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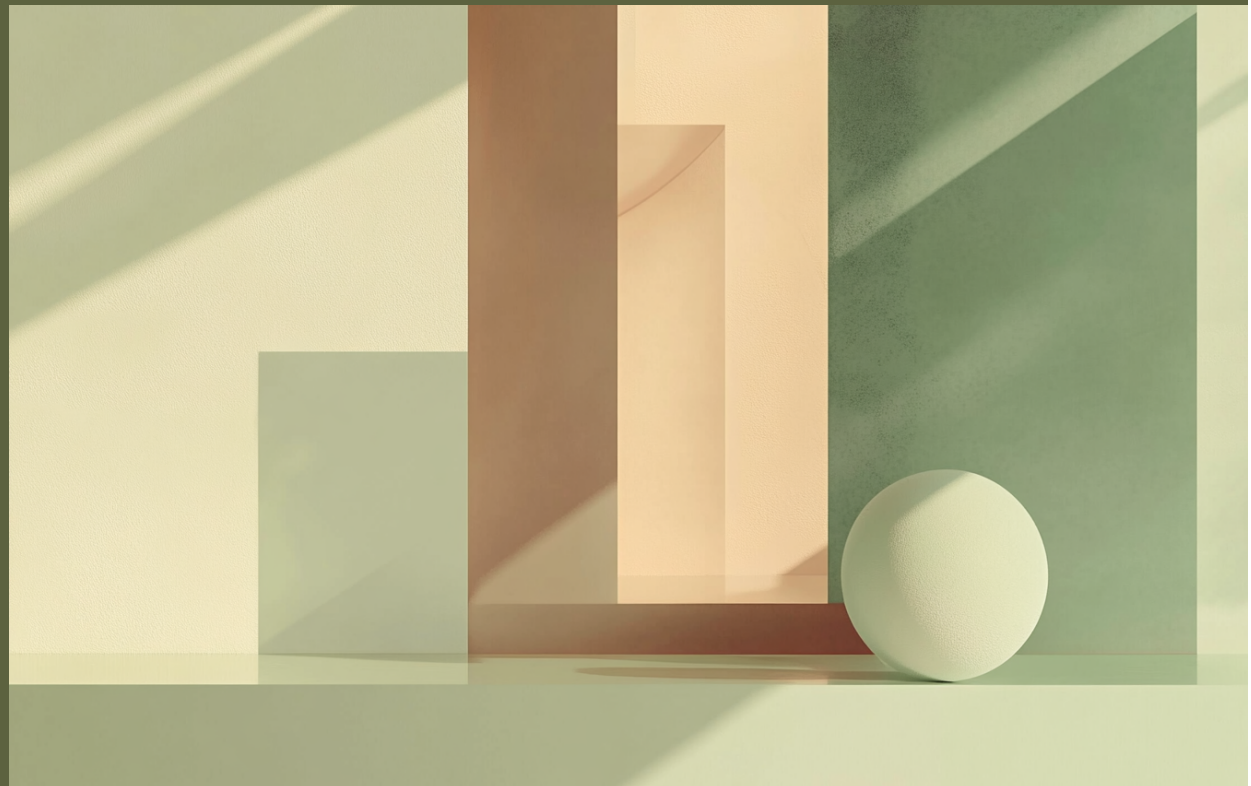
# SERVICES & PRICING GUIDE 24'

Media by : Midjourney

Prepared by : Chatura Dissanayake

*Chatura*

Design Solutions for  
Your Brand's Success.



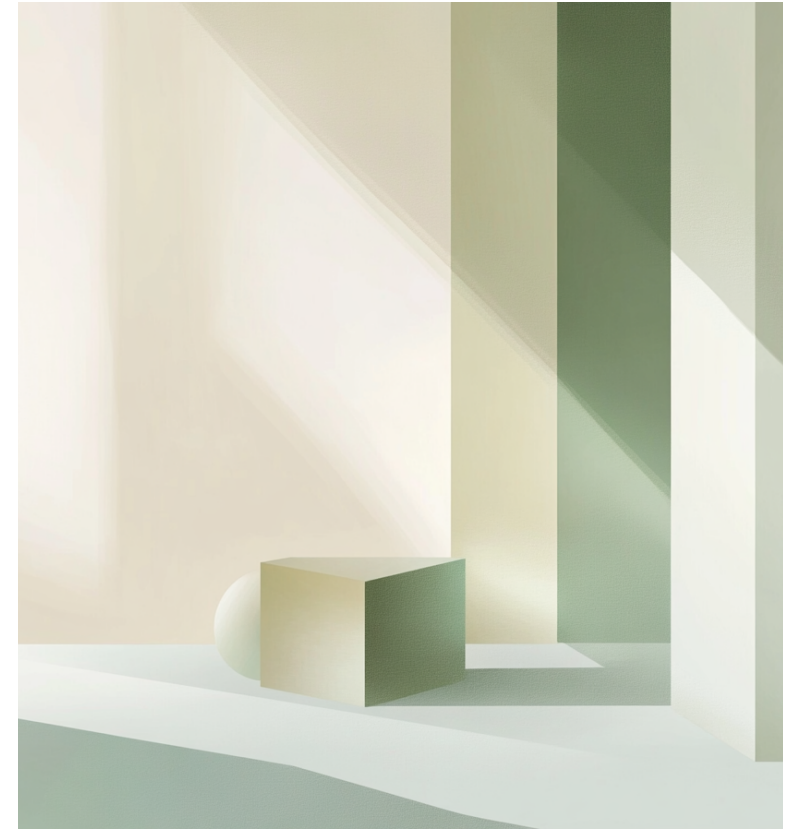
Visuals by MidJourney, design by Chatura Dissanayake

