GRAND RAPIDS, MICHIGAN




FIRST CLIENT PACKET

# Grand Opening — Monday, November 2, 2026

A high-end graphic design studio and custom jewelry collection — under one roof, designed one client at a time.

## 30% OFF YOUR FIRST ORDER

For first-time clients — on your first design order or first custom jewelry order.

hmredesigncollection@gmail.com | 616-540-8820

1811 Plainfield Ave. NE, Suite A, Grand Rapids, Michigan 49505

# Welcome — and thank you.

*You are one of the very first clients of HM Redesign Collection LLC.*

Thank you for being here at the very beginning. I am officially opening HM Redesign Collection LLC on Monday, November 2, 2026, and I wanted you to have everything in one place: what this studio is all about, everything I offer, the prices to start from, and every form you need to start a project — all in this one packet.

## Graphic Design Studio

Logos, full brand identities, websites, business cards, stationery, flyers, brochures, menus, signage, packaging, social media and email graphics, and print and digital catalogs. You work directly with the designer — no hand-offs, no generic templates. Every project starts with what you are trying to say, who needs to hear it, and where it will be seen.

## Custom Jewelry Collection

One-of-a-kind necklaces and other pieces built around your gemstone, your metal or leather, and your chain length — made from my own curated gemstone collection, or from a stone of yours. Birthstone pieces, gifts, memorial and heirloom pieces, matching sets, and pendants designed just for the person who will wear them.

## How working with me goes

1. You tell me the project and pick your choices in the catalog. 2. You receive a written quote before any work begins — and as a first-time client, 30% comes off your first order. 3. A deposit books your project, then you review proofs for design, or progress photos for jewelry. 4. You get a final check before delivery, with print-ready and web-ready files for design, or a finished, cared-for piece for jewelry.

Thank you for trusting me with your first project. I can't wait to make it with you.

## Heather

Owner & Designer, HM Redesign Collection LLC

# Everything in one packet.

### PAY & CHAT — QR Codes (page 4)

Scan to pay by Cash App, or scan to text Heather directly — both codes are on the next page.

### SECTION A — Grand Opening Flyer (page 5)

The announcement, the studio at a glance, and your 30% off first-order offer.

### SECTION B — Catalog & Price Guide (pages 6–16)

Flip through both businesses, check the boxes, circle your sizes, and mark the gemstones you love. Every price is a starting price, confirmed in a written quote before work begins. Send back the worksheet pages (catalog pages 5, 10 and 11).

### SECTION C — Client Forms Packet (pages 17–37)

Client Intake Form, a detailed Graphic Design Project Brief, a detailed Custom Jewelry Project Brief, Service Agreement & Terms, Non-Disclosure Agreement, Disclosures & Studio Policies, Quote / Estimate & Acceptance, Invoices and a Receipt — plus a second copy of the catalog choices at the back, so your picks and your paperwork stay together.

## To start your project

1. Fill in the Client Intake Form (Section C, Form 01).
2. Complete only the brief for your service — design OR jewelry.
3. Read the Agreement, NDA and Disclosures, then sign where marked. You can sign on screen in your PDF reader, DocuSign, Adobe Sign, Dropbox Sign, or a similar e-sign service.
4. Email the signed packet and your catalog worksheets back to hmredesigncollection@gmail.com — and write FIRST30 / mention GRAND OPENING so your 30% first-order discount is applied.
5. Keep a copy for your records. Heather will countersign the agreement and return a fully signed copy.

**Offer note**

30% off applies to a first-time client's first order only, one discount per client, and cannot be combined with other offers unless stated in writing on the quote. Final price is confirmed in the written quote before work begins. Gemstone and material availability varies — your stone and finish are confirmed when you order.

# HM REDESIGN COLLECTION LLC

PAY & CHAT • TWO QUICK SCANS

# Pay — and reach me — in seconds.

Point your phone camera at either code. Paying books your project once your quote is accepted, and the chat code opens a text straight to Heather — no typing the number.

## SCAN TO PAY

Cash App — $HMReDesignCollection

Add your invoice number
in the payment note.

## CHAT NOW

Text Heather — 616-540-8820

Opens a text with a starter
message already written.

## Other ways to pay

On request, Heather also accepts Chime, Venmo, and PayPal — just ask before sending. A deposit books your project, and the balance is due before final files are released or your piece is delivered, as set out in your quote and the Service Agreement in Section C.

GRAND RAPIDS, MICHIGAN | NOW OPENING

# HM REDESIGN COLLECTION LLC

A high-end graphic design studio and custom jewelry collection - under one roof, designed one client at a time.



GRAND OPENING

## Monday, November 2, 2026

**30% OFF FIRST ORDER**

For first-time clients. Applies to your first design order or first custom jewelry order.

### Graphic Design Studio

Logos, full brand identities, websites, business cards, marketing and print - designed to look high-end everywhere your business shows up.

### Custom Jewelry Collection

One-of-a-kind necklaces and pieces built around your gemstone, your metal or leather, and your chain length - made from a curated stone collection.

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**Visit / Contact**
1811 Plainfield Ave. NE, Suite A
Grand Rapids, MI 49505

hmredesigncollection@gmail.com
616-540-8820
Mention GRAND OPENING to claim 30% off

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.

