CULTIVATING *Culver*



SERVICES. PRICING. DETAILS.

CREATE.
CULTIVATE.
COLLABORATE.

Hey, there,

I'M PALOMA!

I've always loved design, but my journey really began at age 18 while working for the Grayson County Extension Office. I slowly built my skills by learning Adobe programs, Canva and others through training and self-study while designing program materials and managing their social media and website. In 2020, I saved up money to purchase an iPad Pro to start designing logos on the side while charging just $12 an hour. That small side hustle grew into Cultivating Culver LLC which officially launched in 2021. In August of 2022 I left my job to run my business full-time by helping businesses create bold, cohesive, and professional identities.

Today, I specialize in graphic design, website design and branding. My background in marketing, paired with years of hands-on experience, allows me to craft polished designs that make businesses stand out. So, if you're launching a new venture or needing to refresh your brand, I can bring creativity and a personal touch to every one of your projects.

Let's make something amazing together!

Paloma Culver,

Cultivating Culver, LLC



VISIT OUR WEBSITE

LOGO REQUEST FORM

GRAPHIC DESIGN



We combine creativity and technical skill to produce visually compelling and cohesive brand materials by focusing on consistency across all visual platforms. We can help you maintain a strong brand identity with...

- Logos
- Stickers
- T-Shirts
- Social Media Graphics
- Printed Marketing Materials: Postcards, Brochures, Flyers, Signs, Business Cards, and MORE!

GRAPHICS

Billboard	$75/hr.
Business Card	Starting at $35
Coloring Sheet	$35 ea.
Flyer	$25 one sided, $35 two sided
Gift Certificate	$25 ea.
Invitation	$20 one sided, $30 two sided
Letterhead	$20 ea.
Postcard	$25 one sided, $35 two sided
Poster	$35 one sided, $45 two sided
Retractable Banner	$60 ea.
Sticker	$75/hr.
T-Shirt	$75/hr.
Tag	$15
Yard Sign	$35 one sided, $45 two sided
Custom Graphic Project	$75/hr.



LOGO

Logo	$75/hr., $150 retainer to get project started
Add Phone Number to Existing Logo	$45
Additional Edits to Logo	$75/hr.
Vectorzie Logo	$75/hr.

FOR YOUR SOCIALS

Brand + Social Media Audit	$250
Facebook Cover + Profile Image	$20
Instagram Highlight Cover	$10
Social Media Graphic	$19
Social Media Template + Canva Access	$35
"New Post" Sticker/GIF	$30
"New Reel" Sticker/GIF	$30



MISC.

Canva Template Access	$16
Custom Home Drawing	$50
Email Signature	$10
Zoom Background	$20

MONTHLY GRAPHIC DESIGN PACKAGES



Don't stress over creating branded graphics that effectively communicate your message! If designing eye-catching social media graphics, marketing materials, and brand visuals feels overwhelming, we've got you covered. With our ***Monthly Graphic Design Packages***, you can think of us as an extension of your team without the hassle of hiring in-house.

We provide custom designed graphics tailored to your brand ensuring consistency across all platforms. Whether you need social media posts, marketing materials we'll handle the design work so you can focus on growing your business.

Choose from ***monthly, quarterly, or yearly plans*** to fit your needs and budget, plus, enjoy ***exclusive savings*** when you commit to longer terms. Let's make your brand stand out effortlessly!

Each package includes up to 2 edits per design and one Zoom call to discuss the month's projects. Formats: PDF, PNG, JPG, SVG.

NOT included in these packages is logos, brand design, and signage.

Package 1

Receive the following per month:

- **3 - Social Media Graphics + Canva Template Access**
- **1 - Zoom Call to Discuss Projects**

PRICING:

- Monthly (10% OFF) = $108.00
- Quarterly: 3 Months of Designs (15% OFF) = $306.00
- Yearly: 12 Months of Designs (35% OFF) = $936.00

continued on the next page...

