



**STUDIO ANNAP**

SERVICE CATALOG 2025

VAT BE0799 252 977 | [info@annap.be](mailto:info@annap.be) | +32475443161



## GRAPHIC DESIGN SERVICES

I offer professional graphic design services that help your company stand out in the market. I create cohesive and aesthetic visual materials tailored to your business needs. My designs combine creativity with functionality, ensuring effective communication with your audience.

Below, you will find a list of my graphic design services with starting prices. The final cost is determined individually after discussing the details and your specific needs. I am also open to custom projects that are not listed here – feel free to reach out and share your ideas!

For consulting or ongoing design work, an hourly rate is available upon request.

No.	Service Name	Price*
1	Visual identity	800€
2	Brandbook (brand guidelines)	600€
3	Logo	500€
4	Business cards	50€
5	Invoices (Word/Excel template)	35€
6	Product catalog	75€
7	Voucher (+ envelope)	40€
8	Online voucher	40€
9	Roll-ups	50€
10	Brochures/flyers	80€
11	Thank-you cards	40€
12	User manuals	50€
13	Posters	50€
14	Wall calendars	40€

\*Prices start from the listed amount. The final cost is determined individually after discussing the project details.

15	Notebook calendars	50€
16	Event invitations	50€
17	Infographics	100€
18	Newsletter (full design)	100€
19	Newsletter banner	40€
20	Presentation design (PowerPoint, Google Slides, Figma Slides)	60€
21	Rebranding	800€
22	Brand design audit	350€
23	Product labels	50€
24	Graphics for clothing	80€
25	Restaurant menus	50€
26	Diplomas/certificates	150€
27	Magazine layouts	350€
28	Digital billboards	180€
29	Educational materials	50€
30	Safety signage	50€
31	Wayfinding systems (spatial orientation systems)	50€
32	Training materials	40€
33	Tickets/passes	40€

\*Prices start from the listed amount. The final cost is determined individually after discussing the project details.

## GRAPHIC DESIGN PACKAGES

These bundles bring together the most popular branding and marketing materials in one place — ideal for businesses who want to look polished, consistent, and professional from the very first impression.

GRAPHIC DESIGN	
Starter Brand Kit – €950	Professional Brand Identity – €1800
<p>Perfect for small businesses and startups looking for a professional, cohesive identity. Includes:</p> <ul style="list-style-type: none"> <li>• Logo design</li> <li>• Business card</li> <li>• Thank-you card</li> <li>• Invoice template (Word/Excel)</li> <li>• Mini brandbook (up to 3 pages)</li> </ul>	<p>Ideal for businesses that are scaling or rebranding and need a consistent, polished brand presence across all platforms. Includes:</p> <ul style="list-style-type: none"> <li>• Logo design</li> <li>• Full visual identity</li> <li>• Full brandbook with detailed brand usage guidelines</li> <li>• Business card</li> <li>• Print + online voucher</li> <li>• Brochure/flyer</li> <li>• Poster or product label</li> <li>• Brand visuals audit</li> </ul>
<p><b>Why this pack?</b> Get everything you need to start your brand identity journey without the stress of ordering designs one by one.</p>	<p><b>Why this pack?</b> You receive a complete, professional branding solution ready for both print and digital use. Perfect for scaling, marketing, and building long-term brand awareness — with clear guidelines for consistency and independence from future design confusion.</p>
<p>You save approx. <b>€150</b> compared to ordering separately.</p>	<p>You save approx. <b>€655</b> compared to ordering separately.</p>

Each package offers not only a strategic set of services but also notable savings compared to purchasing items separately.

I'm happy to tailor any package to fit your needs — just reach out for a personalized quote or adjustments.

## SOCIAL MEDIA SERVICES

In the age of social media, a strong online presence is the key to success for businesses and aspiring influencers alike. I offer comprehensive graphic and marketing services that will make your profile stand out and capture your audience's attention. I create cohesive, aesthetic, and engaging content tailored to your strategy and target group. Whether you need a single post, a full series of graphics, or complete social media management – my services are designed to meet your needs.

No.	Service Name	Price*
1	Single static post for a selected social media platform	40€
2	Static post for all social media platforms	55€
3	Package of 4 static posts for a selected platform	150€
4	Package of 8 static posts for a selected platform	280€
5	Package of 12 static posts for a selected platform	350€
6	InstaStories (video/animatie)	140€
7	Package of 4 InstaStories (video/animation)	380€
8	Instagram Carousel - series of graphics (single post)	130€
9	Animated presentation (computer-generated video without filming)	120€
10	YouTube video cover	50€
11	Profile banners	40€
12	Advertisement for a selected social media platform	70€
13	Video thumbnails	45€
14	Media presence audit for companies	100€
15	Contest materials/giveaways	70€
16	Data visualizations	100€

\*Prices start from the listed amount. The final cost is determined individually after discussing the project details.