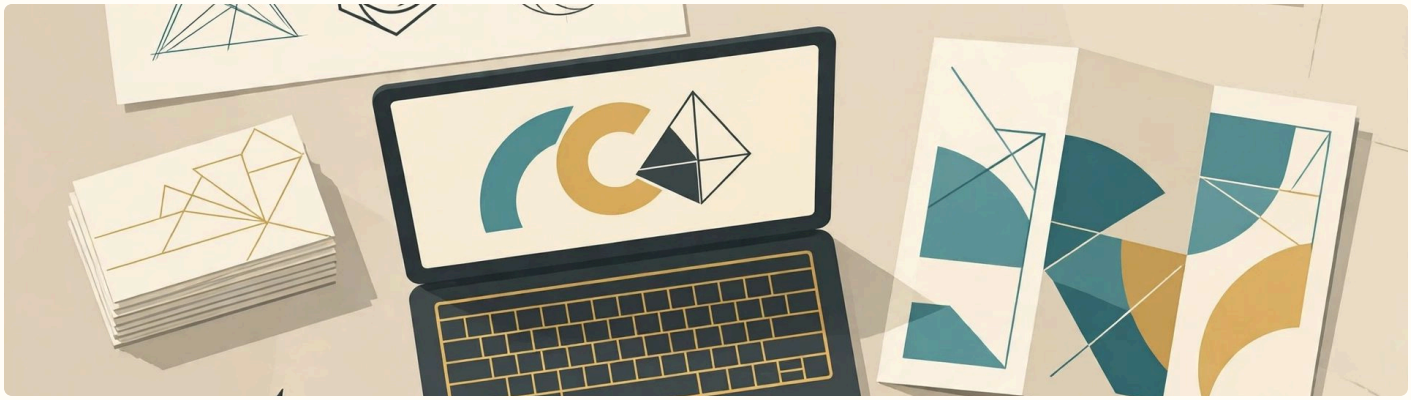
### About the prices in this catalog

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.

HM REDESIGN COLLECTION LLC

# Client Packet

## Graphic Design Studio & Custom Jewelry Collection

Welcome. This packet gathers everything needed to start a project in one place: intake, project briefs, agreement, confidentiality, disclosures, and payment paperwork. Complete only the sections that apply to your project.

**How to complete and return this packet**

1. Fill in the intake form and the brief for your service (design or jewelry).
2. Read the Service Agreement, NDA, and Disclosures, then sign where marked.
3. Sign electronically in your PDF reader, DocuSign, Adobe Sign, Dropbox Sign, or a similar e-sign service - a typed or drawn signature with your full legal name and date is the signature block used throughout this packet.
4. Return the signed packet by email, and keep a copy for your records. Heather will countersign the agreement and return a fully signed copy.

### WHAT IS INSIDE


1 Client Intake Form

2 Graphic Design Project Brief

3 Custom Jewelry Project Brief

4 Service Agreement & Terms

5 Non-Disclosure Agreement

6 Disclosures & Studio Policies

7 Invoice - Graphic Design Studio

8 Invoice - Custom Jewelry

9 Receipt

10 Quote / Estimate & Acceptance

11 Catalog & Price Guide - Design

12 Catalog - Jewelry & Gemstones


FILLABLE BY HAND OR ON SCREEN | E-SIGN READY | ONE PACKET PER PROJECT


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


**First-time clients:** 30% off your first order - see the Catalog & Price Guide at the back of this packet (pages 14-21) and write FIRST30 on your order form.

This packet is a business template. It is not legal advice. Consider having an attorney licensed in your state review the agreement and NDA before first use, especially for high-value commissions.

HM REDESIGN COLLECTION LLC

# Client Intake Form

Form 01
Date: _____

Please print clearly or type. One form per client. If a business has more than one contact, list the person who can approve proofs and payments as the primary contact.

## CLIENT INFORMATION

FULL LEGAL NAME

BUSINESS / ORGANIZATION NAME (IF ANY)

EMAIL

PHONE

MAILING ADDRESS

CITY / STATE / ZIP

PREFERRED CONTACT METHOD

BEST TIME TO REACH YOU

## I AM INTERESTED IN

- ☐ Graphic design - logo / brand identity
- ☐ Graphic design - web design
- ☐ Graphic design - print / marketing
- ☐ Custom jewelry - new commission
- ☐ Custom jewelry - redesign / heirloom piece
- ☐ Other (describe below)

BRIEFLY, WHAT WOULD YOU LIKE CREATED?

IDEAL COMPLETION DATE

BUDGET RANGE FOR THIS PROJECT

## BILLING

NAME ON INVOICE (IF DIFFERENT)

BILLING EMAIL

☐ I understand a deposit may be required before work begins, as stated in the Service Agreement.

## HOW DID YOU HEAR ABOUT HM REDESIGN COLLECTION?

☐ Referral ☐ Bark ☐ Google ☐ Social media ☐ Returning client ☐ Other: _____

ANYTHING ELSE HEATHER SHOULD KNOW? ALLERGIES TO METALS, ACCESSIBILITY NEEDS, DEADLINES, DECISION-MAKERS

CLIENT SIGNATURE

DATE

PRINTED NAME

OFFICE USE: CLIENT # / DATE RECEIVED / FOLLOW-UP DATE

GRAPHIC DESIGN STUDIO

Form 02A

Project #: _____

# Graphic Design Project Brief

Part 1 of 2 - Goals, audience, and brand. Please answer every section that applies.

CLIENT / BUSINESS NAME

PROJECT NAME

CONTACT PERSON / WHO APPROVES PROOFS

DECISION DEADLINE / LAUNCH DATE

## 1. WHAT ARE WE MAKING? CHECK EVERY DELIVERABLE

- ☐ Logo - primary
- ☐ Logo - secondary / icon
- ☐ Brand identity package
- ☐ Brand guidelines sheet
- ☐ Business cards
- ☐ Letterhead / stationery
- ☐ Flyer / poster
- ☐ Brochure / menu / price list
- ☐ Website design
- ☐ Social media graphics
- ☐ Packaging / labels / tags
- ☐ Other: _____

## 2. GOAL AND AUDIENCE

WHAT SHOULD THIS DESIGN DO? SELL, BOOK, INFORM, ANNOUNCE - AND HOW WILL YOU KNOW IT WORKED?

WHO IS IT FOR? AGE, LOCATION, CUSTOMERS - BE SPECIFIC

WHAT ACTION SHOULD VIEWERS TAKE? CALL, BUY, BOOK, VISIT, SCAN

## 3. YOUR BUSINESS IN YOUR WORDS

WHAT DOES YOUR BUSINESS DO, AND WHAT MAKES IT DIFFERENT FROM COMPETITORS?

TOP 3 COMPETITORS - NAMES / WEBSITES

WHAT SHOULD YOUR DESIGN DO BETTER OR DIFFERENTLY THAN THEIRS?

