GRAND OPENING - MONDAY, NOVEMBER 2, 2026 - GRAND RAPIDS, MICHIGAN

HM REDESIGN COLLECTION LLC

Graphic Design Studio | Custom Gemstone Jewelry





30% OFF YOUR FIRST ORDER

For first-time clients, on design and on jewelry. Check your choices in this catalog, then mention this offer when you order. One discount per client, on the first order only.

How this catalog works

Flip through, check the boxes, circle your sizes, and send the worksheet pages back. Every price is a clear starting price - your final quote is confirmed before any work begins.

HM Redesign Collection LLC - 1811 Plainfield Ave. NE, Suite A, Grand Rapids, Michigan 49505
Email: hmredesigncollection@gmail.com | Phone: 616-540-8820

START HERE

One studio, two ways to create

HM Redesign Collection is a high-end graphic design studio and a custom jewelry collection under one roof in Grand Rapids. Whether you need a logo that finally looks like your business, or a necklace built around a stone you love, you work directly with the owner from first sketch to final delivery.

Graphic Design Studio

- ☐ Logo and brand identity - p. 3
- ☐ Print, digital, web and social - p. 4
- ☐ Detailed design order worksheet - p. 5

Best for: new businesses, rebrands, events, menus, packaging, and everyday marketing pieces.

Custom Jewelry Collection

- ☐ Piece types and metals - p. 6
- ☐ Chains, cords, sizes and settings - p. 7
- ☐ Gemstone library - p. 8
- ☐ Pricing, add-ons and care - p. 9
- ☐ Detailed jewelry order worksheet - p. 10

Best for: gifts, birthstones, memorial and heirloom pieces, matching sets, and one-of-a-kind pendants made with stones from the studio collection - or your own.

Ordering in 4 easy steps

1. Choose - check boxes and circle sizes in this catalog. **2. Send** - email or bring in pages 5, 10 and 11. **3. Confirm** - you receive a written quote before work starts; a deposit books your project. **4. Create** - proofs for design, progress photos for jewelry, and a final check before delivery.

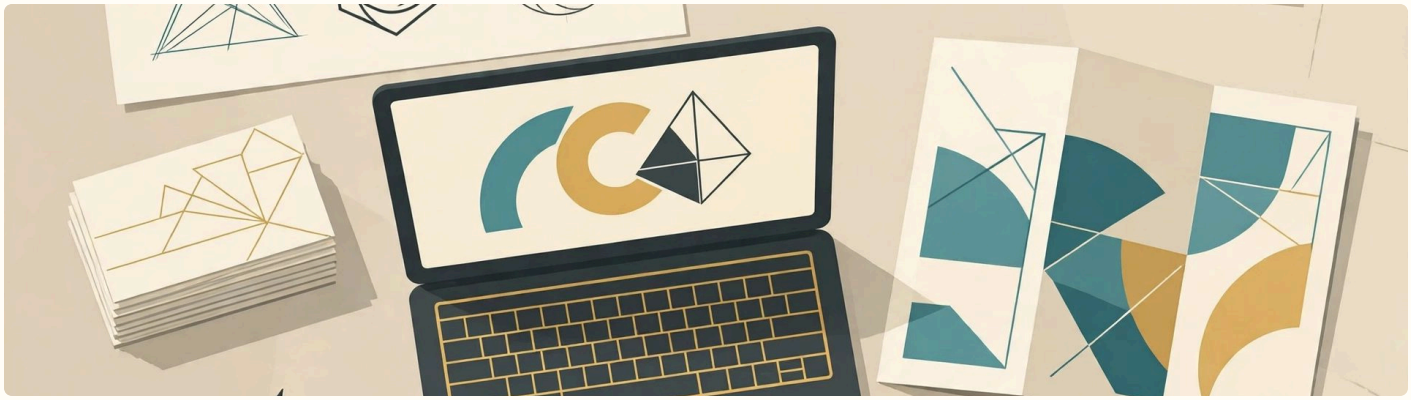
About the prices in this catalog

Prices are starting prices set at typical Michigan market levels for independent studios in 2026. Design and jewelry are custom, so size, materials, stone size and detail can move a final quote up or down. The range beside each item shows where most projects land. Your written quote - not this catalog - is the price you pay, and nothing is charged beyond it without your approval.

Michigan sales tax applies to tangible products where required. Rush service is available on many items - see pages 4 and 9.

