

P A P E R L E S S

THE

SERVICES

GUIDE

# contents.

WHAT WE DO.

GRAPHIC DESIGN SERVICES

PAINTING SERVICES

EVENTS + CLASSES

PAPER PRODUCTS

CLOTHING

HOW IT WORKS

TESTIMONIALS

FAQS

LET'S GET STARTED





## AYLABEX LLC

Over the years we have catered to many clients and businesses around the world, fulfilling numerous services and requests. With our services guide, we hope you are able to get a better feel of the different services that we provide as well as the details and breakdowns.

All of our prices vary based on service/details/materials/etc...Once client has provided specifications and details concerning their commission, we then go through the process of briefing and signing the contract before starting the service.

Many of our clients have opted for payments plans, an easy way to pay for their commission in smaller installments versus one large payment. This is something that you might like to consider if it sounds like something you prefer. Feel free to contact us if you would like to choose this option when filling out a form for a commission.

# GRAPHIC DESIGN SERVICES

Graphic design has been the base and foundation of our business ever since we launched it a few years ago. Many people need graphic design services, whether it be for personal or business related topics.

As a graphic design business, we assist our clients by creating visuals, digitally, for intangible and tangible products. Tangible products meaning products like brochures, flyers, magazines, and so on. Intangible products meaning things like illustrations, social media designs, etc...

We have created so many wonderful designs for our clients over the years and we're excited to meet and work with new clients this year as well! From our services, our clients are provided with a finished graphic work that they can then use to be created into physical products. Examples like books, business cards, magazines, posters, product containers, branded packaging, and so much more!



# ILLUSTRATIONS

## WHAT ARE THEY?

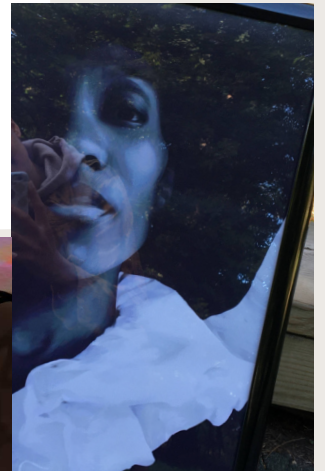
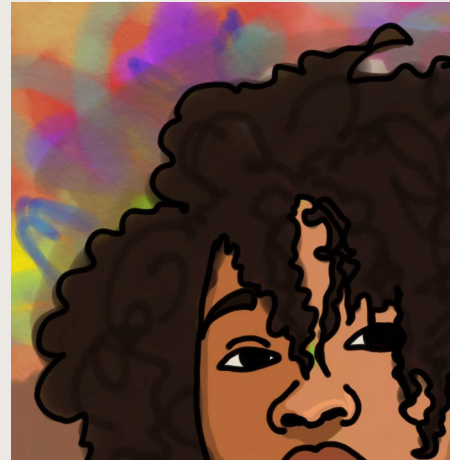
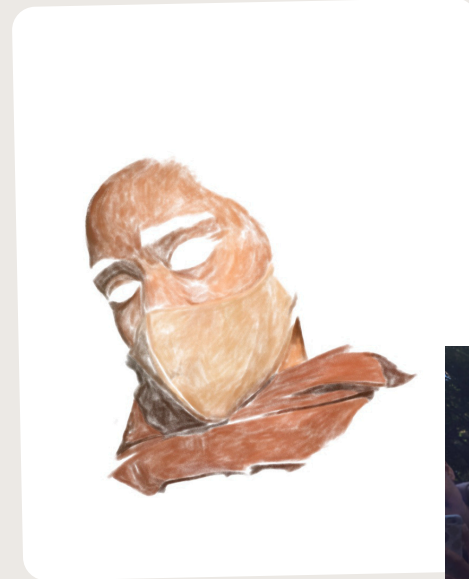
The process of creating images/visuals with digital software. Used for print and digital products like art prints, infographics, videos, social media and more.

## PRICE DEPENDS ON:

Project complexity, time, details, specifications, revisions. A simple illustration versus full detailed illustration differ greatly in pricing.