Package 2

Receive the following per month:

- **5 - Social Media Graphics + Canva Template Access**
- **1 - Zoom Call to Discuss Projects**

PRICING:

- Monthly (10% OFF) = $180.00
- Quarterly: 3 Months of Designs (15% OFF) = $510.00
- Yearly: 12 Months of Designs (35% OFF) = $1,560.00

Package 3

Receive the following per month:

- **3 - Marketing Materials + Canva Template Access** (Your Choice of Flyer, Rack Card, Poster, Postcard, or Pamphlet)
- **4 - Social Media Graphics + Canva Template Access**
- **1 - Zoom Call to Discuss Projects**

PRICING:

- Monthly (10% OFF) = $252.00
- Quarterly: 3 Months of Designs (15% OFF) = $714.00
- Yearly: 12 Months of Designs (35% OFF) = $2,184.00

Package 4

Receive the following per month:

- **5 - Marketing Materials + Canva Template Access** (Flyer, Rack Card, Poster, Postcard, or Pamphlet)
- **5 - Social Media Graphics + Canva Template Access**
- **1 - Zoom Call to Discuss Projects**

PRICING:

- Monthly (10% OFF) = $360.00
- Quarterly: 3 Months of Designs (15% OFF) = $1,200.00
- Yearly: 12 Months of Designs (35% OFF) = $3,120.00

MONTHLY GRAPHIC + WEBSITE DESIGN PACKAGES



Keeping your brand's visuals fresh and your website up-to-date can be time-consuming, but that's where we come in! With our ***Monthly Graphic + Website Design Packages***, you can think of us as your out-of-house graphic and website designer, handling all the creative work so you can focus on what you do best.

From ***branded marketing materials*** and ***social media graphics*** to ***website updates***, we ensure your brand stays consistent, engaging, and visually stunning across all platforms. Whether it's a fresh batch of graphics for your latest campaign or tweaking your website for optimal performance, we've got you covered.

We offer ***monthly, quarterly, and yearly*** pricing with great savings, so you get reliable, professional design support without the overhead of hiring in-house.

Each Package includes up to 2 edits per design. Formats: PDF, PNG, JPG, SVG
NOT included in these packages is logos, brand design, and signage.

Package 1

Receive the following per month:

- **10 - Social Media Graphics + Marketing Materials w/Canva Template Access** *(Your Choice of Flyer, Rack Card, Poster, Postcard, or Pamphlet)*
- **1 hr. - Website Edits**
- **1 - Zoom Meeting to Discuss Projects**

PRICING:

- Monthly (10% OFF) = $524.30
- Quarterly: 3 Months of Designs (20% OFF) = $1,399.20
- Yearly: 12 Months of Designs (35% OFF) = $4,547.40

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Package 2

Receive the following per month:

- **13 - Social Media Graphics + Marketing Materials w/Canva Template Access**
- **1.5 hr. - Website Edits**
- **1- Zoom Meeting to Discuss Projects**

PRICING:

- Monthly (10% OFF) = $633.15
- Quarterly: 3 Months of Designs (20% OFF) = $1,688.40
- Yearly: 12 Months of Designs (35% OFF) = $5,487.30

Package 3

- **17 - Social Media Graphics + Marketing Materials w/Canva Template Access**
- **2 hr. - Website Edits**
- **Bi-Weekly Zoom Meeting to Discuss Projects**

PRICING:

- Monthly (10% OFF) = $1,009.80
- Quarterly: 3 Months of Designs (20% OFF) = $2,692.80
- Yearly: 12 Months of Designs (35% OFF) = $9,531.40

Package 4

Receive the following per month:

- **25 - Social Media Graphics + Marketing Materials w/Canva Template Access**
- **2.5 hr. - Website Edits**
- **Bi-Weekly Zoom Meeting to Discuss Projects**

PRICING:

- Monthly (10% OFF) = $1,225.80
- Quarterly: 3 Months of Designs (20% OFF) = $3,269.60
- Yearly: 12 Months of Designs (35% OFF) = $10,627.50

WEBSITE DESIGN



We're passionate about turning your website aspirations into reality! If you're launching a new blog, needing to refresh your online store, or simply aiming to present vital information to your audience with a simple landing page, we are here to streamline the entire process for you. We are skilled in creating sites using WIX, SquareSpace, SmugMug, and Shopify. We offer...