17	Complete feed design (visualization of 9 post covers, concept development, and bio design)	280€
18	Social media management (monthly rate)**	250€
19	Copywriting for 1 social media post ***	25€
20	Copywriting for 4 social media posts ***	80€
21	Copywriting for 8 social media posts ***	150€
22	Copywriting for 12 social media posts ***	210€
23	Copywriting for social media bio or About section ***	40€

\*Prices start from the listed amount. The final cost is determined individually after discussing the project details.

\*\*Tailor-made service – price depends on the client's expectations. The service includes all items listed in the social media services table.

\*\*\*Only if ordered separately

## SOCIAL MEDIA PACKAGES

These are our most frequently chosen bundles by content creators and businesses. They're designed to boost your visibility, increase engagement, and keep your feed looking sharp and cohesive.

SOCIAL MEDIA DESIGN PACKAGES		
Social Starter – €250	Engagement Pro – €480	Social Premium – €750
<p>For individuals or small businesses just starting to build their online presence. Includes:</p> <ul style="list-style-type: none"> <li>• 4 static posts</li> <li>• 1 profile banner (YT/Fb/LinkedIn)</li> <li>• 1 bio or About section copywriting</li> </ul>	<p>For growing businesses that want consistent, high-quality and strategic content. Includes:</p> <ul style="list-style-type: none"> <li>• 8 social media posts</li> <li>• 2 animated InstaStories or reels</li> <li>• 1 giveaway graphic</li> <li>• 1 Instagram carousel</li> </ul>	<p>For established brands who want high-end storytelling, polish, and full content design support. Includes:</p> <ul style="list-style-type: none"> <li>• 12+ posts</li> <li>• Feed layout concept (9 posts + bio)</li> <li>• 2 short animations or promo reels</li> <li>• Mini brand audit</li> </ul>
<p><b>Why this pack?</b> A compact, ready-to-go solution that builds trust and looks professional from day one.</p>	<p><b>Why this pack?</b> A perfect balance between quantity and engagement – ideal for boosting reach and audience interaction.</p>	<p><b>Why this pack?</b> You'll receive a high-impact, strategy-backed content package to boost conversion, loyalty, and consistency across platforms.</p>
<p>You save approx. <b>€60</b> compared to ordering separately.</p>	<p>You save approx. <b>€320</b> compared to ordering separately.</p>	<p>You save approx. <b>€320</b> compared to ordering separately.</p>

Each package offers not only a strategic set of services but also notable savings compared to purchasing items separately.

I'm happy to tailor any package to fit your needs — just reach out for a personalized quote or adjustments.

## UX/UI SERVICES

I offer comprehensive UX/UI services tailored to create intuitive, functional, and visually consistent digital experiences.

My expertise includes user research, accessibility audits, wireframing, prototyping, and full interface design. I help identify user pain points, optimize flows, and translate research findings into actionable improvements. I design everything from analytical dashboards and custom icons to complete design systems and smooth microinteractions such as loaders and animations.

I also provide consultations and strategic UX support to ensure your product meets both user needs and business objectives.

My hourly rate starts at 35€, with final pricing depending on the project scope. Each project is approached individually, so feel free to contact me to discuss your needs in detail. I'll prepare a tailored proposal with full cost transparency and clear deliverables.

## UX/UI PACKAGES

These packages combine research, design, and usability best practices to ensure your product meets both user needs and business goals. Perfect for startups, SaaS platforms, and anyone looking to create intuitive, user-focused experiences.