GRAPHIC DESIGN STUDIO - 1 OF 2

Logo and brand packages



Check to choose	What is included	Price
☐ **Logo - Essential**	2 logo concepts, 2 revision rounds, final files in PNG, JPG and PDF, one-color and full-color versions	**From $375** Most: $300-$800
☐ **Logo - Signature**	4 concepts, 3 revision rounds, vector master files (AI/EPS/SVG), icon-only mark, social profile versions	**From $650**
☐ **Brand Identity Kit**	Signature logo plus color palette, font pairings, brand pattern, business card and letterhead, mini brand guide	**From $1,250** Most: $1,000-$3,000
☐ **Complete Brand Launch**	Identity Kit plus stationery set, social starter pack, signage artwork and a full brand guidelines booklet	**From $2,400**
☐ **Logo Refresh / Redraw**	Clean up, redraw or modernize an existing logo; vector rebuild of a low-quality logo file	**From $195**
☐ **Brand Naming Help**	60-minute session plus a written shortlist of name and tagline options checked for obvious conflicts	**$125 / session**

File delivery, every package: print-ready and web-ready files, a simple guide to which file to use where, and your files archived by the studio so you can reorder or reprint later.

First order? Take 30% off the package price above.

GRAPHIC DESIGN STUDIO - 2 OF 2

Print, digital, web and social

Print design - check all you need

Item	From
☐ Business card (1 or 2 sides)	**$95**
☐ Flyer / poster (single page)	**$150**
☐ Tri-fold brochure	**$325**
☐ Menu / price list	**$275**
☐ Postcard / door hanger	**$145**
☐ Banner / yard sign / vehicle magnet art	**$175**
☐ Labels and packaging design	**$295**
☐ T-shirt / apparel graphic	**$165**
☐ Invoice, form or document design	**$125**
☐ Catalog / booklet (per 8 pages)	**$450**

Design only unless printing is added below. Print coordination is available - ask for a print quote.

☐ Add print coordination - $45 per order

☐ Rush (under 3 business days) - add 25%

Digital, web and social

Item	From
☐ Social post template set (6)	**$195**
☐ Social cover + profile graphics	**$125**
☐ Email header / newsletter design	**$175**
☐ Website design - starter (to 5 pages)	**$1,500**
☐ Website design - business (to 10 pages)	**$2,800**
☐ Landing page	**$650**
☐ Presentation / slide deck (10 slides)	**$350**
☐ Photo retouching (per image)	**$35**

Monthly support

☐ **Design Retainer - $450/mo:** up to 6 small design tasks a month, priority turnaround

☐ **Hourly design help - $65/hr:** for fixes, updates and one-off tasks (1-hour minimum)

Typical Michigan market context: freelance design commonly runs $25-$150 per hour and websites $1,000-$6,000 in 2026 guides. Your quote confirms your exact total first.

WORKSHEET - SEND THIS PAGE BACK

Graphic design order worksheet

Your name:

Phone:

Business name:

Best way to reach you:

☐ Email ☐ Text ☐ Call

Email:

Date needed by:

1. What are we designing?

☐ New logo ☐ Logo refresh ☐ Brand kit ☐ Business card ☐ Flyer/poster ☐ Brochure ☐ Menu ☐ Packaging/labels ☐ Website ☐ Social graphics ☐ Other: _____

2. Your business in your words

What do you sell or do?

Who is it for (age, style, local/national)?

Three words for the feel of your brand:

3. Style - check all that fit

☐ Modern / clean ☐ Classic / elegant ☐ Bold / colorful ☐ Soft / natural ☐ Vintage ☐ Luxury ☐ Playful ☐ Handmade / artisan

Colors you love:

Colors to avoid:

Fonts / logos you like (names or links):

4. Exact wording

Business name exactly as it should appear:

Tagline (or check: ☐ help me write one):

Phone / email / website / address to print:

5. Size, files and printing

☐ Standard size ☐ Custom size: _____ ☐ Print-ready files ☐ Web/social files ☐ Please handle printing for me

Anything else we should know?

Send to hmredesigncollection@gmail.com - you will get a written quote before work begins.