- Website Consultations
- Website Setup + Design
- Basic SEO
- Website Audits
- Website Maintenance
- 101 Training on How to Update Your Site

We invite you to explore some of the websites we've designed for our community and amazing businesses on our website.

WHAT WE OFFER

WEBSITE CONSULTATION

Let's chat about your website wants and needs! During this consultation we will discuss the following:

- How many web pages will be needed?
- Purpose for Site: Shop, Blog, Informational Purpose, Hotel, etc.
- Your Branding
- Project Duration
- Project Deposit

This is the BEST way to get a close estimate of what your website project will cost. The consultation fee is credited back once work on website has begun.

Cost | $35.00 + tax

WEBSITE WALKTHROUGH

We can teach you how to update and manage your website! We understand as a business owner you wear many hats and one of those may be that of a website designer to make easy changes and updates to your site without being dependent of us! We are here to help you gain your independence.

Cost | $75.00 hr. + tax

WEBSITE DESIGN

Leave the designing to us! After you consultation we will begin the website process. Our process is simple and allows youth be actively involved.

Step 1: We will send over a "homework" list of the writeup, photos, and branding pieces needed to create the site.

Step 2: Once we receive the "homework" requested we will begin setting up and designing the site.

Step 3: You will receive a draft of the site to review. You will be given unlimited edits and we won't rest until your site is exactly what you dreamed up.

Cost | $89.00 an hour + tax

SCAN TO GET THE WEBSITE PROCESS STARTED TODAY!



CULTIVATING Culver

Cultivating Culver, LLC
branding · graphic design · website design
visit our website www.cultivatingculver.com | follow on social media: @cultivatingculver

WEBSITE AUDIT

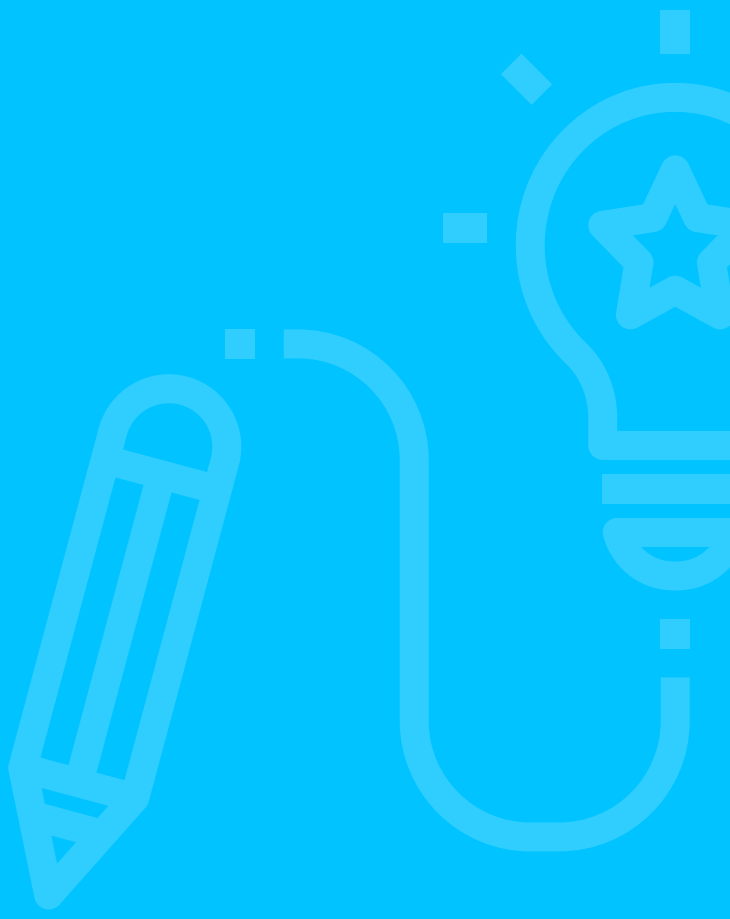
A Strategic Review of Your Website's First Impression. Your website should work for you, not confuse your customers, hide your services, or feel like an afterthought. Our Audit is designed to give you expert eyes on your site and provide clear, actionable feedback to elevate your brand online.