## 4. LOOK AND FEEL - CHECK ALL THAT FIT, CIRCLE YOUR TOP 3

☐ Luxury / high-end ☐ Modern / clean ☐ Bold / colorful ☐ Soft / elegant ☐ Vintage / retro ☐ Playful / fun ☐ Natural / earthy ☐ Corporate / professional

COLORS - MUST USE (NAMES OR CODES IF KNOWN)

COLORS - MUST AVOID

FONTS / STYLES YOU LIKE

FONTS / STYLES YOU DISLIKE

DESIGNS YOU LOVE - LINKS, NAMES, OR ATTACH EXAMPLES

DESIGNS YOU DO NOT WANT TO LOOK LIKE

GRAPHIC DESIGN STUDIO

# Graphic Design Project Brief

Part 2 of 2 - Exact copy, specifications, files, and timeline.

Form 02B
Project #: _____

## 5. EXACT TEXT - SPELL IT EXACTLY AS IT MUST PRINT

HEADLINE / BUSINESS NAME / TAGLINE

ALL OTHER TEXT - BODY COPY, PRICES, DATES, CONTACT DETAILS, SOCIAL HANDLES, QR / WEB ADDRESS

☐ I need help writing / editing the text (copywriting add-on) ☐ Text is final and proofread by me

## 6. SPECIFICATIONS

FINISHED SIZE(S) / DIMENSIONS / PAGE COUNT

PRINT, SCREEN, OR BOTH?

PRINTER / PLATFORM NAME AND THEIR FILE SPECS (IF KNOWN)

QUANTITY TO PRINT (IF HM ARRANGES PRINTING)

☐ One-sided ☐ Two-sided ☐ Folded - type: _____ ☐ Full color ☐ Black & white ☐ Spot color

## 7. WEBSITE / SOCIAL PROJECTS ONLY

WEBSITE PAGES NEEDED - LIST EACH PAGE

PLATFORM - WORDPRESS, SHOPIFY, WIX, OTHER / DO YOU HAVE HOSTING & DOMAIN?

SOCIAL PLATFORMS & SIZES - INSTAGRAM, FACEBOOK, TIKTOK, OTHER

HOW MANY POSTS / TEMPLATES, AND HOW OFTEN?

## 8. FILES YOU WILL PROVIDE, AND FILES YOU NEED BACK

☐ I will provide: ☐ Logo files ☐ Photos ☐ Text / copy ☐ Brand colors / fonts ☐ Nothing yet - please advise

HOW AND WHEN WILL YOU SEND THEM? EMAIL, LINK, OTHER

☐ Deliver to me: ☐ Print-ready PDF ☐ PNG / JPG ☐ SVG / EPS vector ☐ Canva / editable template ☐ Source files (if included in quote)

## 9. BUDGET, TIMELINE, AND APPROVALS

BUDGET RANGE

MUST-HAVE COMPLETION DATE

IS THIS A RUSH JOB?

☐ I confirm I own or have permission to use all text, photos, logos, and fonts I provide, as stated in the Service Agreement.

CLIENT SIGNATURE

DATE

CUSTOM JEWELRY COLLECTION

Form 03A

Commission #: _____

# Custom Jewelry Project Brief

Part 1 of 2 - Build your piece. Check boxes in bulk, then add details.

CLIENT NAME

PIECE IS FOR - NAME, OCCASION, DATE NEEDED

IS THIS A SURPRISE GIFT? SAFE CONTACT METHOD

BUDGET RANGE FOR THE FINISHED PIECE

## 1. PIECE TYPE - CHECK ONE MAIN PIECE, PLUS ANY MATCHING ITEMS

- ☐ Necklace
- ☐ Pendant only
- ☐ Ring
- ☐ Earrings - pair
- ☐ Bracelet / bangle
- ☐ Anklet
- ☐ Brooch / pin
- ☐ Matching set
- ☐ New commission
- ☐ Redesign existing piece
- ☐ Heirloom remake
- ☐ Repair + redesign

## 2. NECKLACE BUILDER - IF YOU CHECKED NECKLACE OR PENDANT

**Style:**

☐ Single gemstone pendant ☐ Multi-stone pendant ☐ Beaded gemstone necklace ☐ Charm necklace ☐ Lariat / Y-necklace ☐ Choker ☐ Statement necklace ☐ Layered set

**Chain or cord material:**

☐ Leather cord - black ☐ Leather cord - brown ☐ Leather cord - other color: _____ ☐ Sterling silver chain ☐ Silver-plated chain

☐ Gold-filled chain ☐ 14K yellow gold chain ☐ 14K white gold chain ☐ 14K rose gold chain ☐ Rope / waxed cotton cord ☐ Beaded - no chain

**Chain style:**

☐ Cable ☐ Curb ☐ Figaro ☐ Rope ☐ Box ☐ Snake ☐ Paperclip ☐ Ball / bead ☐ Heather's recommendation

**Length - check one (choker to opera):**

☐ 14 in - choker ☐ 16 in ☐ 18 in - most popular ☐ 20 in ☐ 22 in ☐ 24 in ☐ 30 in ☐ Custom: _____ in ☐ Add 2-in extender

**Clasp:**

☐ Lobster claw ☐ Spring ring ☐ Toggle ☐ Magnetic (easy on/off) ☐ Sliding adjustable ☐ Heather's recommendation

## 3. METAL FOR THE PIECE ITSELF

☐ Sterling silver (.925) ☐ Silver-plated ☐ Gold-filled ☐ 14K yellow gold ☐ 14K white gold ☐ 14K rose gold ☐ Copper ☐ Mixed metals

☐ Finish: ☐ High polish ☐ Matte / brushed ☐ Hammered ☐ Antiqued / oxidized

Form 03B
Commission #: _____

# Custom Jewelry Project Brief

Part 2 of 2 - Stones, sizing, setting, and sign-off. See the Gemstone Library in the Catalog.

## 4. GEMSTONES - CHECK YOUR FAVORITES, CIRCLE YOUR #1 CHOICE

☐ Amethyst ☐ Emerald ☐ Sapphire ☐ Ruby ☐ Garnet ☐ Citrine ☐ Opal ☐ Turquoise ☐ Rose quartz ☐ Labradorite

☐ Birthstone - month: _____ ☐ Pearl ☐ Clear quartz / crystal ☐ No stone - metal only ☐ Surprise me - Heather chooses ☐ Other: _____

STONE SOURCE

☐ From Heather's own gemstone collection ☐ I am providing my own stone(s) ☐ Please source for me

CUT / SHAPE AND NUMBER OF STONES - ROUND, OVAL, PEAR, EMERALD, CUSHION, CABOCHON, RAW / NATURAL; HOW MANY STONES / ACCENTS?