## WHAT YOU'LL GET:

1. Full High Quality JPEG, PNG and PDF. All of our digital products are created over the minimum 300 dpi to ensure clear quality visuals, whether viewed digitally or printed.
2. Illustrations can be ordered as a printed product, our sizes include 4x6 inches, 5x7 inches and 8.5x11 inches. For larger sizes, our clients receive all of the digital files and then choose to order a larger print from somewhere more local/convenient depending on location/needs.





# LOGO DESIGN

## WHAT IS IT?

A symbol/design to identify a company/organization including the services and products. This is how you are recognized and remembered among individuals.

As a business who wants your business to succeed, we recommend our clients to have at least 2 logos. One primary logo, and at least 1 sub mark. We do offer a branding package for businesses that want assistance with their brand identity/look.

We offer full primary logos, secondary logos, sub mark logos and favicons.

## PRICE DEPENDS ON:

Project complexity, time, details, specifications, revisions

## WHAT YOU'LL GET:

1. A finalized and visually appealing logo ready to be utilized for whatever our client decides.
2. Full High Quality JPEG, PNG and PDF. All of our digital products are created over the minimum 300 dpi to ensure clear quality visuals, whether viewed digitally or printed.

Drink  
water



# BRAND IDENTITY PACKAGE

## WHAT IS IT?

The visual elements of a brand that create an aesthetic and harmonious design to distinguish the brand's image. Our brand identity package is a great starter kit in starting or revamping your business/ organizations look.

## PRICE DEPENDS ON:

Each Design, Product's Importance, Project complexity, time, details, specifications, revisions

## WHAT YOU'LL GET:

1. Logo (Primary, Secondary and Sub Marks)
2. Color Palette
3. Typography Set Choice
4. Business Card Design
5. Brand Board (Foundation of style/aesthetic)
6. Graphic Vectors (custom imagery for the brand)

\*If you need a branding service that is not listed, contact us!



# BOOK ILLUSTRATION

## WHAT IS IT?

Visual designs, pictures and graphics for a story line.

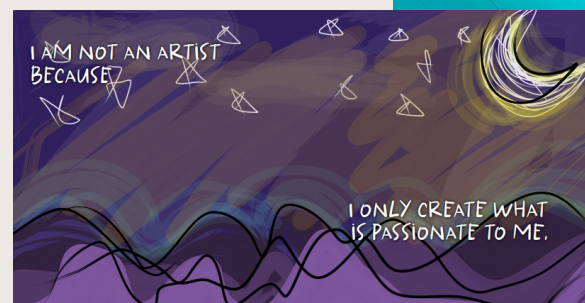
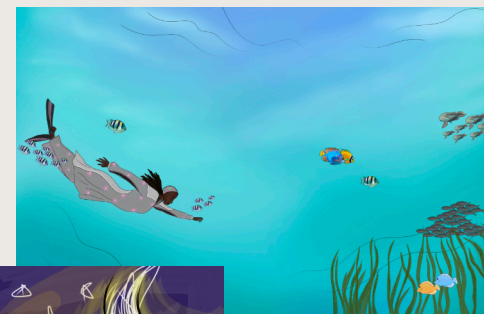
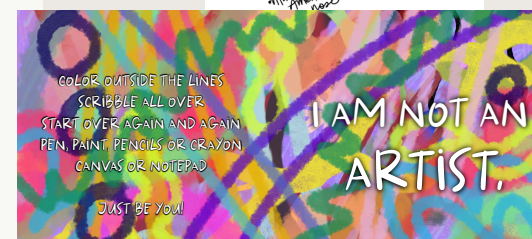
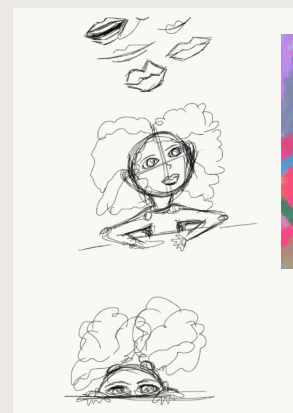
We offer different options based on your needs. Whether you just need book cover art, or only full page illustrations, or just someone to layout the style of your book to make it look visually appealing. We cover it all.