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Note: The visual elements in this guide were creatively enhanced using MidJourney, while Chatura Dissanayake fully developed and created all case studies, data insights, and core design work.

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F/W-2024  
CHATURA DISSANAYAKE



Visuals by MidJourney, design by Chatura Dissanayake

This guide offers a straightforward approach to my design services, focusing on simplicity, professionalism, and clarity. Each project is crafted with attention to detail and a dedication to delivering results that meet your brand's unique needs.

Whether it's developing visual identities, creating impactful layouts, or producing data-driven visuals, my goal is to provide efficient and effective solutions. Let's collaborate to bring your ideas to life with precision and purpose.

# Hello! Welcome

I'm thrilled to introduce myself and share my enthusiasm for crafting clear, functional, and impactful designs. I prioritize simplicity and ensure that each project embodies a blend of professionalism and precision.

I aim to help you transform your concepts into compelling visual experiences that deeply resonate with your audience. I strongly believe that exceptional design mustn't be intricate to leave a powerful impression. Our collaborative approach ensures that your vision takes centre stage in the design process, resulting in solutions that elevate your brand and foster meaningful connections. Whether it entails refining your brand's identity, creating a seamless web interface, or developing data-driven visuals, I tackle each project with meticulous attention and a dedication to delivering exceptional outcomes.

Simplicity forms the foundation of my work, ensuring that your message shines through with clarity and purpose, free from unnecessary distractions. Let's partner together to create something that meets your requirements and surpasses your expectations.

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**Chatura Dissanayake**

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Visual Communication Specialist

*Chatura*

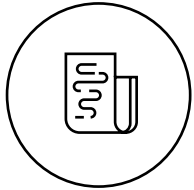
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CHATURA DISSANAYAKE



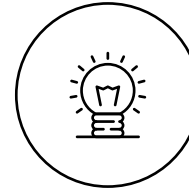
# Work Process



STAGE 01

## Briefing

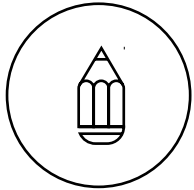
This stage is crucial for ensuring the project runs smoothly and efficiently. It involves understanding your needs, gathering relevant information, and clarifying the objectives. A clear briefing will reduce revisions, save time, and keep the project on track.



STAGE 02

## Concept Development

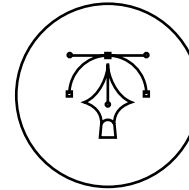
In this stage, initial ideas and concepts are developed based on the briefing. I will create visual drafts or wireframes that align with your objectives and brand. This is where creativity meets strategy to create effective solutions.



STAGE 03

## Design & Execution

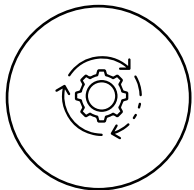
Once the concept is approved, I move on to the actual design work. This includes creating final visuals, refining details, and ensuring all elements align with the project goals. At this stage, revisions are made based on feedback to achieve the desired outcome.



STAGE 04

## Review & Feedback

After the design is completed, I present it for your review. This is the time for feedback and any necessary revisions. Clear communication during this stage helps ensure the final product is exactly what you envisioned.



STAGE 05

## Final Delivery

Once all revisions are complete, the final design is delivered in your desired formats. This stage includes ensuring all files are optimized and ready for use, whether for print, web, or digital platforms.

# ReviveWardrobe Case Study



ReviveWardrobe is an eco-friendly fashion brand aiming to reduce waste and promote sustainable practices through upcycled clothing. The client needed a fresh, modern brand identity and a user-friendly website to communicate their mission and engage their eco-conscious audience.