_____

APPROX. SIZE - SMALL / MEDIUM / STATEMENT, OR MM / CARAT IF KNOWN

_____

**Setting style:**

☐ Bezel (smooth, secure) ☐ Prong ☐ Wire-wrapped ☐ Halo ☐ Cluster ☐ Heather's recommendation

## 5. SIZING - MEASURE CAREFULLY, RESIZING MAY COST EXTRA

RING SIZE (US) _____

BRACELET - WRIST INCHES _____

EARRINGS - STUD / DANGLE / HOOP _____

☐ Earring backs: ☐ Push-back ☐ Screw-back ☐ Lever-back ☐ French hook ☐ Clip-on (non-pierced)

## 6. PERSONALIZATION AND THE STORY

ENGRAVING - EXACT TEXT, INSIDE / OUTSIDE, SCRIPT OR BLOCK

_____

DESCRIBE THE DESIGN - STYLE, INSPIRATION, MUST-HAVES, MUST-AVOIDS, AND WHERE HEATHER CAN SEE REFERENCE IMAGES

_____

## 7. MATERIALS YOU ARE PROVIDING, ALLERGIES, DELIVERY

LIST EACH STONE, METAL, OR EXISTING PIECE YOU WILL HAND OVER, WITH ITS CONDITION

_____

☐ I understand customer-supplied stones and heirloom materials carry the risks in the Disclosures, including possible loss or damage during setting or redesign.

☐ I have a known metal allergy or sensitivity: _____

☐ Delivery: ☐ Pickup in Grand Rapids ☐ Insured shipping to address on Intake ☐ Gift wrap / gift box - add note: _____

CLIENT SIGNATURE - DESIGN DIRECTION APPROVED TO QUOTE

_____

DATE

_____

> Custom pieces are made to order. A separate design-approval signature is required after sketches or photos are shared, before materials are ordered or work begins.

Agreement #: _____

# Service Agreement & Terms

This Agreement is between HM Redesign Collection LLC ("Studio") and the client named below ("Client") for the project described in the attached brief and quote. Fill in the bracketed blanks before signing.

CLIENT NAME

PROJECT / COMMISSION

QUOTE # AND DATE ACCEPTED

ESTIMATED START / COMPLETION

## 1. SCOPE AND CHANGES

The Studio will provide only the services and deliverables listed in the accepted quote and brief. Work outside that scope, including added pages, pieces, sizes, or concepts, is a change order. Change orders are quoted and approved in writing before the extra work begins, and they may extend the timeline.

## 2. PAYMENT, DEPOSITS, AND BALANCES

Unless the quote states otherwise: a deposit of [ _____ % ] is due before work begins or materials are ordered; the balance is due on approval of final proof / completion of the piece and before final files are released or the piece is delivered. Amounts, due dates, and accepted payment methods are listed on the invoice. Late balances may pause work and may incur a late fee of [ $ _____ / _____ % per month ] if stated on the invoice. Custom jewelry materials ordered for a commission are non-returnable once ordered.

## 3. TIMELINE, PROOFS, AND APPROVALS

Timelines are estimates and depend on timely client feedback, assets, and approvals. A delay in client response extends the completion date by at least the same period. Client approval of a proof, sketch, or design - by signature, email, or message - is final for the approved elements. Errors found after approval, including spelling in client-supplied text, are corrected at the Client's cost.

## 4. REVISIONS

The quote includes [ _____ ] rounds of revisions to the chosen concept or design, as defined in the quote. Additional rounds, a new concept, or a change of direction after approval are billed at [ $ _____ / hour ] or by change order.

## 5. OWNERSHIP AND USAGE RIGHTS

On receipt of full payment, the Client owns the final approved deliverables for the uses stated in the quote. Until full payment, all work remains the property of the Studio and may not be used. The Studio retains ownership of drafts, unused concepts, working files, sketches, molds, and tools unless the quote expressly includes them. The Studio may display the finished work in its portfolio and social media unless the Client opts out in writing below. Third-party fonts, stock, and materials remain subject to their own licenses.

☐ Client opt-out: Do not display my project publicly.

# Service Agreement - Continued

## 6. CLIENT-PROVIDED MATERIALS

The Client confirms they own or have permission to use all text, images, logos, fonts, stones, metals, and existing pieces they provide. The Client is responsible for claims arising from materials they supplied. For jewelry, the Studio will handle customer-supplied materials with care, but setting, resizing, and redesign carry inherent risk; see the Disclosures.

## 7. CANCELLATION AND KILL FEE

Either party may cancel in writing. The Client will pay for all work completed, materials ordered, and time reserved up to cancellation. Deposits cover scheduling, consultation, and initial work and are [ non-refundable / refundable as follows: _____ ]. If the Studio cancels and cannot complete the project, amounts paid for work not delivered will be refunded, less materials already ordered at the Client's direction.

## 8. DELIVERY, PICKUP, AND SHIPPING

Final design files are delivered electronically. Jewelry is delivered by in-person pickup or insured, trackable shipping as selected on the brief or invoice. Risk of loss passes on pickup or on delivery to the carrier. The Client should inspect the piece or proof promptly and report any issue within [ _____ ] days.

## 9. WARRANTIES AND LIABILITY

The Studio warrants its workmanship and will correct defects in its own work reported within the period above at no charge. This does not cover wear, misuse, resizing or alteration by others, accidental damage, or natural characteristics of materials. To the fullest extent allowed by law, the Studio's total liability for a project is limited to the amount the Client paid the Studio for that project.

## 10. GENERAL

This Agreement, the brief, and the accepted quote are the entire agreement for this project and override earlier discussions. Changes must be in writing. If any term is unenforceable, the rest remain in effect. Electronic signatures and signed copies returned by email are treated as originals.