## PRICE DEPENDS ON:

Quantity of Pages, Project complexity, time, details, specifications, revisions, cover art needs, book formation/layout, full page, half page or quarter page illustrations.

## WHAT YOU'LL GET:

1. Your specific number of page illustrations.
2. Full Front and Back Cover Art if requested
3. Full Book Layout from first page to last page with text/words (if requested)
4. All files will be sent in PNG, JPEG, and PDF format for client to have and use.



# SOCIAL MEDIA ART

## WHAT IS IT?

Digital art created to be viewed digitally/virtually online via social media like Instagram, Youtube, Facebook, etc...

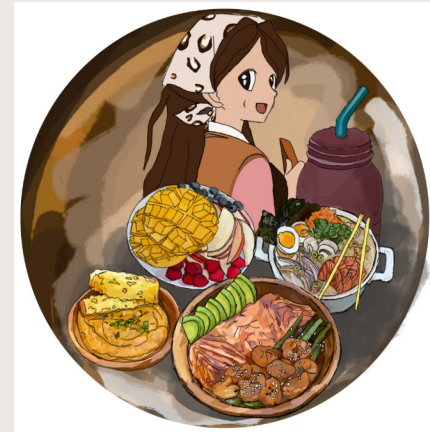
Options include: banner art, youtube thumbnails, story highlight templates, post templates, infographics and so much more.

## PRICE DEPENDS ON:

Project complexity, time, details, specifications, revisions, layout variations

## WHAT YOU'LL GET:

1. Your specified amount of full color digital art. Whether it be a bundle of story templates or a graphic for your social media banner and profile picture.
2. Full High Quality JPEG, PNG and PDF. All of our digital products are created over the minimum 300 dpi to ensure clear quality visuals, whether viewed digitally or printed.





# PRODUCT DESIGNING SERVICES

## WHAT IS IT?

The drafting and creation of visual art for a product or group of products/collection.

This can consist of beauty product label designs, clothing brand designs or even packaging designs for your business.

## PRICE DEPENDS ON:

Quantity, Project complexity, time, details, specifications, revisions

## WHAT YOU'LL GET:

1. Design layout of product label for client with it's desired specifications and details.
2. Quantity of Product Labels/ Shapes and Size dependent on client request (if requested)
3. Full High Quality JPEG, PNG and PDF. All of our digital products are created over the minimum 300 dpi to ensure clear quality visuals, whether viewed digitally or printed.





# PAGE LAYOUT DESIGN SERVICES

## WHAT IS IT?

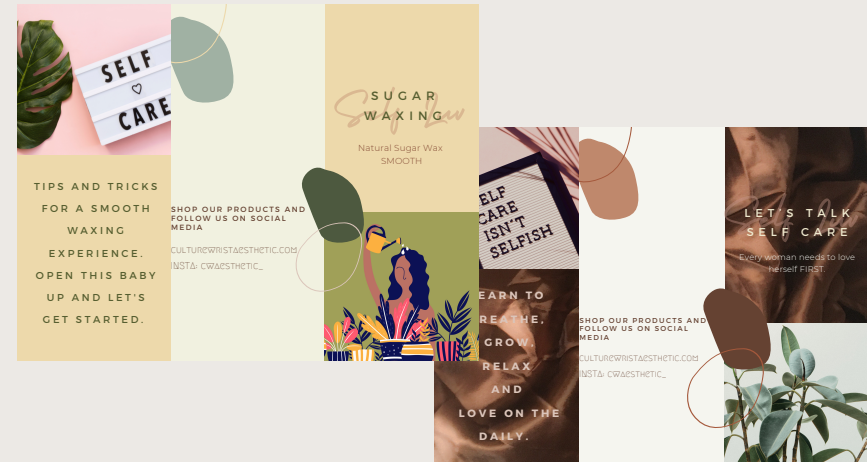
The art of arranging and placing images, text, graphics, etc... to create products like brochures, menus, magazines, flyers, posters, etc...


