



Design that makes a difference.



Strategic. Creative. Effective.
celinesingh.ca

Does your branding work as hard as you do?

You work around the clock for a great cause. Relentless networking, connecting with media, raising awareness—there aren't enough hours in the day for what you need to do, never mind what you want to do.

An extra set of hands may not be in the budget, but is your branding working as hard as it could be?

Do you stand up tall when you think about your brand?

Does it represent what your organization aspires to be, as well as what it currently is?

Does your branding speak to funders in a way that gets them excited about giving?

Think of design as your always-on ambassador. When you're busy working—or taking that rare but well-deserved holiday—you branding is speaking for you. Strategic and effective design ensures your branding says all the things you want it to. It captures the essence of your organization, tells your story, and attracts people to what you do.

Ready to amplify your cause or business with design that makes a difference? Perfect. I am, too.

A designer with a cause. (Yours.)

Hello, I'm Céline.

I'm a branding and graphic designer who is passionate about helping people and organizations that give back to society.

I'm a Frenchie settled in Montreal after spending most of my life between London, Paris, New York, Toronto and Brussels. I'm a wife to an amazing world-changer, a mum to 3 small to medium sized kids, and a very organized doer. On top of my design work, I volunteer with a number of charities, including my local church. I'm also an elected member of my children's school board.

I've been running my design business for close to 10 years, and have worked with a wide variety of companies and organizations, ranging from global pharmaceuticals, to small start ups, to lots (and lots) of non-profits.

Any designer can create work that looks good. My goal is to create strategic and effective branding and design that truly makes a difference for my clients, and their bottom line.

I'm also committed to setting my clients up for long-term success. I provide basic training, as well as templates of the work we create, so you can fly on your own and apply your new branding and design effectively and efficiently.

Whether you need a website up in a week, or a brand campaign rolled out across print, web, and social over a few months, I can amplify your cause and help you make even more of a difference in the world.

branding packages

BASIC BRANDING PACKAGE : CAD \$1 950

- + Logo Design
- + Colour Palette
- + Fonts

FULLY-FLEDGED BRANDING PACKAGE : CAD \$2 650

- + Brand Inspiration Board
- + Logo Design
- + Submark
- + Colour Palette
- + Fonts
- + Selection of Images/ Patterns/ Textures
- + Business Card Design
- + Your choice of : double sided postcard, flyer, letterhead

web design packages

SIMPLE SQUARESPACE WEBSITE : STARTING AT CAD \$2 700

- + Succint Website Branding
- + 3 Pages
- + Transferring and Hosting
- + 1h Squarespace Training

COMPLEX SQUARESPACE WEBSITE : STARTING AT CAD \$4 000

- + Succint Website Branding
- + 10 Pages
- + Multilingual and/or E-Commerce functions
- + Transferring and Hosting
- + 1h Squarespace Training

For websites, client must also pay approx \$200/year for hosting and platform. All prices are subject to sales tax.

individual items

Business Card Design: CAD \$350

Additional Employee Business Card : CAD \$50

Letterhead Design: CAD \$350

Flyer Design (single sided): CAD \$400

Flyer Design (double sided): CAD \$525

Postcard Design (single sided): CAD \$400

Postcard Design (double sided): CAD \$525

Invitation Design: CAD \$500

Banner Design: CAD \$350

10-page Booklet: CAD \$750

5-page Powerpoint Template: CAD \$575

20-page Annual Report: CAD \$1150

1-page Infographic: CAD \$550

Illustration: starting at CAD \$500

User-interface Website Template: starting at CAD \$950

If what you need is not on this list, don't hesitate to ask.

All prices include 2 rounds of revisions, after which, additional revisions to be billed at a rate of \$75/hour. Stock imagery and special fonts are not included. Client is responsible for supplying their own copy. I'm happy to put you in touch with a copywriter, if needed.

"You still stand out amongst all the creatives I employ. Your work is second to none, and more, it's the thought process you go through to set the designs and have guidelines for each document and weave it through"
Antoinette St Angelo, Mediacom

"What a great professional ! She transformed our website to a modern, user friendly, well designed site and was so pro-active that I was the one slowing down the process. We saw very quickly a great impact ! Cannot recommend somebody more strongly"
Guillaume Ragetly, Le Bon Chien



*ready to make design
your silent ambassador?*



faq

WHAT IF WHAT I'M AFTER IS NOT ON YOUR PRICE LIST?

The price list is only a selection of what I can do. Get in touch at celine@celinesingh.ca, let me know what you're looking for, and I'll put together a custom quote. The more specific you can be with the ask, the more accurate I can be with the quote.

WHAT SORT OF PAYMENT PLAN DO YOU OFFER?

Any large project requires a 50% deposit upfront. The remainder is due upon completion of the project. I am able to split the final payment into 2 payments if that helps.

WHAT IS THE DESIGN PROCESS?

This question is such a recurring one that I wrote a whole blog post about it. Check it out here: <https://www.celinesingh.ca/blog/inside-my-brand-design-process>.

HOW LONG WILL THE DESIGN PROCESS TAKE?

Every job is different. In general, when a client has the assets and copy I need ready to go, and we're able to work together swiftly with timely feedback, most deadlines are rarely an issue. If you have a deadline in mind, please let me know at the beginning of the process and I will let you know what's feasible.

CAN WE TALK ON THE PHONE BEFORE I COMMIT?

Absolutely. If you love my work and the pricing fits your budget, I'd be happy to chat. However, please don't waste your time and mine if you are not serious about potentially working together.

OK, I'M READY. WHAT NEXT?

Fantastic! Please email me at celine@celinesingh.ca and let me know what package or individual item you're interested in. I'll get back to you as soon as possible with an official quote, as well as a brief run down of how everything will work and what I need from you to get started.

let's go!

If you're ready to amplify your cause
with design that makes a difference,
shoot me an email and let's get started.
celine@celinesingh.ca



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