> Blanks left unfilled at signing default to the amounts and terms stated on the accepted quote and invoice for this project.

CLIENT SIGNATURE _____ DATE _____

PRINTED NAME / TITLE _____ CLIENT EMAIL FOR SIGNED COPY _____

FOR HM REDESIGN COLLECTION LLC - HEATHER, OWNER _____ DATE COUNTERSIGNED _____

Template notice: This agreement is a starting template for HM Redesign Collection LLC, not legal advice. Have it reviewed by a Michigan attorney before use for high-value work.

Form 05
Date: _____

# Non-Disclosure Agreement

This mutual Non-Disclosure Agreement ("NDA") is between HM Redesign Collection LLC and the undersigned Client, for the purpose of discussing and carrying out a design or jewelry project.

## WHAT COUNTS AS CONFIDENTIAL

Confidential Information includes non-public business plans, product and launch details, pricing, customer lists, unreleased designs, sketches, concepts, trade information, personal information shared for a commission, and any material marked or reasonably understood to be confidential. It does not include information that is already public, was already known, is received lawfully from another source, or is developed independently without using the other party's confidential information.

## WHAT EACH PARTY AGREES TO DO

1. Use the other party's Confidential Information only for this project.
2. Not disclose it to others, except to helpers, contractors, printers, suppliers, or advisors who need it for the project and who agree to keep it confidential.
3. Protect it with reasonable care, and return or delete it on request when the project ends.
4. Not reverse-engineer, copy for resale, or file for rights in the other party's unreleased designs or concepts, except as the Service Agreement allows for final paid deliverables.

## TERM

This NDA starts on the date last signed below and covers disclosures made for [ _____ ] years from that date. The duty to keep information confidential lasts [ _____ ] years from disclosure. If the blanks are left empty, both periods are two (2) years.

## OTHER TERMS

Nothing in this NDA creates a partnership, employment, or obligation to proceed with a project. Disclosure required by law or court order is allowed if, where lawful, the disclosing party is notified promptly. Electronic signatures and copies are treated as originals.

CLIENT SIGNATURE _____ DATE _____

PRINTED NAME / BUSINESS _____ EMAIL _____

FOR HM REDESIGN COLLECTION LLC - HEATHER, OWNER _____ DATE _____

Template notice: This NDA is a starting template, not legal advice. Have it reviewed by a Michigan attorney before relying on it for sensitive launches or high-value work.

# Disclosures & Studio Policies



Please read, initial each section, and sign at the bottom. These policies apply alongside the Service Agreement.

## DESIGN - COLOR, PRINT, AND SCREENS INITIALS: _____

Colors can look different on screen, in a proof, and in print, and between printers and materials. A printed proof is the most reliable color reference. The Studio is not responsible for a printer, platform, or vendor the Client selects, or for reprints caused by changes made after final approval.

## DESIGN - FILES AND ARCHIVING INITIALS: _____

Keep your final files backed up. The Studio will make reasonable efforts to archive project files but does not guarantee retrieval after [ _____ ] days. Source / working files are included only if the quote lists them.

## JEWELRY - HANDMADE CHARACTER & MATERIALS INITIALS: _____

Custom jewelry is handmade. Small variations in finish, texture, stone color, and dimensions from a sketch, photo, or sample are normal and are not defects. Natural stones may have inclusions and color variation. Metal colors and plating can change with wear, chemicals, and skin chemistry.

## JEWELRY - SIZING, CARE, AND CUSTOMER STONES INITIALS: _____

Ring and bracelet sizing depends on the size provided by the Client; resizing after completion may incur a fee and may not be possible for all designs. Setting, removing, resizing, or redesigning with customer-supplied or heirloom stones carries a risk of loosening, chipping, or loss, which the Client accepts for materials they supply. Care instructions provided with the piece should be followed; wear, prong damage, and loss of stones after delivery are not workmanship defects.

## RUSH WORK, HOLDS, AND UNCLAIMED WORK INITIALS: _____

Rush timelines, if accepted, may incur a rush fee stated on the quote or invoice. If a project is paused by the Client for more than [ _____ ] days, the Studio may reschedule it behind current work or close it under the cancellation terms. Finished jewelry not picked up or paid for within [ _____ ] days after notice may be treated as abandoned to the extent allowed by law, after additional written notice.

## PHOTOS AND PORTFOLIO INITIALS: _____

The Studio may photograph work in progress and finished work for records and, unless the Client opted out in the Service Agreement, for portfolio and social media use. Client names and personal details will not be published with a piece without permission, except a business name on design work created for public use.

CLIENT SIGNATURE - I HAVE READ AND AGREE TO THESE DISCLOSURES

DATE

PRINTED NAME

PROJECT / COMMISSION #

HM REDESIGN COLLECTION LLC

# Invoice

Graphic Design Studio

Invoice #: _____
Issue date: _____
Due date: _____

## BILL TO

CLIENT NAME / BUSINESS

ADDRESS / EMAIL

## FROM

HM Redesign Collection LLC
Graphic Design Studio
Heather, Owner

hmredesigncollection@gmail.com
616-540-8820
1811 Plainfield Ave. NE, Suite A
Grand Rapids, Michigan 49505

PROJECT # / QUOTE #

| DESCRIPTION | QTY / HOURS | RATE | AMOUNT |
|---|---|---|---|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

| | |
|---|---|
| Subtotal | $ _____ |
| Discount | - $ _____ |
| Tax ( ____ %) | $ _____ |
| Rush / other fee | $ _____ |
| **TOTAL DUE** | **$** _____ |
| Deposit paid (date: _____) | - $ _____ |
| **BALANCE DUE** | **$** _____ |

## PAYMENT

ACCEPTED METHODS / PAYMENT LINK OR HANDLE

PAYMENT TERMS / LATE FEE / NOTES

Thank you for your business. Final files are released on receipt of the balance due. Please include the invoice number with your payment.