## PRICE DEPENDS ON:

Quantity, Project complexity, time, details, dimensions, specifications, revisions

## WHAT YOU'LL GET:

1. Full High Quality JPEG, PNG and PDF. All of our digital products are created over the minimum 300 dpi to ensure clear quality visuals, whether viewed digitally or printed.
2. All page layout designs are digital products only. It is up to client, once the designs are made, how they would like to have them produced in tangible form.



6 WAYS TO SUPPORT BUSINESS OWNERS	
SHARE THEIR WORK.	\$0.00
SHOUT THEM OUT.	\$0.00
LEAVE A POSITIVE REVIEW.	\$0.00
TELL FRIENDS + FAMILY.	\$0.00
FOLLOW ON SOCIAL MEDIA.	\$0.00
PURCHASED? POST A PIC	\$0.00
<hr/>	
TOTAL:	\$0.00
	
CULTUREWRIST AESTHETIC	

# PHOTOSHOP SERVICES

## WHAT IS IT?

The transformation or altering of a photo.

We do many edits for airbrushing unwanted areas in photos as well as editing a photo to make it more visually appealing.

## PRICE DEPENDS ON:

Quantity, Project complexity, time, details, dimensions, specifications, revisions

## WHAT YOU'LL GET:

1. Full High Quality JPEG, PNG and PDF. All of our digital products are created over the minimum 300 dpi to ensure clear quality visuals, whether viewed digitally or printed.



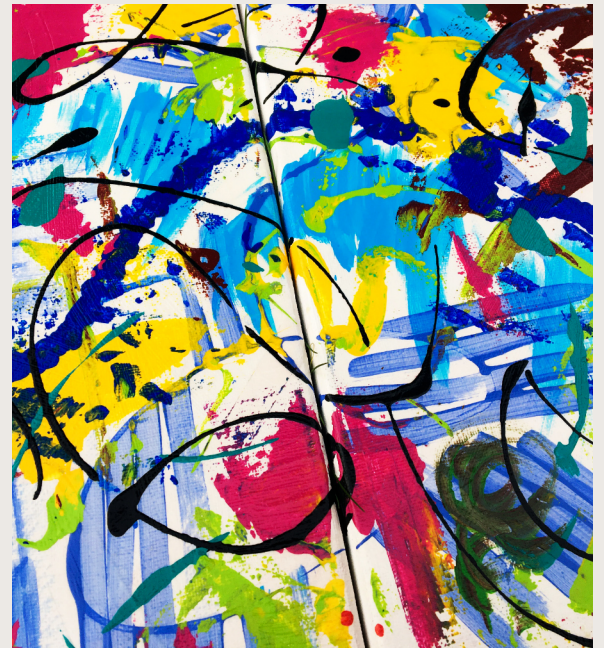
# PAINTING SERVICES

We do sell original canvas art on our website but if there is something you would like us to create instead then this is the better option for you.

Here, you can give us all your details and desires for what you want in terms of your painting, and we will see if we can make it happen.

We also offer artistic classes for kids and teens. Options include 1:1 or small group options. Unless present locally, most of these instructional lessons will be done virtually.

Our most popular painting service and activity, Relax and Paint Sessions. Normally, as we travel, we might pop up in a location to host a Relax and Paint Session, but if you'd like to reserve a time slot and date for an event or birthday feel free!



# CUSTOM PAINTINGS

## WHAT IS IT?

A work of art in the medium of paints to fulfill the requirement of our client.

We do offer small and larger canvases, all are included in the pricing.

Most canvases that we create are in the style of vibrant colors, abstract work.

## PRICE DEPENDS ON:

Canvas Type, Canvas Size, Project complexity, time, details, specifications, revisions

## WHAT YOU'LL GET:

1. Fully painted canvas ready for our client to take home! Shipping fees do apply for all non-local orders.





# RELAX AND PAINT SESSIONS

## WHAT IS IT?

Fun painting sessions for kids and adults to paint anything they want in a group setting. All of the supplies is provided, all you need to bring is yourself and of course a friend if you'd like!

