



REFINED RUBY
Studio

SERVICES GUIDE

The Values

Beyond change, **transformation** represents intentional evolution. Refined Ruby takes ideas and polishes concepts into refined, impactful designs.

True **elegance** isn't just about beauty—it's about purposeful design, balance, and timeless appeal. This speaks to Refined Ruby's commitment to thoughtful, high-quality design that stands the test of time.

Refined Ruby embodies **resilience**—bringing creativity, adaptability, and endurance to every project. It's about crafting designs that don't just look good but hold lasting impact.

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The Uncut Gem

INITIAL REFINEMENTS TO
UNLOCK POTENTIAL

LOGO REFRESH

If your current logo feels outdated or inconsistent, a logo refresh will modernize and refine it while preserving brand recognition. This service improves legibility, versatility, and alignment with current design trends to enhance your brand's impact.

Client Example

A boutique hotel wants to modernize its script-based logo by refining the lettering and enhancing its golden color palette for a premium look.

INCLUDES

- Refinement of existing logo (color, typography, spacing, and proportions)
- Updated, scalable vector files for print and digital use (AI, EPS, PNG, JPG, SVG)
- Variations for different backgrounds (light, dark, and transparent)
- Monochrome and full-color versions for flexibility
- One round of revisions to ensure brand alignment

BUSINESS CARD DESIGN

A sleek, custom business card that represents your brand's personality and professionalism. Designed for impact, readability, and high-quality printing.

Client Example

A creative agency wants a bold, vibrant business card with a minimalist front design and a QR code leading to their portfolio.

INCLUDES

- Front and back design options (or single-sided if preferred)
- Custom typography, colors, and graphics tailored to your brand
- Print-ready files with bleed and crop marks (PDF, PNG, AI)
- Digital-friendly version for online sharing (JPG, PNG)
- One round of revisions for perfection

SOCIAL MEDIA GRAPHICS

Custom social media posts designed to engage your audience while maintaining a visually cohesive brand identity. Perfect for announcements, promotions, or inspirational content.

Client Example

A fitness coach wants three Instagram posts featuring motivational quotes, class schedules, and client testimonials in their brand's colors and fonts.

INCLUDES

- R1-3 fully designed posts in your brand's style
- Optimized dimensions for Instagram, Facebook, LinkedIn, or Pinterest
- Editable template option for future use
- One round of revisions for fine-tuning

EMAIL SIGNATURE

A professional email signature adds credibility to every message you send. Designed for a clean and branded digital presence.

Client Example

A corporate lawyer wants an elegant email signature featuring their firm's logo, a subtle divider, and clickable contact links.

INCLUDES

- Custom email signature layout with logo, name, title, and contact details
- Clickable social media icons and website link
- HTML-coded version for easy integration into Gmail, Outlook, and more
- Static PNG version for use in email footers

PRINTABLE STATIONARY SETS

Elegant and custom-designed stationery for business or personal use. Ideal for professional correspondence, branding, or wedding suites.

Client Example

A high-end jewelry brand wants soft, watercolor floral stationery with gold accents for client thank-you notes.

INCLUDES

- Letterhead design (A4 or US Letter)
- Notecards and thank-you cards
- Custom envelope design (optional)
- Print-ready PDFs and digital-friendly versions
- One round of revisions for customization

The Facet Design

SHAPING AND POLISHING
YOUR BRAND IDENTITY

CUSTOM ILLUSTRATIONS

Unique, hand-drawn or digitally crafted illustrations that bring character, creativity, and storytelling to your brand. Whether for packaging, marketing, or digital assets, a custom illustration adds a personal and artistic touch that sets you apart.

Client Example

A local coffee shop commissions a hand-drawn illustration of a coffee plant for its packaging and Instagram branding, enhancing its artisanal appeal.

INCLUDES

- A single custom illustration tailored to your needs
- Multiple file formats (PNG, JPG, SVG, AI) for print and digital use
- Commercial use rights
- One round of revisions to refine details

BRANDED PRESENTATION DESIGN

A beautifully designed, on-brand presentation that ensures your pitch, webinar, or corporate deck stands out with elegance and clarity. Ideal for professionals, businesses, and educators who need a refined, high-impact visual narrative.