HM REDESIGN COLLECTION LLC

# Invoice

Custom Jewelry Collection

Invoice #: _____
Issue date: _____
Due date: _____

## BILL TO

CLIENT NAME

ADDRESS / EMAIL / PHONE

## FROM

HM Redesign Collection LLC
Custom Jewelry Collection
Heather, Owner

hmredesigncollection@gmail.com
616-540-8820
1811 Plainfield Ave. NE, Suite A
Grand Rapids, Michigan 49505

COMMISSION # / QUOTE #

PIECE DESCRIPTION - TYPE, METAL, STONES, SIZE, ENGRAVING

| DESCRIPTION | DETAIL | AMOUNT |
|---|---|---|
| Materials - metal | | |
| Materials - stones / components | | |
| Labor - design and creation | | |
| Engraving / finishing / other | | |
| Shipping / insurance (if any) | | |

| | |
|---|---|
| Subtotal | $ _____ |
| Tax ( ___ %) | $ _____ |
| **TOTAL** | **$** _____ |
| Deposit paid (date: _____) | - $ _____ |
| **BALANCE DUE** on pickup / before shipping | **$** _____ |

## PAYMENT AND DELIVERY

ACCEPTED METHODS / PAYMENT LINK OR HANDLE

DELIVERY METHOD / TRACKING / PICKUP DATE

Thank you for commissioning a custom piece. The balance is due before the piece is released for pickup or shipping. Please include the invoice number with your payment.

HM REDESIGN COLLECTION LLC

# Receipt

Receipt #: _____
Date: _____

☐ Graphic Design Studio ☐ Custom Jewelry Collection

RECEIVED FROM

INVOICE # / PROJECT OR COMMISSION #

AMOUNT RECEIVED

PAYMENT METHOD (CARD / TRANSFER / CASH / OTHER)

FOR

BALANCE REMAINING

☐ Paid in full ☐ Deposit ☐ Partial payment ☐ Final balance

RECEIVED BY - HM REDESIGN COLLECTION LLC

DATE

HM REDESIGN COLLECTION LLC

# Quote / Estimate

Quote #: _____
Date: _____
Valid until: _____

☐ Graphic Design Studio ☐ Custom Jewelry Collection

PREPARED FOR

PROJECT / PIECE

| SCOPE / ITEM INCLUDED | AMOUNT |
|---|---|
| | |
| | |
| | |

Estimated total $ _____

Deposit to start $ _____

Estimated timeline _____

This quote is an estimate based on the scope above. Changes to scope, materials, or timeline may change the price and will be approved in writing before extra work begins. Material prices for jewelry are held only until the validity date above.

CLIENT SIGNATURE - I ACCEPT THIS QUOTE AND THE SERVICE AGREEMENT

DATE

PRINTED NAME

FOR HM REDESIGN COLLECTION LLC

# Catalog & Price Guide

Graphic Design Studio | Custom Jewelry Collection

Flip through, check the boxes next to anything you want, and bring this catalog back with your brief. Heather will confirm your selections, check stone and material availability, and send you a written quote before any work begins - checking a box is a wish list, not an order, until you sign the quote.

## FIRST-TIME CLIENTS: 30% OFF YOUR FIRST ORDER

New to HM Redesign Collection? Take 30% off your first design project or your first custom jewelry order. One discounted first order per client. Discount applies to the quoted project or piece total on your accepted quote; it does not stack with other offers. Mention "FIRST30" when you return your catalog.

## HOW PRICES WORK

- **Design prices** are set from current Michigan market ranges for a solo high-end studio - Michigan freelance designers commonly charge $35-$70 per hour, and Grand Rapids studios list logos from $350 and brand kits from $750. HM prices sit in that range, on purpose: professional work, local-studio pricing.
- **Jewelry prices** say "starting at." Your final price depends on metal weight, chain length and style, stone size and rarity, and how complex the piece is. Gold and silver prices move with the market, so jewelry quotes are held to the validity date on your quote.
- **Your gemstone advantage:** Heather works from her own gemstone collection, so many pieces can start from a stone already in the studio instead of a retail-marked-up stone bought for one job.
- **Every price is confirmed in writing** on a quote before a deposit is taken. No surprises after you sign.

## WHAT IS INSIDE THE CATALOG

Design - Logo & Brand

Design - Print, Social & Web

Jewelry - Necklaces & Pendants

Jewelry - Rings, Earrings, Bracelets & Extras

Gemstone Library - Part 1

Gemstone Library - Part 2

Catalog Order Form

How to order - 4 easy steps

> **How to order:** 1) Check boxes in this catalog. 2) Fill in the matching brief (pages 3-6). 3) Tally your picks on the Catalog Order Form at the back and sign it. 4) Email it to **hmredesigncollection@gmail.com** or call **616-540-8820**. Heather replies with your quote - with your 30% first-order discount applied if you are new.

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

# Logo & Brand

Check ✓ to select
Qty = how many

All logo work includes a proof round, the revision rounds stated, and final files for print and web (PDF, PNG, JPG). Vector files (SVG / EPS) are included where marked. First-time clients: take 30% off the total on your first order.

| | ITEM - WHAT YOU GET | QTY | STARTING AT |
|---|---|---|---|
| ☐ | **Logo - Essential** - 3 concepts, 2 revision rounds, print + web files | ____ | $350 |
| ☐ | **Logo - Plus** - Essential + secondary logo, icon / favicon, black, white & color versions, vector files | ____ | $650 |
| ☐ | **Brand Kit** - Logo Plus + color palette, font pairing, brand guidelines sheet, social profile graphics | ____ | $750 |
| ☐ | **Full Brand Identity** - Brand Kit + stationery set, templates, launch graphics pack | ____ | $1,450 |
| ☐ | **Logo refresh / redraw** - clean up or modernize an existing logo, vector rebuild | ____ | $175 |
| ☐ | **Business card design** - 2-sided, print-ready (printing extra) | ____ | $95 |
| ☐ | **Stationery set** - letterhead, envelope, thank-you / note card to match your brand | ____ | $150 |
| ☐ | **Brand guidelines sheet** - add to any logo job: colors, fonts, do's and don'ts on one page | ____ | $125 |

## DESIGN HELP BY THE HOUR

| | ITEM | HOURS | RATE |
|---|---|---|---|
| ☐ | **Design studio time** - edits, file fixes, resizing, photo retouching, layout help (1-hour minimum) | ____ | $50 / hr |
| ☐ | **Rush turnaround** - needed in under 48 hours, when schedule allows | ____ | +25% |
| ☐ | **Extra revision round** - beyond the rounds included in your package | ____ | $50 |
| ☐ | **Copywriting help** - headline and text written or polished for one piece | ____ | $75 |

**Not sure which logo level you need?** Most new Grand Rapids small businesses start with Logo - Plus or the Brand Kit, so social media, signage, and print all match from day one. Check "Heather, help me choose" on the Order Form and she will recommend a level for your budget.