## Challenges:

- Creating a unique, eco-conscious brand identity that stands out in a competitive fashion industry.
- Developing a seamless, intuitive website to showcase their collections and communicate their sustainability efforts.
- Ensuring the brand's visual style aligns with its environmentally friendly ethos.



## REVIVEWARDROBE – SUSTAINABLE FASHION BRAND

Client: ReviveWardrobe

Industry: Eco-Friendly Fashion

Project Scope: Brand Identity, Website Design



## Solution:

I developed a cohesive brand identity, focusing on a minimalistic, modern design using the brand's chosen colors to symbolize nature and sustainability. I implemented a clean, user-friendly layout with a responsive design for the website, ensuring optimal viewing across all devices. The website was designed to feature ReviveWardrobe's story, its collections, and an easy-to-navigate shop for customers.

## Results:

- A fresh, modern brand identity that resonates with eco-conscious consumers.
- A fully responsive website designed for ease of use, resulting in a 30% increase in site engagement.
- Positive feedback from both the client and their customers about the new branding and website experience.

## Deliverables:

- Logo Design
- Website Design (5 pages)
- Social Media Assets
- Brand Guidelines

# Superstore Case Study



This project aimed to provide strategic insights for Sylvia, the Vice President of Sales at Superstore, to optimize sales by identifying the worst-performing sub-categories in each region. Sylvia required a concise, clear visualization to guide her decision-making by pinpointing underperforming products to streamline operations.

## Challenges:

- Analyzing sales performance across multiple product categories and regions.
- Identifying the three worst-performing sub-categories in each region without overwhelming the audience.
- Delivering a clean, actionable visualization that Sylvia could use for strategic decisions.



## SALES ANALYSIS FOR SUPERSTORE – DATA VISUALIZATION PROJECT

Client: Superstore

Industry: Retail

Project Scope: Data Visualization, Sales Analysis



## Solution:

I designed a visualization focusing on clarity and ease of comparison, using pre-attentive attributes like color to highlight underperforming sub-categories. A static bar chart was chosen for its simplicity and efficiency, allowing Sylvia to quickly grasp the worst-performing sub-categories by region.

## Results:

- A streamlined, intuitive data visualization that clearly identified the lowest-performing sub-categories across regions.
- Simplified decision-making for Sylvia, enabling her to cut the underperforming categories and improve overall sales efficiency.
- 30% faster decision-making process due to the clear and focused visualization design.

## Deliverables:

- Interactive Tableau Dashboard
- Sales Performance Reports
- Data Insights Presentation

# Packages



## Startup Branding Bundle

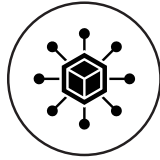
Logo Design

Business Cards  
(Double-Sided, 6 Revisions)

Letterhead Design

Social Media Post Design (3 Posts)

**LKR 50,000**



## Digital Presence Bundle

Website Design (up to 5 pages)

SEO Audit and Optimization

Responsive Web Design

**LKR 90,000**



## Corporate Identity Bundle

Logo Design

Flyer/Brochure Design (up to 4 pages)

Annual Report Design  
(InDesign)

Business Card Design  
(Double-Sided)

**LKR 80,000**



## Data-Driven Marketing Bundle

Power BI/Tableau  
Dashboard (Basic)

Google Ads Campaign  
Setup

Social Media Post Design (5 Posts)

Presentation Design (10 Slides)

**LKR 85,000**

### Terms and Conditions

All package prices are valid for 6 months from the issue date. A 50% upfront payment is required to begin any project, with the remaining balance due upon completion. Each package includes a set number of revisions, with additional changes billed separately. Upon full payment, clients receive ownership of the final designs, while we retain the right to use them in our portfolio. Any cancellations after the project begins will result in forfeiture of the upfront payment. Clients are responsible for providing necessary materials on time, and delays may affect the delivery timeline.