Client Example

A real estate firm wants a sleek investor pitch deck featuring refined typography, high-end visuals, and a layout that exudes sophistication and trust.

INCLUDES

- 10 custom-designed slides (PowerPoint, InDesign, or PDF)
- Brand-aligned colors, fonts, and visuals
- Layout consistency for a polished, professional look
- High-resolution and editable files
- One round of refinements

CUSTOM ICONS & FAVICONS

Tailor-made icons that enhance your brand's digital presence with visual clarity and consistency. Perfect for websites, mobile apps, presentations, or marketing materials, these icons reinforce brand identity while improving user experience.

Client Example

A tech startup needs three icons representing "Fast Service," "Secure Payment," and "24/7 Support" for its website, designed in a clean and modern style.

INCLUDES

- Three custom-designed icons or favicons
- Multiple sizes for web and mobile compatibility
- Vector and raster formats (SVG, PNG, ICO)
- One round of revisions

INFOGRAPHICS

Transform complex data and concepts into visually engaging, easy-to-understand graphics. Perfect for presentations, reports, social media, and educational content, a well-crafted infographic enhances storytelling and audience engagement.

Client Example

A wellness brand wants an infographic illustrating the benefits of mindfulness meditation, featuring calming visuals and easy-to-follow sections.

INCLUDES

- Custom infographic design based on provided content
- Consistent brand styling (colors, typography, icons)
- Print-ready and digital versions (PNG, PDF)
- One round of revisions

BRAND STYLE GUIDE

A meticulously designed reference document that ensures consistency across all brand touchpoints. Ideal for businesses looking to establish a strong, unified brand identity across packaging, marketing, digital media, and print.

Client Example

A skincare brand commissions a style guide to ensure cohesive branding across packaging, social media, and advertising, maintaining a clean and luxurious aesthetic.

INCLUDES

- Logo variations and proper usage guidelines
- Color palette with hex, RGB, and CMYK values
- Typography guide with recommended fonts
- Brand tone and imagery guidelines
- One round of revisions

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PREMIUM REFINEMENTS FOR
A BRILLIANT FINISH

LOGO SYSTEM & BRAND IDENTITY

A full-scale branding solution designed for businesses that want a refined and cohesive visual identity, ensuring instant recognition and professional appeal. This package goes beyond a simple logo, providing a structured system that supports brand consistency across all platforms.

Client Example

A high-end fashion startup wants a sophisticated, monogram-style logo with an elegant gold-and-black color scheme and a custom brand pattern for packaging.

INCLUDES

- Primary and secondary logo variations
- Custom color palette and typography selection
- Brand pattern or texture design
- Comprehensive brand guidelines
- Two rounds of revisions

CUSTOM WEBSITE DESIGN

A premium, fully customized website designed to elevate your online presence, enhance user experience, and align seamlessly with your brand identity. Whether you're launching a business or refining your digital storefront, this package ensures a sleek, intuitive, and high-performing website.

Client Example

A boutique fitness studio wants a modern, visually engaging website featuring class schedules, membership sign-up, and a gallery showcasing the studio's atmosphere.

INCLUDES

- Custom layout and responsive design
- SEO-friendly structure and navigation
- Integration of branding elements
- Mobile and tablet optimization
- Two rounds of revisions

SOCIAL MEDIA BRANDING

A professionally designed social media branding package that ensures a strong, polished, and instantly recognizable presence across platforms. Ideal for businesses and influencers looking to create a visually compelling and cohesive online identity.

Client Example

A beauty influencer wants a pastel-themed branding kit with soft gradients, elegant typography, and coordinated highlight icons for Instagram and TikTok.

INCLUDES

- Profile images and cover banners
- Custom templates for social media posts
- Instagram story highlight covers
- Two rounds of revisions

EDITORIAL & REPORTS

Expertly designed long-form content that blends sophisticated layout design with clarity and professionalism. Perfect for corporate reports, investor decks, white papers, or marketing publications, ensuring your content is engaging, structured, and visually appealing.

