

prairie sky
images | design

Design | 2013

the prairie sky advantage

Why choose Prairie Sky Images & Design?

Prairie Sky Images & Design is completely committed to creating you the design you've dreamed about! Business dynamics and websites are like spokesmodels for your business. Nothing is more important than a good first impression. Prairie Sky Images & Design will help you put your best foot forward.

Why use WordPress?

Prairie Sky Images & Design uses WordPress to create fully customizable webpages. We love WordPress because it's extremely easy to use for the average person. This means that once your website is all set up, we will show you how to control your content, stay on top of updates, and teach you how to get found by Google.

WordPress is a free program that can be easily installed on almost any hosting package, and can be customized in thousands of different ways!

basic web design

Simple 5-Page Website

Included:

A consultation to discuss your needs, desires and goals

Custom design graphics

Custom pages

No charge support for 1 year from launch date

Email account set up (web mail, Outlook or Apple Mail & smart phone)

Custom contact forms so your customers can contact you easily, right from your webpage

Custom blog pages to keep customers up-to-date

SEO Optimization

Tutorial on how to update your own website, add graphics and get found on search engines!

Prices for a basic webpage start at \$500

Before we can begin, customers need to purchase a domain name (most are about \$15/year) and a hosting account (about \$5/month). If you're not sure how to go about this, we would be happy to walk you through it. (We promise, it sounds a lot more complicated than it actually is!)

e-commerce web design

E-Commerce Sales Solution

Included:

A consultation to discuss your needs, desires and goals

Custom design graphics

Custom pages (unlimited)

No charge support for 1 year from launch date

Email account set up (web mail, Outlook or Apple Mail & smart phone)

Custom contact forms so your customers can contact you easily, right from your webpage

Custom blog pages to keep customers up-to-date

SEO Optimization

Tutorial on how to update your own website, add graphics and get found on search engines!

Elegant and easy-to-use shopping cart system (for digital files, tangible goods, gift certificates, all coupon & sales compatible)

Prices for an e-commerce webpage start at \$800

Before we can begin, customers need to purchase a domain name (most are about \$15/year) and a hosting account (about \$10/month). If you're not sure how to go about this, we would be happy to walk you through it. (We promise, it sounds a lot more complicated than it actually is!)

web design f.a.q.

Why do I need to buy my own hosting?

Prairie Sky Images & Design prides itself on keeping costs low for the customer. Many design firms will charge outrageous mark-up on basic hosting services. This way, you pay the basic hosting fees with no mark-up. Also, it gives you, the customer, complete control. You don't need to request access for your own website.

Why do I want to control my own website?

The most cost-effective solution is to manage your own content. By learning the WordPress system, we are confident that you'll be able to handle all your own updates. This way, you aren't spending your hard-earned money on something you could easily do yourself!

What if I still want Prairie Sky Images & Design to manage my website?

Then we are absolutely happy to help!

What if I forget how to update my website?

Relax. You've got free support for one full year after the launch date of your website. If it's past the 1 year mark, we charge \$35/hour to review the tutorials or make your changes.

Where do you get content for my website?

You can write it, or we can! If you're not quite sure what to say, we'll discuss your goals, then get to work! We'll ask all the important questions and write up your content. This service is \$45/hour. Most websites require approximately 2-3 hours.

This sounds great – let's do it! Now what?

Give us a call at 403.601.7289 or email us at info@prairieskyimages.ca. We will make an appointment to meet and discuss all your needs and goals. We will then draft a contract that meets your specific needs and sign it when you are satisfied. 50% of the total quote is due at the signing, and the remainder is due on the launch date.

business dynamics

Make a statement

Prairie Sky Images & Design offers a full range of business dynamic options for your growing business! Business cards, brochures, flyers and newspaper media are all made simple with Prairie Sky Images & Design! We can also design a custom marketing package for your business that includes Business Cards, Letterhead, Envelopes, Notepads, Brochures, Gift Certificates and more!

Or, have a little fun with promotional items like pens, hats, shirts and anything else you can dream up!

Because there is such a wide range of products available, and a wide range of variations within those products, it is very difficult to produce a price list. To get your free quote, simply drop us a line at info@prairieskyimages.ca or call us at 403.601.7289.

logo design

Design your identity

Your logo is the public face of your business, and it embodies everything your business stands for. A logo is what will be seen in the mind's eye when customers think of your business, and a good logo can look professional while visually displaying to the public what you're all about.

At Prairie Sky Images & Design, we can reword your old logo, or start fresh and design you a new one!

There are 3 basic types of logos:

Text Based - These logos consist of text only (like the Prairie Sky Images & Design logo)

Image Based - These logos often contain images pertaining to your business. For example, if you're a photographer the logo might contain a camera.

Abstract - These logos rely on shapes and shading, and are considered "high impact" - memorable, professional and generally simple and elegant.

Logo Design starts at \$75. Depending on the complexity of the logo, this price may vary.

logo design f.a.q.

How do I know what kind of logo I should have designed?

Some people just know. Other's don't, and that's okay. Take advantage of our free consultation service and we can discuss your needs and goals, and advise you on what we think would best suit your business.

What if I already have a logo that I like?

We can work with your old logo and update it, or we can design something similar. This is completely up to you!

What format will my logo be in?

Prairie Sky Images & Design will provide you with many different file versions for almost every use! Because print and web have extremely different file requirements, Prairie Sky makes it easy, and provides you with every conceivable variation that you might require.

business packages

Basic Business Package

Included:

Logo Design
Basic Website Design
500 Full Colour Business Cards
50 Sheets of Custom Letterhead
100 #10 Custom Envelopes
50 Brochures

\$1,000 (save \$215!)

E-Commerce Business Package

Included:

Logo Design
E-Commerce Website Design
500 Full Colour Business Cards
50 Sheets of Custom Letterhead
100 #10 Custom Envelopes
50 Brochures
3 hours of custom product photography

\$1,600 (save \$365!)