We'll review:

- Homepage & Navigation
- Branded Content & Visual Cohesion
- Accessibility & User-Friendliness
- Content Placement & Strategy
- And offer a report of our findings along with a report that will include: Recommendations for Improvement, Menu Layout, and a Summary of the Audit

Cost | Starting at $250

BRAND DESIGN



We specialize in providing brand design services aimed at helping businesses communicate their vision and mission to their target audience! We understand the significance of branding as it is the cornerstone of establishing a distinct identity within your niche market. By crafting compelling brand identities, we empower businesses to stand out from competitors and leave a lasting impression on customers. Whether it's through logo design, colors, or visual aesthetics, we work closely with our clients to create a memorable brand that resonates with the services or products they offer. Visit our website to view our branding portfolio!

- Brand Packages
- Brand Coaching
- Brand Color Palettes
- Brand + Social Media Audit

BRANDING PACKAGES

STEPPING STONE

Starting on a new venture can be scary! Let us give you a stepping stone that will set you up for success when it comes to building your visual identity. We are here to give you the logo, colors, and fonts needed to set you apart from others within your industry.

What's included:

- 30 minute Consultation
- Hand Drawn Logo Suite: Primary, Vertical, Horizontal, Wordmark, Submark (3 edits)
- Simple Brand Mood Board
- Mini Brand Guidlines
- Color Palette
- Fonts
- Canva Brand Setup: We setup up your brand kit within your own Canva account
- 30 minute Brand Coaching Call: How to use your new brand within your marketing

Cost | $1,135.00



BRAND KICKSTART

This package is branding simplified! Success is built on a strong base and that's what this bundle is. Your clients will be able to identify you by your logo, colors, fonts, and custom icons.

What's included:

- 30 minute Consultation
- Hand Drawn Logo Suite: Primary, Vertical, Horizontal, Wordmark, Submark (3 edits)
- Brand Guidelines: Print + Digital
- Color Palette
- Fonts
- 5 Icons
- 5 Patterns
- Canva Brand Setup: We setup up your brand kit within your own Canva account
- 1 hour Brand Coaching Call: How to use your new brand within your marketing

Cost | $1,580.00

BRANDING SOCIAL STYLE

This package is sure to lead you to success if you are wanting to build your business through social media (specifically Instagram and Facebook). Your brand will shine through within your stories, reels, posts, and marketing with these branding pieces.

What's included:

- 30 minute Consultation
- Hand Drawn Logo Suite: Primary, Vertical, Horizontal, Wordmark, Submark (3 edits)
- Brand Guidelines Booklet: Print + Digital
- Color Palette
- Fonts
- 5 Icons
- 5 Patterns
- "New Reel" Sticker
- "New Post" Sticker
- Facebook Cover Image
- Facebook and Instagram Profile Photo
- Social Media Icons
- 5 Instagram Highlight Covers
- Canva Brand Setup: We setup up your brand kit within your own Canva account
- 1.5 hour Brand Coaching Call: How to use your new brand within your marketing

Cost | $1,840.00



BEAUTIFUL BRAND

"A thing of beauty, a thing of grace" that's what others will be saying once they set eyes on your well branded venture. Brand yourself via social media and printed documents with this brand bundle. You'll have the neatest printed marketing materials around!