Client Example

A corporate firm needs a sleek, professionally formatted annual report featuring engaging charts, financial highlights, and a well-organized layout.

INCLUDES

- Cover and interior layout design
- Custom typography and infographics
- Interactive PDF option
- One round of revisions

LUXURY & BESPOKE DESIGN

An ultra-premium, highly personalized branding experience tailored for elite brands that require an elevated, unique, and meticulously crafted identity. This package is for those who seek an exclusive and masterfully designed brand presence with luxury-level execution.

Client Example

A luxury watch brand wants a high-end identity featuring custom typography, embossed packaging design, and premium material textures for a sophisticated, timeless appeal.

INCLUDES

- Deep-dive strategy session
- Multiple design explorations
- Exclusive, handcrafted assets
- Up to three revisions within project scope

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BESPOKE CREATIONS TO LEAVE
A LASTING IMPRESSION

EVENT INVITATIONS & POSTERS

Custom-designed invitations and posters that capture the essence of your event, whether it's a wedding, gala, corporate function, or community gathering. Designed to be eye-catching, elegant, and aligned with your theme.

Client Example

A music festival needs a vibrant, retro-themed poster to promote headlining acts while an upscale wedding requires an elegant, gold-accented invitation suite.

INCLUDES

- Custom layout tailored to the event's branding
- Typography and color selection for maximum impact
- Print-ready files (PDF, PNG) with bleed setup for professional printing
- Digital-friendly version for social media and email distribution
- One round of revisions

ALBUM & BOOK COVERS

A captivating cover can make all the difference in attracting readers or listeners. Whether it's an album cover, eBook, or printed book, this service ensures a visually stunning and conceptually strong design that aligns with the content's theme.

Client Example

A self-published fantasy novel requires an ethereal, mystical book cover, while an indie musician needs a bold, experimental album cover featuring abstract art.

INCLUDES

- Front cover design (custom illustration, typography, or photomontage)
- Back cover layout (if needed, for books and physical albums)
- Spine design (for print books)
- High-resolution files suitable for print and digital formats (PDF, JPG, PNG)
- Mockup preview for digital marketing and promotion
- Two rounds of revisions to fine-tune the design

BROCHURES & FLYERS

Whether you need a single-page flyer or a multi-panel brochure, this service ensures a professional, visually engaging design that effectively conveys your message.

Client Example

A luxury real estate agent needs a high-end tri-fold brochure showcasing premium properties, while a non-profit organization requires an informational flyer for an upcoming fundraiser.

INCLUDES

- Custom layout and content organization for readability and impact
- Professional typography and color coordination to align with branding
- High-resolution print-ready files (PDF with bleed and crop marks)
- Web-friendly digital version (JPG, PNG, or interactive PDF)
- One round of revisions to finalize the design

COURSEPACKS

Professionally designed course materials that enhance the learning experience, whether for online education, in-vperson training, or corporate workshops.

Client Example

A business coach needs a 20-page interactive workbook for their mastermind course, while a university professor requires a professionally formatted, print-ready coursepack for students.

INCLUDES

- Custom cover design that reflects the course's theme and brand
- Page layout, formatting and consistent branding
- High-resolution print-ready PDF with proper margins and formatting
- Digital-friendly version optimized for online viewing or e-learning platforms
- One round of revisions to refine the design

The Design Process

DESIGN PROCESS, PRICING,
AND STUDIO POLICIES

THE DESIGN PROCESS

Approach

This structured approach ensures that every project - big or small - is handled with expertise, creativity, and attention to detail, bringing your vision to life with confidence.

1

DISCOVERY & DESIGN BRIEF

The project begins with a detailed client questionnaire to gather key insights into your project goals, aesthetic preferences, and functional requirements.

2

CONSULTATION & CREATIVE DIRECTION

A 90- to 120-minute consultation (virtual or in person) allows Refined Ruby to refine your vision, discuss project scope, and establish a clear creative direction tailored to your needs.

3

CONCEPT DEVELOPMENT & INITIAL DESIGN

Based on these discussions, an initial design concept is created, mood boards, wireframes, or rough drafts, depending on the project type. Up to two rounds of revisions ensure the direction aligns with your expectations.