Most Used canvas size is 8x10 or 11x14 inches, which is stated in each session. Open sessions to reserve a slot are posted on our website. For Specialized RP Sessions for an event, please contact us for more details.

## PRICE DEPENDS ON:

Event Kind, Supplies Provided, Course Type, Quantity of People (if requested for an event/birthday/etc...)

## WHAT YOU'LL GET:

1. A great experience painting with other individuals in a like-minded setting.
2. Instructional help from the instructor throughout the time you are there.
3. A fully painted canvas that you can take home at the end of the session.



# 1:1 CLASSES, SMALL GROUP

## WHAT IS IT?

An opportunity for kids and teens to learn how to draw, paint and just to create. 1:1 classes are specified towards the student's interest in what they would like to learn. Small group classes are similar, but include 2-6 individuals instead of just one.

Class topics include, drawing basics, painting basics, hand clay, intro to graphic design, intro to sewing, and so much more.

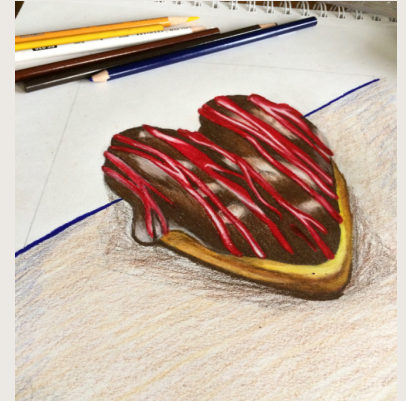
Classes can be reoccurring (weekly/monthly) or as slot-reserved

## PRICE DEPENDS ON:

Class Type (1:1 or Small Group), Topic Type (for classes that include equipment/supplies that we provide, that will be included in price as well)

## WHAT YOU'LL GET:

1. A great experience learning a specific skill/craft with our instructor and with a small number of students if small group.
2. A finished product that you can take home at the end of the session.



# PAPER PRODUCT SERVICES

As an eco- friendly and conscious business we love to use paper for a lot of our packaging because it is easily biodegradable and recyclable. We have worked with many people in the past to create paper products for them.

You can use paper products for many things in life, business or personal affairs.

Products like postcards, photo art, die-cut paper creations, stickers, product labels, and even decals (exception to non-paper).

The paper that we use, whether for photos or business postcards are sustainably sourced.





# STICKERS/LABELS

## WHAT IS IT?

Adhesive paper used for decorative/aesthetic purposes. Labels, similar to stickers, are used to identity a certain item or product.

We love to make custom stickers for our clients. We've also made a ton of product labels for businesses too!

## PRICE DEPENDS ON:

Quantity, Project complexity, details, dimensions, specifications, revisions

## WHAT YOU'LL GET:

1. Specified quantity of stickers/labels on matte or glossy paper. Die cut or on a sticker sheet by clients request.
2. Full High Quality JPEG, PNG and PDF. All of our digital products are created over the minimum 300 dpi to ensure clear quality visuals, whether viewed digitally or printed. (if requested )





# CARDS

## WHAT IS IT?

Custom die cut paper for multipurpose use. This includes, photo postcard, a thank you postcard for business packaging aesthetics, an invite card, hang tags for clothing, etc...

## PRICE DEPENDS ON:

Quantity, project complexity, time, details, dimensions, specifications, revisions

## WHAT YOU'LL GET:

1. Specified quantity of card types on desired cardstock paper. Die cut to clients specific request.
2. Full High Quality JPEG, PNG and PDF. All of our digital products are created over the minimum 300 dpi to ensure clear quality visuals, whether viewed digitally or printed. (if requested )



