

## GENESIS DESIGN - PRICE GUIDELINES

All options include 3 rounds of revisions. Anything in excess will be charged \$100/hr design fee.

All client provided artwork will be reviewed before pricing is confirmed.

### STANDARD DESIGN PACKAGE

- Standard design package is included in all opening orders!



### STANDARD+ DESIGN PACKAGE

- Standard+ design package \$100 for entire product line



### PREMIUM DESIGN PACKAGE

- Premium design package \$500 per layout variation



## STANDARD DESIGN PACKAGE

All options include 3 rounds of revisions. Anything in excess will be charged \$100/hr design fee.

All client provided artwork will be reviewed before pricing is confirmed.

*Your  
logo  
here!*



- Standard design package is included in all opening orders!
- You provide the artwork
- Preferred filetype is .ai or .eps, or 300dpi raster image (jpg, png, etc.)
- Customizable area is 1.5" wide x 2.75" high
- Quality & licensing of images are your responsibility
- Need a logo? See our custom branding package here.

## STANDARD+ DESIGN PACKAGE

All options include 3 rounds of revisions. Anything in excess will be charged \$100/hr design fee.

All client provided artwork will be reviewed before pricing is confirmed.

*Your  
logo  
here!*



*Custom  
font and name*

- Standard+ design package \$100 for entire product line
- You provide the artwork
- Preferred filetype is .ai or .eps, or 300dpi raster image (jpg, png, etc.)
- Customizable area is 1.5" wide x 2.75" high
- Quality & licensing of images are your responsibility
- **Ability to change font/ rename products on the front of most bottles**
  - Edge Pomade & Amethyst Oil are not customizable at this time
  - You provide product names
- Need a logo? See our custom branding package here.



## PREMIUM DESIGN PACKAGE

All options include 3 rounds of revisions. Anything in excess will be charged \$100/hr design fee.

All client provided artwork will be reviewed before pricing is confirmed.



- Premium design package \$500 per layout variation
- Fully customizable front of bottle
- Custom text based logo
- Preferred filetype is .ai or .eps, or 300dpi raster image (jpg, png, etc.)
- Customizable area varies with product type
- Quality & licensing of images are your responsibility
- Need more than a text logo? See our custom branding package here.

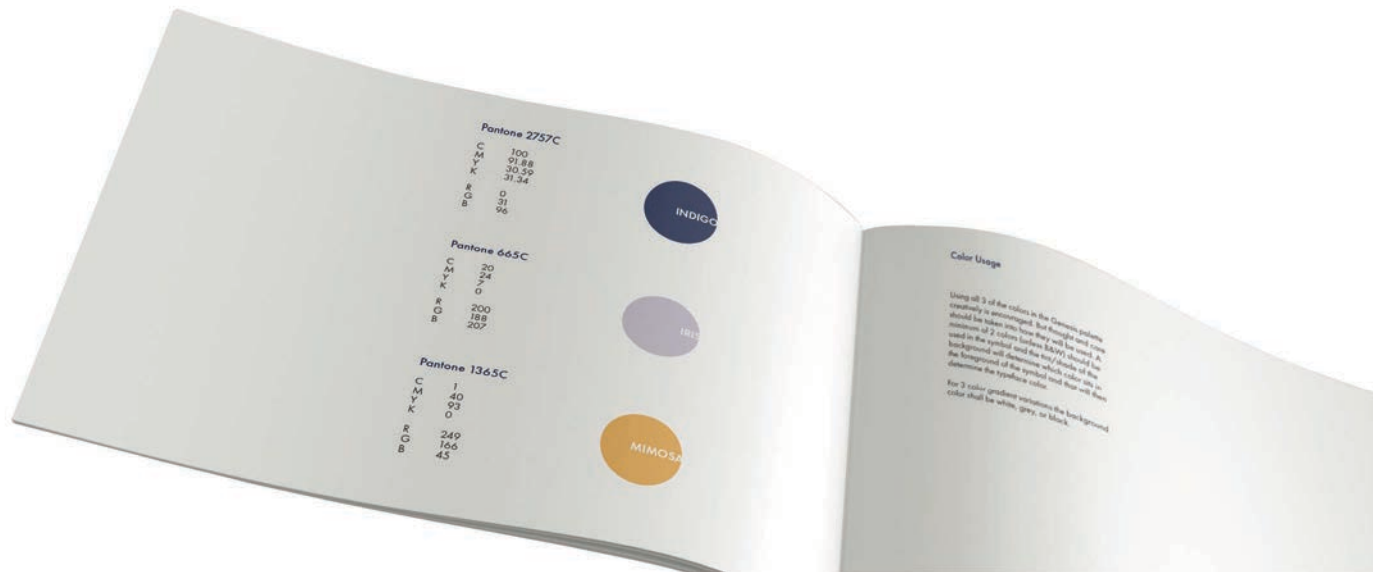
## IDENTITY DESIGN PACKAGE

All options include 3 rounds of revisions. Anything in excess will be charged \$100/hr design fee.

All client provided artwork will be reviewed before pricing is confirmed.



- Identity design package \$1000
- Brand identity consultation
- Custom logo design
- Custom color palette
- Style guide (brand user's manual)
- All logo file types will be sent and you will have full ownership



Pantone 2757C	
C	100
M	51.88
Y	30.59
K	31.34
R	0
G	31
B	96

Pantone 665C	
C	20
M	24
Y	7
K	0
R	200
G	188
B	207

Pantone 1365C	
C	1
M	40
Y	93
K	0
R	249
G	166
B	45



### Color Usage

Using all 3 of the colors in the Genesis palette creatively is encouraged. But thought and care should be taken into how they will be used. A minimum of 2 colors before 100% should be used in the symbol and the new details of the background will determine which color sets in the foreground of the symbol and that will then determine the typographic color.

For 3 color gradient notations the background color shall be white, grey, or black.

# FREQUENTLY ASKED QUESTIONS

## HOW LONG DOES THE DESIGN PROCESS TAKE?

This varies based on the following: if you have print ready artwork already, if you are starting from scratch, and the amount of revisions needed until you approve a design.

## WHAT IF I HAVE A DESIGN ALREADY?

High resolution, print ready artwork will help speed up the process! Our designer's go over the details of your artwork with a fine tooth comb (forgive the industry reference) and provide a mock up of your products prior to printing.

Preferred file types:

- Adobe Illustrator (.ai)
- Adobe Photoshop (.psd)
- Vector PDF
- Jpg or png (300 dpi)

## CAN I CHANGE THE PRODUCT NAMES?

Yes! You may change the product names on the front of the bottles for all products with the exception of Amethyst Oil and Edge.

*\*Please note that select products have the existing product name pre-printed on the back. Your designer can share more about this with you.*

## CAN I CHANGE THE INFORMATION ON THE BACK OF THE BOTTLES?

The product description, key ingredients, how to use, and full ingredient deck are pre-silk screened on the back of the bottles so that all you have to do is design the front!

## ARE THERE OTHER BOTTLE OPTIONS?

We offer the one bottle option in white. We selected packaging that we thought resembles a blank canvas to allow you full expression and place the focus on your brand!

## HOW LONG DOES IT TAKE TO RECEIVE MY PRODUCTS?

Once you approve your design for print and have finalized your product quantities/shipping details with our Brand Specialist, your opening order will be sent to print! You can expect to receive your order within 3 weeks from this time.



**GENESIS**  
PRIVATE LABEL