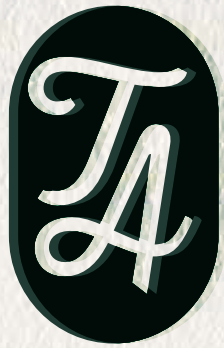


A LA CARTE DESIGN MENU



Art & Design by Tabatha Alcina

Making the everyday extraordinary.

Elevated design, built to work.

A curated selection of branding, marketing, and content design services for businesses that value clarity, consistency, and thoughtful execution.

FAST EXECUTION / LOW FRICTION
CONSISTENCY ACROSS EVERY PIECE
DESIGN THAT SUPPORTS CONVERSION, NOT JUST AESTHETICS

Who's it for?

For small businesses, creatives, and service-based brands that want polished visuals without overcomplicating the process.

How's it work?

- A STRAIGHTFORWARD PROCESS, START TO FINISH.
- PICK WHAT YOU NEED (OR ASK FOR A BUNDLE)
- SEND YOUR CONTENT AND DIRECTION
- REVIEW YOUR DESIGN
- REQUEST EDITS IF NEEDED
- RECEIVE FINAL, READY-TO-USE FILES

MOST PROJECTS ARE COMPLETED WITHIN A FEW DAYS, DEPENDING ON SCOPE
RUSH OPTIONS ARE AVAILABLE WHEN NEEDED
NOT SURE WHAT YOU NEED? I CAN GUIDE YOU

Brand Foundations

The essentials for building or refining a clear, cohesive visual identity. Designed to give you a strong starting point—or clean up what's already there.

Logo Design

- Custom logo built to reflect your brand clearly and hold up across real-world use.
- Primary logo + alternate variation
- Black, white, and color versions
- Delivered in web + print formats

Starting at \$150

Full Brand System

- A complete, cohesive identity built for long-term use and scalability.
- Logo suite (multiple variations)
- Color system
- Typography system
- Brand guidelines
- Supporting visual elements (icons, patterns, etc.)

Starting at \$500

Add-ons

- Available with any brand project:
- Social media starter set
- Business card design
- Brand guidelines expansion
- Additional logo concepts
- Rush delivery

Brand Mini Kit

- A focused set of core elements to get your brand looking consistent quickly.
- Logo (primary + alternate)
- Color palette
- Font pairing
- Simple usage guide

Starting at \$150

Brand Refresh

- An update to your existing brand to improve clarity, consistency, and overall feel.
- Refinement of logo and/or colors
- Typography adjustments
- Visual cleanup + alignment

Starting at \$300

Editorial & Multi-Page

Structured, thoughtful design for content that needs to be read—not just seen.
Built with strong layout systems, clear hierarchy, and a focus on usability.

Magazines & Publications

- Full editorial layout for magazines, features, and recurring publications.
- Cover + interior page design
- Consistent grid and typography system
- Image integration and pacing

Best for: publications, community magazines, branded content

Starting at \$1500

Catalog & Product Sheets

- Design focused on clarity, organization, and easy navigation.
- Product layouts with pricing/details
- Consistent formatting across pages
- Built for readability and quick reference

Best for: product-based businesses, service menus

Starting at \$250

Branded Documents

- Polished, consistent documents that reflect your brand across every touchpoint.
- Proposals
- Reports
- Internal or client-facing PDFs

Best for: businesses that need consistency across materials

Starting at \$250

Guides & Workbooks

- Clean, organized layouts designed to make information easy to follow.
- Structured page systems
- Clear hierarchy for text-heavy content
- Designed for print or digital use

Best for: educational content, programs, client-facing materials

Starting at \$300

Pitch Decks & Presentations

- Professional, cohesive slides designed to communicate clearly and confidently.
- Slide templates + custom layouts
- Strong visual hierarchy
- Designed for clarity, not clutter

Best for: client presentations, internal decks, proposals

Starting at \$250

NOTE: All layouts are built with consistency and long-term use in mind. Files are organized for easy updates and future expansion. Print-ready and digital formats available

Marketing & Print

Clear, effective design built for real-world use.
Created to communicate quickly, look polished, and hold up in print.

Flyers

- Clean, well-structured layouts designed to grab attention and deliver information fast.
- Single-page design
- Strong hierarchy and readability
- Print-ready files included

Best for: events, promotions, announcements

Starting at \$40

Catalog & Product Sheets

- Design focused on clarity, organization, and easy navigation.
- Product layouts with pricing/details
- Consistent formatting across pages
- Built for readability and quick reference

Best for: product-based businesses, service menus

Starting at \$80

Branded Documents

- Polished, consistent documents that reflect your brand across every touchpoint.
- Proposals
- Reports
- Internal or client-facing PDFs

Best for: businesses that need consistency across materials

Starting at \$250

Brochures

- Multi-panel or multi-page designs that guide the reader through your message.
- Bi-fold, tri-fold, or custom layouts
- Organized content flow

Best for: educational content, programs, client-facing materials

Starting at \$120

Pitch Decks & Presentations

- Professional, cohesive slides designed to communicate clearly and confidently.
- Slide templates + custom layouts
- Strong visual hierarchy
- Designed for clarity, not clutter

Best for: client presentations, internal decks, proposals

Starting at \$250

Social & Digital

Clean, consistent content designed to keep your brand active and recognizable.
Built for speed, flexibility, and real-world use.

Social Media Graphics

- Custom-designed posts tailored to your brand and platform.
- Static posts for Instagram, Facebook, etc.
- Designed for clarity, engagement, and consistency
- Delivered ready to post

Starting at \$15 per graphic
or
\$60 for a set of 5

Canva Templates

- Editable templates built so you (or your team) can update content ةلوه سب.
- Fully branded, reusable designs
- Easy-to-edit text and image areas
- Organized for repeat use

Starting at \$75

Email Graphics

- Clean, on-brand visuals for newsletters and campaigns.
- Header graphics
- Section banners
- Supporting visuals

Starting at \$150

Add-ons

- Caption writing
- Content planning support
- Additional variations
- Rush delivery

Social Media Kits

- A cohesive batch of content to keep your feed consistent and active.
- 8–15 branded graphics
- Mix of layouts (promo, informational, lifestyle, etc.)
- Designed as a unified set

Starting at \$150

Ad Creatives

- Graphics designed specifically for paid ads and promotions.
- Social ads (Instagram, Facebook, etc.)
- Clear messaging + strong visual hierarchy
- Multiple variations available

Starting at \$150

Content Resizing

- Adapt existing designs for multiple platforms and formats.
- Instagram, Facebook, stories, ads, etc.
- Maintains consistency across all sizes

Starting at \$40



Final Note

If you're not sure what you need, that's normal. Most projects start with a quick conversation to figure out the right approach