# Print, Social & Web

Check ✓ to select
Qty = how many

## PRINT & MARKETING - DESIGN ONLY, PRINTING QUOTED SEPARATELY IF YOU WANT HM TO ARRANGE IT

| | ITEM - WHAT YOU GET | QTY | STARTING AT |
|---|---|---|---|
| ☐ | **Flyer / poster** - one page, one or two sides | ____ | $150 |
| ☐ | **Tri-fold brochure** - 6 panels, print-ready | ____ | $275 |
| ☐ | **Menu / price list** - up to 2 pages, easy-update layout | ____ | $225 |
| ☐ | **Packaging / product labels** - one product, print-ready dieline setup | ____ | $250 |
| ☐ | **Sign / banner design** - storefront, market booth, or event | ____ | $175 |
| ☐ | **Gift certificate / coupon design** - matches your brand | ____ | $75 |

## SOCIAL MEDIA

| | ITEM | QTY | STARTING AT |
|---|---|---|---|
| ☐ | **Social graphics pack - 5 posts** - sized for your platforms | ____ | $175 |
| ☐ | **Social graphics pack - 10 posts** | ____ | $325 |
| ☐ | **Editable template set** - 6 branded templates you can reuse yourself | ____ | $250 |
| ☐ | **Monthly design support** - up to 4 small jobs a month, priority scheduling | ____ | $299 / mo |

## WEBSITES - DESIGN AND BUILD ON WORDPRESS UNLESS YOU ASK FOR ANOTHER PLATFORM

| | ITEM | QTY | STARTING AT |
|---|---|---|---|
| ☐ | **Launch site - up to 3 pages** - home, services, contact | ____ | $800 |
| ☐ | **Business site - up to 5 pages** | ____ | $1,200 |
| ☐ | **Custom site - up to 10 pages** - galleries, booking, blog setup | ____ | $2,400 |
| ☐ | **Online store** - products, cart, and checkout setup | ____ | $3,800 |
| ☐ | **Website refresh** - new look on your existing site, up to 5 pages | ____ | $650 |

Hosting, domain, and platform fees are paid by the client to the provider unless a care plan is quoted. Website prices are Grand Rapids market starting prices for a solo studio site; larger scope is quoted in writing first.

# Necklaces & Pendants

Check ✓ to select
All prices "starting at"

Start with a base piece, then build it your way below. Many stones come from Heather's own gemstone collection - see the Gemstone Library on pages 19-20. First-time clients: 30% off your first order.

| | BASE PIECE - INCLUDES ONE STONE FROM THE STANDARD COLLECTION AND A STANDARD CLASP | QTY | STARTING AT |
|---|---|---|---|
| ☐ | **Gemstone pendant on leather cord** - black or brown, adjustable | ____ | $85 |
| ☐ | **Gemstone pendant - sterling silver chain** - 18 in cable chain | ____ | $185 |
| ☐ | **Gemstone pendant - gold-filled chain** - 18 in | ____ | $245 |
| ☐ | **Gemstone pendant - 14K gold chain** - yellow, white, or rose | ____ | $595 |
| ☐ | **Beaded gemstone necklace** - hand-knotted or strung, one stone type | ____ | $165 |
| ☐ | **Multi-stone / family necklace** - birthstones for kids or grandkids, up to 5 stones | ____ | $225 |
| ☐ | **Statement necklace** - large stone or cluster design, one of a kind | ____ | $325 |
| ☐ | **Pendant only - no chain** - fits your own chain, bail sized to your chain | ____ | $125 |

## BUILD IT YOUR WAY - UPGRADES

**Chain / cord swap**

- ☐ Leather cord - included swap, $0
- ☐ Rope / waxed cotton cord - $0
- ☐ Upgrade chain style (rope, figaro, box, paperclip) - +$25
- ☐ Longer chain: 20-24 in - +$20 / 30 in - +$35
- ☐ Add 2-in extender - +$12
- ☐ Magnetic easy clasp - +$15

**Stone & setting upgrades**

- ☐ Premium stone (emerald, sapphire, ruby, opal) - from +$75
- ☐ Extra accent stone - +$35 each
- ☐ Larger / statement-size stone - from +$50
- ☐ Halo setting - +$85
- ☐ Hand wire-wrapped setting - +$40
- ☐ Use MY OWN stone / heirloom stone - setting from +$65

Gold and premium-stone upgrades are priced from current material costs at quote time. Heather will always confirm the upgrade price in writing before you commit.

# Rings, Earrings, Bracelets & Extras

Check ✓ to select
All prices "starting at"

| | PIECE - STERLING SILVER AND ONE STANDARD STONE UNLESS NOTED | SIZE | STARTING AT |
|---|---|---|---|
| ☐ | **Gemstone ring** - bezel or prong setting | ____ | $195 |
| ☐ | **Gemstone ring - 14K gold** - yellow, white, or rose | ____ | $650 |
| ☐ | **Stud earrings - pair** - one stone per ear | ____ | $95 |
| ☐ | **Dangle / drop earrings - pair** | ____ | $135 |
| ☐ | **Hoop earrings with gemstone drops - pair** | ____ | $155 |
| ☐ | **Beaded gemstone bracelet** - stretch or clasp | ____ | $85 |
| ☐ | **Charm bracelet** - chain + 3 charms / stones to start | ____ | $165 |
| ☐ | **Bangle with gemstone accent** - silver | ____ | $175 |
| ☐ | **Anklet with gemstone drops** | ____ | $75 |
| ☐ | **Brooch / pin with gemstone** | ____ | $145 |
| ☐ | **Matching set - save** - necklace + earrings, or ring + earrings, made to match | ____ | 10% off set |
| ☐ | **Heirloom redesign** - your stones or piece remade into a new design (labor; new materials extra) | ____ | $250 |

## EXTRAS FOR ANY PIECE

- ☐ Engraving - up to 15 characters - +$35
- ☐ Engraving - 16-30 characters - +$55
- ☐ Gift box + gift wrap - +$12
- ☐ Handwritten gift note card - +$5
- ☐ Rush piece (under 2 weeks, if schedule allows) - +25%
- ☐ Insured shipping - quoted at cost
- ☐ Ring sizing help - free in studio
- ☐ Care kit - polishing cloth + care card - +$10

**Why HM custom costs less than a mall jeweler - and is worth more:** no storefront markup, stones from Heather's own collection, and one maker from sketch to finish. Comparable fully-custom pendants from national custom jewelers commonly start at $375-$600 or more; HM handmade pieces start lower because the stone and the maker are already in-house.