# VINYL/DECALS

## WHAT IS IT?

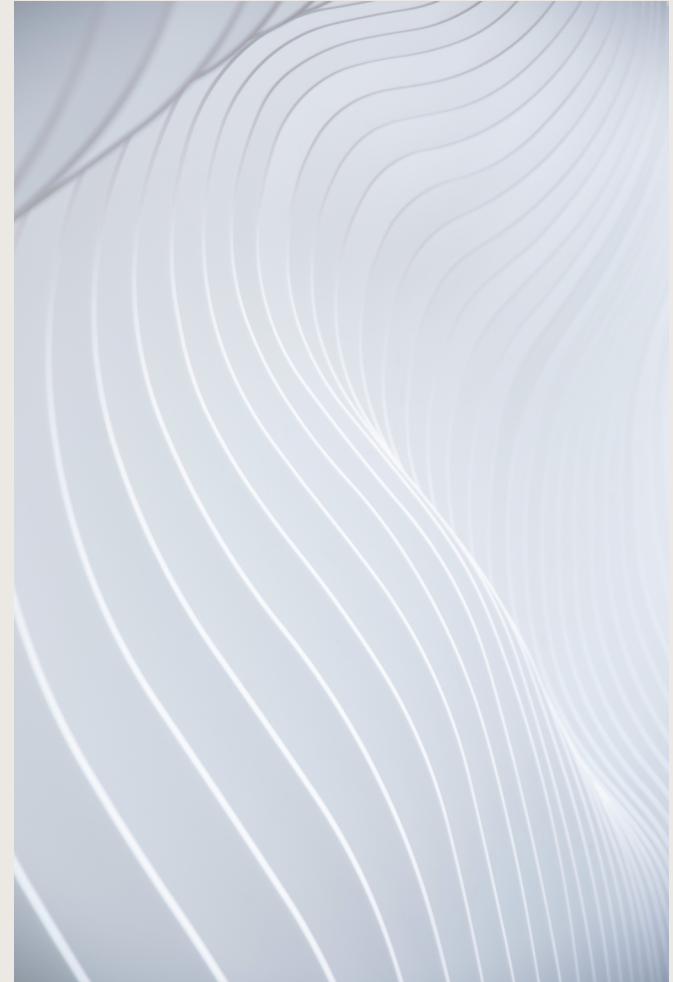
A flexible sticker that can be applied to any clean hard surface. Examples include car/window decals, mirror decals, wall decals, electronic decals, for notebook/journals, etc...

## PRICE DEPENDS ON:

Quantity, Project complexity, details, dimensions, specifications, revisions

## WHAT YOU'LL GET:

1. Specified quantity of decals on desired vinyl type. Die cut or on a sticker sheet by clients request.
2. Full High Quality JPEG, PNG and PDF. All of our digital products are created over the minimum 300 dpi to ensure clear quality visuals, whether viewed digitally or printed. (if requested )



# CLOTHING SERVICES

Even though we fulfill a lot of graphic design services, we do many physical services as well. One of these includes clothing alterations and custom apparel. We love up-cycled materials and textiles due to the large amount of textile waste in the land and especially in the ocean.

Some of our popular products and services are, turning pants into skirts, sewing up splits, and custom t-shirts/tote bags.

Please note that we are a modest clothing business so we do hold the right to deny a request if it does not align with modest standards.



# ALTERATIONS

## WHAT IS IT?

Simple changes made to a garment or piece of clothing to achieve its desired/correct fit and style.

Alterations include sewing splits, straight hems, full skirt hems, added cuffs, pockets, take ins, distress denim, cropping.

## PRICE DEPENDS ON:

Service needed, material type, quantity of clothing needed for alterations

## WHAT YOU'LL GET:

1. Wonderfully altered clothing that is fit to your desired look and style.
2. Please note, for local orders, in person delivery/ pick-up is possible, but for all other orders, shipping fees do apply for receiving needed clothing and delivering finished clothing.





# CUSTOM WEAR

## WHAT IS IT?

Fitted original clothing piece for an individual to wear according to their exact needs. Dresses, skirts, custom-shirts/sweaters, tote bags, etc...

For custom clothing like skirts, client is required to pay for needed fabric and supplies to create clothing.

For custom wear like t-shirts or totes, client is required to pay for needed item and custom fee if we do not have their specific needs (ie: different color vinyl, added patches, etc...)