UX/UI & RESEARCH PACKAGES		
UX Audit Lite – €350	UX Deep Dive – from €950	Design & Prototype – from €1550
<p>Great for website owners who want fast, actionable insights.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• Usability audit</li> <li>• Accessibility (WCAG) check</li> <li>• 5 recommendations</li> <li>• 30-min consultation</li> </ul>	<p>For product teams needing solid design foundations.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• Full UX audit + WCAG</li> <li>• 1 flow mapped</li> <li>• Wireframes</li> <li>• Heuristic evaluation</li> <li>• Design system proposal</li> </ul>	<p>For digital products that need clarity, structure, and a working visual prototype.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• One complete user flow</li> <li>• Wireframes → hi-fi prototype</li> <li>• Design system components</li> <li>• User testing + iteration</li> </ul>
<p><b>Why this pack?</b> Affordable and fast way to improve your user journey and fix hidden friction points.</p>	<p><b>Why this pack?</b> A structured deep dive with research-based recommendations – future-proof your product.</p>	<p><b>Why this pack?</b> Your idea becomes a clickable, testable reality – ready to impress stakeholders or start development.</p>
<p>You save approx. <b>€80</b> compared to ordering separately.</p>	<p>You save approx. <b>€150</b> compared to ordering separately.</p>	<p>You save approx. <b>€250</b> compared to ordering separately.</p>

Each package offers not only a strategic set of services but also notable savings compared to purchasing items separately.

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## WEB DEVELOPMENT SERVICES

I specialize in creating modern, functional, and visually engaging web solutions that support businesses and personal brands. Combining technical expertise with a creative approach, I deliver custom-built websites that align with each client's goals and needs.

A selection of my services includes:

- Website development (WordPress, Webflow, classic coded websites)
- E-commerce store creation (WooCommerce, PrestaShop, Shopify)
- Updates and redesigns of existing websites (content, design, functionality)
- Website maintenance and management (updates, security, tech support)
- Web animations (microinteractions, scroll effects, transitions)
- Analytical dashboards (data visualization and reporting)
- Website audits (functionality, UX/UI, performance, SEO, accessibility)
- Custom icons, illustrations, and web loaders
- Page speed optimization and technical SEO
- API integrations and custom functionalities
- Form creation (contact, booking, surveys, etc.)
- Access to premium stock photos and visuals
- Tailored solutions for non-standard needs

Pricing:

- Single-page websites from 600€
- Online stores start from 1000€
- Hourly rate starts from 60€

Each project is unique — the final price depends on the scope, required features, and integrations. Let's talk about your idea! After a short consultation, I'll prepare a tailored plan and cost estimate to match your vision and budget.

## WEB DEVELOPMENT PACKAGES

A curated selection of the most common website and e-commerce solutions — built to scale with your business and designed with performance, SEO, and user experience in mind.

WEB DEVELOPMENT PACKAGES		
Landing Page Starter – from €650	E-Commerce Starter – from €1250	Full Web Custom – custom pricing
<p>For personal brands and small businesses wanting a fast, elegant web presence.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• One-page website</li> <li>• Responsive design</li> <li>• SEO optimization</li> <li>• Scroll animation + form</li> </ul>	<p>For creators and brands ready to sell online.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• Setup of online store (WooCommerce/Shopify)</li> <li>• Up to 10 products</li> <li>• Payment &amp; shipping integration</li> <li>• Banners &amp; brand visuals</li> </ul>	<p>Tailored for startups, SaaS, or businesses with advanced needs.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• Custom-coded website or app</li> <li>• API integrations</li> <li>• Data dashboards</li> </ul>
<p><b>Why this pack?</b> All essentials in one clean, modern website to represent your brand online.</p>	<p><b>Why this pack?</b> A complete, professional shop setup at a competitive price. Perfect to grow into.</p>	<p><b>Why this pack?</b> Ideal for ambitious, scalable solutions – from MVPs to powerful internal tools.</p>
<p>You save approx. <b>€100</b> compared to ordering separately.</p>	<p>You save approx. <b>€200</b> compared to ordering separately.</p>	

Monthly Maintenance – from €50/month

Includes backups, plugin updates, minor bug fixes, performance checks.

Each package offers not only a strategic set of services but also notable savings compared to purchasing items separately.

I'm happy to tailor any package to fit your needs — just reach out for a personalized quote or adjustments.

## **THANK YOU FOR TAKING THE TIME TO REVIEW MY OFFER!**

I'd be happy to answer any questions or discuss the details of your project. I work in three languages – Polish, Dutch, and English – allowing me to adapt easily to your preferred way of communication.

By working with me, you gain access to years of experience, a professional yet approachable attitude, and a truly personalized design process tailored to your goals.

In addition to standard services, I also offer custom creations such as greeting cards, artistic prints, or even temporary tattoos. If needed, I'll gladly advise you on printing options – all of my designs are fully prepared for print production. I also collaborate with a trusted print shop to offer you great quality at competitive prices.

### Special discounts for returning clients

I value long-term collaborations! Regular clients benefit from discounts of **10%** to even **30%** on selected services.

**I look forward to creating something exceptional together!**



*Anna Przystek*