What's included:

- 30 minute Consultation
- Hand Drawn Logo Suite: Primary, Vertical, Horizontal, Wordmark, Submark (3 edits)
- Brand Guidelines Booklet: Print + Digital
- Color Palette
- Fonts
- 5 Icons
- 5 Patterns
- "New Reel" Sticker
- "New Post" Sticker
- Facebook Cover Image
- Facebook and Instagram Profile Photo
- Social Media Icons
- 5 Instagram Highlight Covers
- 5 Printed Materials: Example: Business Card OR Social Card, Postcard, Brochure, Promotional Flier, Gift Certificate
- 5 Social Media Materials: Review Graphic, Intro Graphic, Post Template
- Canva Brand Setup: We setup up your brand kit within your own Canva account
- 2 - 1 hour Brand Coaching Calls: How to use your new brand within your marketing

Cost | $2,040.00

"I highly recommend Cultivating Culver. I asked Paloma for a full rebrand and a website earlier this year... and she exceeded my expectations on both. I absolutely love my logo and sub logo... I use it on everything from watermarking my pictures to having stickers made for all my packaging. I've had business cards, menus, gift certificates, email signatures, and so much more made by Paloma and I will continue to use her as my business grows."

Brittny Smith

OWNER OF KRAZY KOOKIES

CULTIVATING BUSINESS

What's included:

- 30 minute Consultation
- Hand Drawn Logo Suite: Primary, Vertical, Horizontal, Wordmark, Submark (3 edits)
- Brand Guidelines Booklet: Print + Digital
- Color Palette
- Fonts
- 5 Icons
- 5 Patterns
- "New Reel" Sticker
- "New Post" Sticker
- Facebook Cover Image
- Facebook and Instagram Profile Photo
- Social Media Icons
- 5 Instagram Highlight Covers
- 5 Printed Materials: Example: Business Card OR Social Card, Postcard, Brochure, Promotional Flier, Gift Certificate
- 5 Social Media Materials: Review Graphic, Intro Graphic, Post Template
- 2 - 1 hour Brand Coaching Calls: How to use your new brand within your marketing
- 30 minute Website Consultation
- 10 hours of Website Setup & Design
- 1 hour Website Walkthrough
- Assistance in Google Business Account Setup
- Assistance in Social Media Account Setup (Instagram/Facebook)
- 24/7 Support for Brainstorming and Business Planning via text or call
- Canva Brand Setup: We setup up your brand kit within your own Canva account
- 3 - 1 hour Brand Coaching Calls: How to use your new brand within your marketing

Cost | $3,899.00

BRANDING A LA CARTE

CANVA BRAND SETUP

Let us make using Canva for creating your branded graphics just little easier.

*Must have an existing brand already. This does not include us creating the brand for you.

What's included:

- Full setup of your existing brand within your Canva Pro account:
  - Setting Brand Fonts
  - Setting Brand Colors
  - Uploading Logos
  - Uploading Branded Photos
  - Uploading Icons
  - Uploading Patterns

Cost | $55.00

BRAND + SOCIAL MEDIA AUDIT

Let's review your social media accounts, website, and overall branding of your business or blog!

What's included:

- Review and audit of your social media accounts (Up to two accounts)
- Review and audit of your Google presence
- Review and audit of your branding; logo, colors, feeling that's given off by your story
- 45 minute meeting to go over audit and talk about tips and tricks to grow (in person or via zoom)
- PDF Document with audit report and suggestions

Cost | $250.00

BRAND COACHING CALL

Call me your branding bestie! Brainstorming and building confidence can be hard, but it's so much easier when you have a listening ear and sounding board. I'm here to help you take your branding and overall business planning/goals to the next level.

What's included:

- One-on-one Coaching Session: Talk about anything or everything about your business or blog
- Sessions can be in-person or via Zoom

Cost | Half hour: $30, Full hour: $55

CUSTOM BRAND COLOR PALETTE

Stay Consistently Branded with Ease! Your brand's colors set the tone for everything—from graphics to your website and even your physical workspace. Our Brand Color Palette service provides you with a professionally curated PDF document featuring your exact color codes: HEX, CMYK, RGB, plus a similar paint color recommendation for your office or storefront.