4

FULL DESIGN DEVELOPMENT

Once the concept is finalized, Refine Ruby proceeds with full design development, which may include branding assets, website layouts, print materials, packaging, editorial spreads, or custom illustrations.

5

REFINEMENT & QUALITY ASSURANCE

All design elements are meticulously reviewed for consistency, accuracy, and effectiveness. Any necessary refinements are made to ensure a polished and high-quality outcome.

6

FINAL DELIVERY & SUPPORT

Upon approval, all final design files are delivered in the necessary formats. If applicable, guidance for implementation is provided, whether it's launching a website, printing materials, or integrating digital assets.

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INITIAL REFINEMENTS TO UNLOCK POTENTIAL

Logo Refresh	\$250
Business Card Design	\$150
Social Media Graphics (1-3 posts)	\$100
Email Signature Design	\$75
Printable Stationery Sets	\$300

The Facet Design

SHAPING AND POLISHING YOUR BRAND IDENTITY

Custom Illustrations	\$150
Branded Presentation Design	\$300
Custom Icons & Favicons (Set of 3)	\$125
Infographics	\$250
Brand Style Guide	\$400

The Radiant Cut

PREMIUM REFINEMENTS FOR A BRILLIANT FINISH

Logo System & Brand Identity	\$2500
Custom Website Design	\$3500
Social Media Branding	\$1500
Editorial & Reports (20+ pages)	\$2500
Luxury & Bespoke Design	\$5000

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BESPOKE CREATIONS TO LEAVE A LASTING IMPRESSION

Event Invitations & Posters	\$150
Album & Book Covers	\$300
Brochures & Flyers	\$150
Coursepack	\$500

**All prices listed are starting rates and may be adjusted based on project complexity, scope, and specific client needs to ensure a tailored design experience.*

Refined Ruby Studio is committed to delivering high-quality, professional, and innovative design solutions while maintaining integrity, creativity, and exceptional client service. These policies reflect Refined Ruby's dedication to excellence in every aspect of work.

1. **Code of Professional Conduct:** The highest standards of professionalism, ethical behavior, and respect are upheld in all interactions with clients, collaborators, and suppliers. Integrity and honesty guide every project.
2. **Business Hours:** Office hours are from 9:00 AM to 5:00 PM, Monday through Friday. Refined Ruby respects work-life balance and prioritizes timely communication within these hours.
3. **Communication & Client Engagement:** Clear, respectful, and timely communication is essential to the process. Refined Ruby actively listens to clients' needs and maintains transparency in all discussions to ensure their vision is fully realized.
4. **Project Management & Timelines:** A structured approach to project management is used, ensuring efficiency, transparency, and adherence to deadlines. Clients will receive a detailed project timeline and updates throughout the design process.
5. **Quality & Attention to Detail:** Excellence is the standard. Refined Ruby conducts thorough reviews of all work to ensure it meets high-quality benchmarks before final delivery.
6. **Intellectual Property & Confidentiality:** All client designs, brand materials, and proprietary information are treated with the utmost confidentiality. Final design rights and usage terms will be outlined in project agreements.
7. **Payment & Pricing:** Project pricing is based on complexity, scope, and client needs. A deposit is required before project initiation, with final payment due upon completion. Custom pricing adjustments may apply for larger or highly specialized projects.
8. **Revisions & Feedback:** Refined Ruby values collaboration and offers a structured revision process. Each project includes a specified number of revisions, with additional changes subject to an extra fee.
9. **Professional Growth & Innovation:** Refined Ruby is dedicated to continuous learning, staying ahead of design trends, and refining skills to provide cutting-edge, creative solutions for clients.
10. **Ethical & Inclusive Design:** Refined Ruby is committed to ethical, inclusive, and accessible design practices that reflect diverse perspectives and create meaningful impact.

These policies serve as the foundation of Refined Ruby's commitment to quality, creativity, and client satisfaction. Refined Ruby strives to exceed expectations and deliver visually stunning and strategically effective designs.



Contact

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