# Rate Sheet

## Graphic Design Services

Social Media Post Design	: LKR 3,500 – 6,000 per post
Logo Design	: LKR 7,000 – 25,000 depending on complexity
Flyer/Brochure Design	: LKR 5,000 – 10,000 per page
Business Cards	: LKR 3,500 – 8,000 (depending on single/double side and revisions)
Branding Packages (Logo, Business Cards, Letterheads)	: LKR 25,000 – 60,000
Infographics Design	: LKR 7,000 – 20,000 per piece
Label Design	: LKR 5,000 – 12,000 (single side), LKR 8,000 – 19,000 (double side)
Employee ID Card Design	: LKR 3,000 – 5,000
Envelopes	: LKR 2,500 – 3,500
Letterhead Design	: LKR 2,500 – 3,500

## InDesign Services

Document Formatting & Layout (Books, Magazines, Brochures)	: LKR 10,000 – 30,000 depending on length
Newsletter Design	: LKR 5,000 – 12,000 per issue
Annual Reports / Corporate Reports	: LKR 15,000 – 50,000 depending on complexity and number of pages
eBook / PDF Design	: LKR 7,000 – 20,000 per document

## Web Design and Front-End Development

Web Design (using XD/Figma)	: LKR 20,000 – 80,000 per project
Responsive Web Design	: LKR 25,000 – 75,000
WordPress Website Setup	: LKR 15,000 – 60,000
Landing Page Design	: LKR 10,000 – 30,000
HTML/CSS Coding	: LKR 3,500 – 8,000 per page

# Rate Sheet

## Data Visualization (Power BI, Tableau, Looker)

Basic Dashboard (1-2 Visuals)	: LKR 10,000 – 25,000
Advanced Dashboard (multiple visuals, interactivity)	: LKR 30,000 – 80,000
Tableau/Power BI Custom Reports	: LKR 20,000 – 50,000

## UX/UI Design (Adobe XD, Figma)

Wireframe Design	: LKR 8,000 – 25,000 depending on complexity
UI Design for Websites/Apps	: LKR 25,000 – 80,000
User Testing and Feedback Integration	: LKR 10,000 – 30,000 per test round

## Video Editing (Premiere Pro, CapCut)

Basic Video Editing (up to 3 minutes)	: LKR 5,000 – 12,000
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## SEO & Online Marketing (Google Ads, SEO, E-commerce SEO)

SEO Audits	: LKR 10,000 – 25,000 per website
Google Ads Campaign Setup	: LKR 12,000 – 30,000
E-commerce SEO Optimization	: LKR 25,000 – 60,000 depending on site complexity

## Presentation Design (PowerPoint, Keynote, Google Slides)

Basic Slide Deck	: LKR 5,000 – 12,000 (up to 10 slides)
Advanced Slide Deck	: LKR 12,000 – 35,000

## Content Development (Microsoft Office, Adobe Acrobat)

Document Formatting (Word, Excel)	: LKR 2,000 – 7,000 per document
PDF Document Design (Adobe Acrobat)	: LKR 3,000 – 10,000 per document

# Estimate

To give you an idea of the costs involved in your project, I provide detailed estimates based on the scope of work. The estimate ensures transparency and clarity before any work begins. Below is a sample estimate for a branding and website design project:

## Project: Full Branding & Website Design Package

Service	Cost
Logo Design (3 Initial Concepts + Revisions)	LKR 25,000
Business Card Design (Double-Sided)	LKR 5,000
Social Media Post Design (3 Posts)	LKR 9,000
Website Design (Up to 5 Pages, Responsive)	LKR 50,000
SEO Audit & Basic Optimization	LKR 12,000
Brand Guidelines (Color, Typography, etc.)	LKR 15,000
<b>Total Estimated Cost</b>	<b>LKR 116,000</b>

### Payment Schedule:

50% Upfront Payment: LKR 58,000 (due before project commencement)  
50% Final Payment: LKR 58,000 (due upon project completion)

### Additional Costs (if applicable):

Extra Revisions: LKR 2,500/hour  
Stock images or additional design elements not provided by the client will incur extra charges.

### Terms:

The estimate is valid for 30 days from the date of issue.  
Any changes to the project scope may result in adjustments to the final cost, which will be discussed and agreed upon in advance.

# F.A.Q

Q: What is your design process like?

A: My process is simple. It begins with a briefing where I gather all the details about your project. Then, I move on to concept development and the design and execution phase. You can review the designs, provide feedback, and request revisions. Once everything is finalized, I deliver the completed designs in your preferred format.

Q: Do you offer revisions?

A: Yes! Each package includes several revisions to ensure the final product meets your expectations. If additional revisions are needed beyond what's included, they can be arranged hourly.

Q: Will I own the final design files?

A: Once the project is complete and the final payment is received, you will own all the design files. Unless we agree otherwise, I retain the right to showcase the designs in my portfolio.

Q: How long does a typical project take?

A: The timeline depends on the complexity of the project. For simpler projects like logo designs, it can take 5-7 business days. Larger projects like website design may take 2-4 weeks. We'll discuss the timeline in detail before the project begins to ensure it fits your schedule.

Q: What are your payment terms?