CUSTOM JEWELRY COLLECTION - 1 OF 4

Choose your piece and your metal



Step 1 - Piece type (check one or more)

- ☐ Pendant necklace
- ☐ Gemstone necklace (multi-stone)
- ☐ Charm / initial necklace
- ☐ Bracelet - chain
- ☐ Bracelet - cuff
- ☐ Bracelet - beaded / leather wrap
- ☐ Ring
- ☐ Earrings (pair)
- ☐ Matching set (necklace + earrings, etc.)
- ☐ Heirloom redesign - remake a piece I own

Step 2 - Metal and material (check one per piece)

Material	Look and care	Best for
☐ **Sterling silver (.925)**	Bright white shine; polish cloth keeps it glowing	Everyday pieces, first custom piece
☐ **Silver-plated / silver-tone**	Silver look at a lighter price; gentler wear	Fashion pieces, gifts, larger designs
☐ **14K gold - yellow**	Classic warm gold; most durable fine option	Heirloom, wedding, keepsake pieces
☐ **14K gold - white or rose**	White: cool and modern. Rose: soft blush tone	Matching an existing ring or set
☐ **Gold-plated / gold-filled**	Gold look; gold-filled wears longer than plated	Statement pieces on a budget
☐ **Leather cord / braided leather**	Natural, earthy, adjustable on many styles	Pendants, casual and layered looks
☐ **Copper / mixed metal**	Warm rustic tone; can be sealed on request	Artisan and boho styles

Metal sensitivity? Tell us on the worksheet (p. 10) - nickel-free options can be discussed for many styles. Final metal pricing is confirmed in your quote because precious-metal prices move.

Chains, cords, sizes and settings

Chain style

- ☐ Cable chain - classic, everyday
- ☐ Rolo chain - round links, sturdy
- ☐ Figaro chain - patterned links
- ☐ Box chain - smooth, modern
- ☐ Rope chain - textured shine
- ☐ Snake chain - sleek, flat lay
- ☐ Bead / ball chain - casual

Cord style

- ☐ Leather cord - black
- ☐ Leather cord - brown
- ☐ Braided leather
- ☐ Waxed cotton cord (color: _____)

Clasp

☐ Lobster clasp ☐ Spring ring ☐ Magnetic (easy on/off) ☐ Toggle

Necklace length - circle one

Length	Sits at
14 in	Choker, close to neck
16 in	At the collarbone
18 in	Most popular - below collarbone
20 in	At the top of the chest
22 in	Mid-chest
24 in	Long pendant length
30 in	Extra-long / layered

Not sure? Measure a necklace you already love, end to end including the clasp. Add a 2-inch extender below for flexibility.

☐ Add 2-inch extender chain - $12

Ring size - circle one

5 5.5 6 6.5 7 7.5 8 8.5 9 9.5 10 11 12

☐ Not sure - size me in studio

Bracelet size - circle one

6 in 6.5 7 in (average) 7.5 8 in 8.5 Custom: _____

Stone setting style

- ☐ Bezel - smooth rim, most protective
- ☐ Prong - most light and sparkle
- ☐ Wire-wrapped - artisan, handmade look
- ☐ Channel / flush - stones in a row

Gemstone library

Heather works with her own gemstone collection, so many stones below can be chosen in person at the studio. The illustration shows each stone's color family - ask for photos of the actual stones by email before you decide.



Illustration guide, left to right: Amethyst, Emerald, Sapphire / Ruby, Rose Quartz, Citrine / Diamond or clear quartz, Onyx, Turquoise. Colors are a guide only - natural stones vary.

Check your stone(s)	Color	Birth month	Good to know
☐ Amethyst	Purple	February	Calm, classic; lovely in silver or gold
☐ Emerald	Green	May	Rich green; handle with care, a softer stone
☐ Sapphire	Blue (also pink, white)	September	Very hard and durable for daily wear
☐ Ruby	Red	July	Very hard; bold statement color
☐ Rose Quartz	Soft pink	-	Gentle, romantic; popular for gifts
☐ Citrine	Golden yellow	November	Warm sparkle that pairs well with gold
☐ Turquoise	Blue-green	December	Earthy, unique veining in every stone
☐ Onyx	Black	-	Sleek contrast stone; strong in silver
☐ Garnet	Deep red	January	Rich color at a friendly price
☐ Peridot	Lime green	August	Bright, fresh green
☐ Opal	Milky, rainbow play	October	Delicate; best for pendants and earrings
☐ Moonstone / Labradorite	Glowing grey-blue	June (moonstone)	Shifts color as it catches light
☐ Clear Quartz / Diamond option	Clear	April (diamond)	Ask about lab, natural and crystal options and pricing
☐ Use my own stone / heirloom stone	-	-	Bring it in or send photos; condition checked before setting

Cut and shape - circle your favorites

Round Oval Pear / Teardrop Emerald (rectangle) Cushion Heart Marquise Cabochon (smooth dome, not faceted) Raw / natural

Your photo space: tape a photo of the exact stone you chose in this margin, and write its name beside it.