What's Included:

- Complete Color Guide – HEX, CMYK, RGB, and paint match
- Contrast & Layering Chart – Learn how to use colors effectively in your graphics and website
- 15-Minute Consultation – Discuss your ideal clients, brand aesthetics, and how to make your colors work for you

Staying on-brand shouldn't be a burden—we make it effortless and visually stunning!

Cost | $95.00

WEBSITE AUDIT

A Strategic Review of Your Website's First Impression. Your website should work for you, not confuse your customers, hide your services, or feel like an afterthought. Our Audit is designed to give you expert eyes on your site and provide clear, actionable feedback to elevate your brand online.

We'll review:

- Homepage & Navigation
- Branded Content & Visual Cohesion
- Accessibility & User-Friendliness
- Content Placement & Strategy
- And offer a report of our findings along with a report that will include: Recommendations for Improvement, Menu Layout, and a Summary of the Audit

Cost | Starting at $250

CUSTOM MULTI COLOR CLIPART

Enhance your branding with Custom Multi Colored Branded Clipart, designed to seamlessly integrate into your marketing materials, website, social media stories, and more! We create clipart that reflect your brand's style and identity.

What's Included:

- Transparent PNG, Standard PNG, and JPG Formats
- Multi Colored Design; includes up to 5 Brand Color within the one clipart
- Perfect for Social Media, Websites, and Marketing Materials
- Up to 2 edits

Cost | $20.00

BRANDED PATTERN CLIPART

Let's review your social media accounts, website, and overall branding of your business or blog!

What's included:

- Transparent PNG, Standard PNG, and JPG Formats
- Up to 5 Brand Color Variations for versatility
- Single-Color Pattern Clipart for a sleek, minimal look
- Perfect for Websites and Marketing Materials

Cost | $20.00

CUSTOM BRANDED CLIPART

Enhance your branding with Custom Branded Clipart, designed to seamlessly integrate into your marketing materials, website, social media stories, and more! We create clipart that reflect your brand's style and identity.

What's Included:

- Transparent PNG, Standard PNG, and JPG Formats
- Up to 5 Brand Color Variations for versatility
- Single-Color Clipart for a sleek, minimal look
- Perfect for Social Media, Websites, and Marketing Materials

Cost | $20.00

SOCIAL MEDIA MANAGEMENT

We are officially offering Social Media Management! This is for the small business owner who’s ready for their feed to look polished, feel on-brand, and actually connect with their audience.

BRANDING PACKAGES

SOCIAL MEDIA CONTENT + SCHEDULING

Let us take the content planning off your plate so you can get back to what you do best, running your business.

With this done-for-you service, we create custom, branded social media content that actually sounds like you. Here's what's included:

- **Custom Graphics + Reels**
- **Captions That Convert**
- **Hands-Off Scheduling**
- **Monthly Planning Call**

Client is responsible for providing any images and videos they'd like included in the content plan. Minimum 3-month commitment required

Starting at $250 a month, tailored for your brands wants and needs during consultation

Cost *is based on the number of posts a week the client would like, we recommend a minimum of 3 posts a week.)*

SOCIAL MEDIA CONTENT, SCHEDULING, AND MAINTAINING

Want a fully-managed feed that not only looks great, but engages too? This all-in-one package keeps your content consistent and your audience connected.

Everything from option 1:

- **Custom Graphics + Reels**
- **Captions That Sound Like You**
- **Scheduled + Posted for You**
- **Monthly Planning Meeting**

PLUS, we handle the engagement too:

- **Replying to Comments + DMs**
- **Interacting With Others**
- **Keeping Your Inbox Clean**

Client is responsible for providing any images and videos they'd like included in the content plan. Minimum 3-month commitment required

Starting at $325 a month, tailored for your brands wants and needs during consultation.

Cost is based on the number of posts a week the client would like, we recommend a minimum of 3 posts a week.

Ready to hand off your content and breathe a little easier? Email us to book your consultation call!
info@cultivatingculver.com



CULTIVATING Culver

LET'S CONNECT.

CREATE. CULTIVATE. COLLABORATE.

Leitchfield, Kentucky



(270) 605 - 8957



www.cultivatingculver.com



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