A: I require a 50% upfront payment to start any project, with the remaining balance due upon completion. A payment plan can be arranged for larger projects to ensure flexibility for both parties.

Q: How do I communicate with you during the project?

A: I'm available via email, phone, or messaging apps, depending on your preference. Regular updates will be provided to inform you of the project's progress, and I encourage open communication to ensure the best results.

Q: What do I need to provide to get started?

A: To begin, I'll need a detailed brief from you. This includes your brand's mission, goals, target audience, and any visual references or design preferences. For web design, I'll also need content like text and images that you'd like to feature on the site.

Q: Do you offer refunds?

A: The 50% upfront payment is non-refundable as it covers the initial work done. However, if a project is cancelled after significant progress has been made, you will only be charged for the work completed up to that point.

# Feedback

## **dataworkspro**

★ ★ ★ ★ ★

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### **Outstanding Work**

The flexibility in revisions and the creative approach really stood out. The final work was beyond our expectations, and the attention to detail was excellent. Chatura delivered on time and maintained clear communication throughout. Highly recommend his services!

## **businessboost**

★ ★ ★ ★

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### **Satisfactory Experience**

The final outcome was great, and Chatura's creativity was evident throughout the project. There were some delays in response time, but the overall service and dedication were impressive. I would happily work with him again on future projects.

## **greeneco23**

★ ★ ★

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### **Needs Improvement**

The work quality was decent, but communication could have been better. There was a delay in responses, which affected the overall experience. That said, the final product was in line with expectations and showed creativity. With improved communication, this would be a top-tier service.

## **simpleanalytics**

★ ★ ★ ★ ★

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### **Exceptional Service**

Outstanding work! The design and communication were both top-notch, and Chatura went above and beyond to ensure we were satisfied. Delivered ahead of schedule, and the results exceeded our expectations. Will definitely continue collaborating in the future.

## **markconsulting**

★ ★ ★ ★ ★

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### **Exceeds Expectations**

Absolutely loved the work! Chatura showcased exceptional talent and creativity, delivering everything as promised. The project came out exactly as envisioned, and I wouldn't hesitate to recommend him. A true professional who exceeded expectations.

## **johnsolutions**

★ ★ ★ ★

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### **Great Results**

Great job on the project! The results were solid, and the design was clean and professional. The process could have been a bit smoother in terms of communication, but overall, the experience was positive, and I'm happy with the work delivered.

CLIENT SATISFACTION IS  
THE CORNERSTONE OF  
EVERY PROJECT. PRECISION  
IN DESIGN AND CLEAR  
COMMUNICATION DRIVE  
EXCEPTIONAL RESULTS.

# Terms and Conditions

<b>Validity of Offers:</b>	All prices listed are valid for 6 months from this guide's publication date. Prices are subject to change without prior notice after this period.
<b>Payment Terms:</b>	A 50% non-refundable deposit is required before starting any project. The remaining balance is due upon project completion, before the delivery of final files.
<b>Revisions:</b>	Each project includes several revisions, as outlined in the package details. Additional revisions beyond the included amount will be billed at LKR 2,500 per hour or at a rate agreed upon before commencing extra work.
<b>Project Timeline:</b>	Estimated project timelines will be discussed and agreed upon before the start of the project. Any delays in providing required materials from the client's side may extend the delivery timeline. If a client requires an expedited turnaround, additional charges may apply.
<b>Client Responsibilities:</b>	Clients are responsible for providing all necessary content, including images, logos, and text, in the required format and within the agreed timeline. Failure to do so may result in project delays.
<b>Ownership and Rights:</b>	Upon full payment, the client will own the final deliverables. However, I reserve the right to use any designs in my portfolio or for promotional purposes unless otherwise agreed in writing.
<b>Cancellations:</b>	If a project is cancelled after work has begun, the initial deposit is non-refundable, and the client will be billed for any work completed up to the point of cancellation. No further services will be provided until payment for work completed is received in full.
<b>Scope Changes:</b>	Any changes to the agreed scope of the project, such as adding new features or deliverables, may result in additional charges. All scope changes must be documented and agreed upon in writing before implementation.
<b>Limitation of Liability:</b>	While I strive for excellence in every project, I am not responsible for any consequential or incidental damages arising from using or misusing the final designs. Clients are encouraged to thoroughly review all work before final approval.
<b>Confidentiality:</b>	All client information and materials provided for the project will be confidential. Any information shared during the project will not be disclosed to third parties without the client's consent.
<b>Final Approval:</b>	It is the client's responsibility to thoroughly review all deliverables. Any errors identified after the final approval will be corrected at an additional cost.

# Chatura Dissanayake

Visual Communication Specialist

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