CUSTOM JEWELRY COLLECTION - 4 OF 4

Jewelry pricing, add-ons and care

Starting prices include design time, a standard stone from the studio collection where noted, and finishing. Larger, rarer or customer-supplied fine stones, and precious-metal weight, are quoted exactly before work begins.

Custom piece - check to start an order	Sterling / leather from	14K gold from
☐ Pendant necklace (single stone)	**$145 leather / $250 silver**	**$850**
☐ Multi-stone necklace	**$325**	**$1,150**
☐ Ring (single stone)	**$195**	**$795**
☐ Bracelet - chain / cuff / beaded	**$95 / $165 / $65**	**$695 (chain)**
☐ Earrings (pair)	**$85**	**$495**
☐ Matching set (2 pieces)	**$375**	**$1,450**
☐ Heirloom redesign (your stone, new setting)	**$275 labor + metal**	**Quoted**

Market context: custom pendants commonly start around $200-$250 in sterling silver at independent studios, and custom necklaces around $1,000 and up in gold. HM starting prices sit at or below those levels, with your exact quote in writing first.

Add-ons

- ☐ Engraving (to 20 characters) - $35
- ☐ Extra stone set in piece - from $45 each
- ☐ 2-inch extender chain - $12
- ☐ Gift box + card - $9
- ☐ Rush (if available) - add 25%
- ☐ Matching piece discount - ask in studio

First order: 30% off

Care, in one minute

- Put jewelry on last, after lotion and perfume.
- Store pieces separately in a soft pouch, away from steam.
- Clean silver and gold with a soft polishing cloth; keep opals, turquoise and leather dry.
- Bring your HM piece back for a free clasp and setting check once a year.

Timeline: most custom pieces take 2-4 weeks from deposit. Heirloom redesigns and gold pieces can take 4-6 weeks. Your worksheet date is confirmed in your quote.

WORKSHEET - SEND THIS PAGE BACK

Custom jewelry order worksheet

Your name: _____ **Phone:** _____

Email: _____ **Date needed by:** _____

Is this a gift? ☐ Yes ☐ No - for: _____ **Budget range:** $ _____ to $ _____

1. The piece

☐ Necklace ☐ Pendant only ☐ Bracelet ☐ Ring ☐ Earrings ☐ Set: _____

2. Metal, chain and size

☐ Sterling silver ☐ 14K gold yellow ☐ 14K gold white ☐ 14K gold rose ☐ Gold-filled/plated ☐ Leather ☐ Copper/mixed

Chain/cord style (p. 7): _____ Length: _____ in Clasp: _____

Ring size: _____ Bracelet size: _____ Wrist/neck measurement if unsure: _____

3. Stone(s)

Main stone (p. 8): _____ Cut/shape: _____ Size if known: _____

☐ Studio stone ☐ My own stone (describe below) ☐ Surprise me within my budget

Accent stone(s): _____ Setting style: ☐ Bezel ☐ Prong ☐ Wire-wrap ☐ Channel/flush

4. Personal touches

Engraving - exact text, exactly as it should appear:

Allergies / metal sensitivities:

Inspiration - describe a photo, a piece you own, or the person it is for:

5. Delivery

☐ Pick up in studio ☐ Ship to me (address on file at ordering) ☐ Gift wrap + card ($9)

Send this page to hmredesigncollection@gmail.com or bring it to the studio. Custom jewelry starts with a deposit after your written quote - your quote confirms stone, metal, size, timeline and total before any work begins. Handmade pieces vary slightly from photos and illustrations; that variation is part of a one-of-a-kind piece.

ORDER SUMMARY - SEND WITH YOUR WORKSHEETS

Your order, at a glance

Qty	Item (copy the name from pages 3, 4 or 9)	Page / options chosen	Starting price
		Estimated subtotal	
		First-order discount - 30% (first-time clients)	
		Estimated total before tax / final quote	

This page is an estimate worksheet, not an invoice. Your written quote from HM Redesign Collection LLC confirms the final price, deposit, timeline and terms before work begins.

Your details

Name:

Email:

Phone:

☐ This is my first order - apply 30% off

Next steps

1. Email pages 5, 10 and this page to **hmredesigncollection@gmail.com**, or bring them to the studio.
2. Questions first? Call or text **616-540-8820**.
3. Visit: 1811 Plainfield Ave. NE, Suite A, Grand Rapids, Michigan 49505. Grand opening Monday, November 2, 2026.

Thank you for choosing a local, owner-run studio - every design and every stone is handled with care, by hand, in Grand Rapids.

HM REDESIGN COLLECTION LLC - Designed with care. Made to be kept.