# Gemstones - Part 1

Check the stones you love

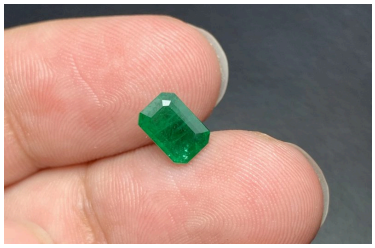
Heather works from her own gemstone collection. Photos below are **reference photos** showing each stone's color and cut - your actual stone will be chosen with Heather and may vary in shade, size, and inclusions, which is part of what makes a natural stone one of a kind. Availability changes as pieces are made, so circle a backup favorite too.



### Amethyst

Purple quartz. February birthstone. A client favorite for pendants and rings - rich color without a precious-stone price.

☐ I want this stone ☐ Backup pick



### Emerald - Premium

Deep green beryl. May birthstone. Premium stone - priced into your quote by size and quality.

☐ I want this stone ☐ Backup pick



### Sapphire - Premium

Classic blue corundum. September birthstone. Very hard and durable - excellent for rings worn every day.

☐ I want this stone ☐ Backup pick



### Ruby - Premium

Red corundum. July birthstone. Bold, romantic, and durable enough for rings and pendants.

☐ I want this stone ☐ Backup pick



### Garnet

Deep wine-red. January birthstone. Warm, classic, and beautiful in silver and rose gold.

☐ I want this stone ☐ Backup pick

**YOUR PHOTO HERE**

Heather: tape or paste a photo of your real stone in this frame when you print the catalog, or swap this image in the file before sending.

**My Stone:** _____

Stone name / size / notes:

_____

☐ Ask Heather about this stone

# Gemstones - Part 2

Check the stones you love



### Citrine

Golden-yellow quartz. November birthstone. Sunny and warm - lovely with gold-filled and brass-tone metals.

☐ I want this stone ☐ Backup pick



### Opal - Premium

Milky stone with rainbow fire. October birthstone. Every opal flashes differently - no two are alike. Handle with care; opals are softer stones.

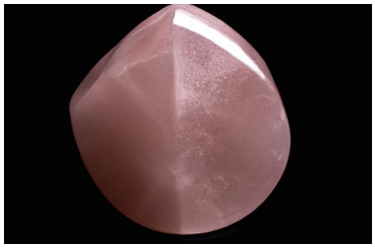
☐ I want this stone ☐ Backup pick



### Turquoise

Sky-blue with natural matrix veining. December birthstone. A natural partner for leather cord and sterling silver.

☐ I want this stone ☐ Backup pick



### Rose Quartz

Soft pink quartz. Gentle and romantic - a favorite for gifts, layered necklaces, and beaded bracelets.

☐ I want this stone ☐ Backup pick



### Labradorite

Gray-green stone that flashes blue and gold as it moves. Stunning in pendants - the color changes with the light.

☐ I want this stone ☐ Backup pick

**YOUR PHOTO HERE**

Heather: tape or paste a photo of your real stone in this frame when you print the catalog, or swap this image in the file before sending.

**My Stone:** _____

Stone name / size / notes:

_____

☐ Ask Heather about this stone

## BIRTHSTONE QUICK GUIDE

Jan Garnet | Feb Amethyst | Mar Aquamarine | Apr Diamond / clear quartz | May Emerald | Jun Pearl / moonstone | Jul Ruby | Aug Peridot | Sep Sapphire | Oct Opal / tourmaline | Nov Citrine / topaz | Dec Turquoise. Don't see your stone? Write it here and Heather will check her collection or source it: _____

HM REDESIGN COLLECTION LLC

# Catalog Order Form

Tally your picks and sign

YOUR NAME _____ EMAIL / PHONE _____

Copy each item you checked in the catalog onto a line. Heather confirms availability and final prices on a written quote - the "starting at" total below is your estimate, not your bill.

| ITEM CHECKED IN CATALOG (NAME IT EXACTLY) | PAGE | QTY | STARTING PRICE |
|---|---|---|---|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

Estimated subtotal (starting prices) $ _____

First-time client - 30% OFF first order (write FIRST30) - $ _____

**ESTIMATED TOTAL - final price on your quote $ _____**

☐ I am a first-time client - please apply my 30% first-order discount.

☐ Heather, help me choose - recommend items for my budget: $ _____

☐ I have also completed: ☐ Intake (p.2) ☐ Design Brief (pp.3-4) ☐ Jewelry Brief (pp.5-6)

ANYTHING ELSE? DEADLINE, GIFT OCCASION, DELIVERY NOTES

_____

SIGNATURE - SEND ME A QUOTE FOR THE ITEMS ABOVE _____ DATE _____

**Send this packet to:** HM Redesign Collection LLC, 1811 Plainfield Ave. NE, Suite A, Grand Rapids, Michigan 49505 | Email: hmredesigncollection@gmail.com | Phone: 616-540-8820. E-sign in your PDF reader or an e-sign service, or print, sign, and photograph the signed pages - all are accepted.

Prices in this catalog are starting prices based on Michigan market ranges at the time of printing and on current material costs. Jewelry "starting at" prices assume a standard-size stone from the studio collection and standard materials; premium stones, larger sizes, gold weight, and custom complexity change the final quote. Your signed quote - not this catalog - is the price you will pay.