will be the perfect fit for your business.



## **DISCOUNTED RATES**

Retainers are the most affordable way to get your design work done.

## **SAVE TIME**

Our streamlined process is designed to make your life easier. Say goodbye to multiple contracts and invoices for individual projects and hello to one flat fee at the end of each month.

## **A TRUSTED DESIGN PARTNER**

Enjoy the best of both worlds – retainers feel like having a full-time designer on staff, but with none of the messy, expensive overhead like PTO and insurance.

## **VISUAL CONSISTENCY**

Benefit from increased visual consistency across all of your brand assets.

## **COMPLETE EVERY TASK**

Nothing is off-limits – we work together to tackle any and all of your design needs.

# cost / retainer rates

*(More hours = bigger discount)*

	HOURS RETAINED PER MONTH	HOURLY RATE	MONTHLY RATE	MONTHLY VALUE	MONTHLY SAVINGS
	No Retainer	\$150	N/A	N/A	\$0
	10	\$135	\$1,350	\$1,500	\$100
<i>most popular</i>	20	\$120	\$2,400	\$3,000	\$600
<i>best value</i>	40	\$100	\$4,000	\$6,000	\$2,000

# types of projects

With retainer services, we can happily accommodate all of your design needs.

We ask that you provide us with a comprehensive list of design projects that need to be completed each month. Some projects may require more time than others — we will let you know if certain projects aren't able to be completed within the same month as requested.

As we continue to work together, we may offer suggestions of other projects that could improve your business so that you get the most out of your retainer hours each month. (In this partnership, we truly do want you to be satisfied with your investment!)

*We can work on almost anything that needs a designer's eye:*

- › Banners
- › Business cards & other stationery
- › Event signage & handouts
- › Infographics
- › Logo & brand design
- › Magazines / catalogs
- › Menu design
- › Packaging & product labels
- › Pattern design
- › Social media posts & digital banner ads
- › Website design & updates



PHOTO: CHANTELE JORDAN PHOTOGRAPHY



# duration & details

*Don't worry, you don't have to remember this now.  
We will cover all the details in your contract!*



PHOTO: JENN GALLARDO ROGERS

## *Duration*

Retainers are available as 3, 6, 9, or 12 month contracts. We are also happy to do a 1-month trial with you so you can test the waters first.

Unused hours at the end of each month (or at termination) are forfeited. Hours completed in excess of the retainer amount are billed at the retainer rate.

## *Communication*

We will schedule a call (via phone or Google Meet) at the beginning of each month to discuss your goals and project needs.

Throughout the rest of our partnership, all communication will be through email so it's easier to keep track of updates.

## *Deliverables*

After every completed task or project, we will share the final working files as well as any other specific / requested formats.

We kindly request you invite us to your own file sharing service (Drive, Dropbox, etc.) so that when we deliver final files, you have them on hand for future use.

There are a limited number of retainer spots available.  
Reach out to **hello@danagray.studio** to get started.  
We look forward to partnering with you and your business.

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**[www.danagray.studio](http://www.danagray.studio)**