## PRICE DEPENDS ON:

Service needed, material/fabric type, quantity of clothing needed

## WHAT YOU'LL GET:

1. Custom Apparel for your desired look and style.
2. Please note, for local orders, in person delivery/ pick-up is possible, but for all other orders, shipping fees do apply for receiving needed clothing and delivering finished clothing.



# HOW IT WORKS



## COMMUNICATION

(518) 282-4884

[theaylabex@gmail.com](mailto:theaylabex@gmail.com)

## OFFICE HOURS

Monday-Thursday

12:00am-5pm EST

Friday + Saturday

8:00 am-2 pm EST

## COMMISSIONS FORM.

This helps us estimate the details and price required for your customization needs. Every little detail matters, so make sure to let us know everything that you need/require.

## SIGN THE CONTRACT.

In order for us to begin the work, you must sign the agreed contract and paid the 20% down payment for the project. For services like custom wear, costs for material are included in this stage.

## SERVICE PRODUCTION.

Once your down payment has been received, we'll begin the work. This stage includes everything from drafts, revisions, etc.. Depending on your requested service.

## PRODUCT DELIVERY.

After the final product has been approved by you as completed, whether digital or tangible item, it will be delivered to you!

# TESTIMONIALS



"This design suits my personality and style. share the love to @cwaesthetic... for her hard work, patience and love she put into my custom design. #Customartwork"

- CLIENT WHO REQUESTED A CUSTOM ILLUSTRATION FOR THEIR SOCIAL MEDIA BRAND



The design, quality of the product and general professionalism, far exceeded my expectations!! Highly recommended, I will be ordering further items.

- INTERNATIONAL CLIENT WHO ORDER BULK SHIRT ORDER



I LOVEEEEE IT... I thought this was the photo, i'm over here crying, it looks great.

- CLIENT WHO REQUESTED A CUSTOM DIGITAL PORTRAIT

THEAYLABEX@GMAIL.COM

WWW.THEAYLABEX.COM

# TESTIMONIALS



Absolutely Wonderful. Experience. Highly recommended!! I appreciate the patience, attention to detail, and passion to bring my customized vision to life. Naomi was extremely professional and I'm grateful to have a partner to grow with as my business continues to expand. Anything I need regarding my custom label branding she has me covered.

Build Your brand with confidence...

- CLIENT WHO REQUESTED PRODUCT LABEL DESIGN,  
REVISED LOGO, PRODUCT LABEL PRODUCTION



I want to thank Naomi Fitzgerald for her professionalism and dedication to perfection. The envelopes she created for the church came out great.

- CLIENT WHO ORDERED CUSTOM ENVELOPE  
DESIGN + PRINT PRODUCTION



# FAQS

## HOW MUCH DOES IT COST?

The question is WHAT? Every commission request is different and unique. Therefore, once a potential client fills out a commissions form, we are then able to see the estimated time/price for that request. Prices do change throughout the process if a client requests numerous revisions, etc... throughout the process. All of those changes are updated and listed in their invoice.

## HOW LONG DOES IT TAKE?

The question is for who? A client's deadline goal, specifications, details, and genre of requested work are all taken into consideration when calculating the duration of a project. Simple requests take shorter time compared to a complex request. These should be considered when coming to us for a commission. Please make sure to contact us in advance so that you can receive your commission in the time length you desire. Rush rates start at 25%.

## WHAT IF I DON'T HAVE ALL THE MONEY?

Believe it or not, many of our clients have preferred to pay using a payment plan. If this is an option that you'd like, let us know and we will send you a payment plan form. The client is able to choose payment frequencies (per week/bi-weekly/monthly) and we'll find an amount that is affordable for that time length. Down payments of the project requests are still required before commission is started.

# LET'S GET STARTED!

This process is so exciting! Although we enjoy working with our returning clients, we just love meeting new clients too!

If you saw a service/product that you would like to explore further then contact us for more details. We would be more than happy to assist you.

"I can't believe how many small businesses I've helped through my artistic skill over the years. This is the best job I've ever had and I love doing it. It's a beautiful process seeing how everything just comes together."

- Naomi Fitzgerald  
(Founder and Owner)

Contact us via our email as stated below or through our contact form on our website, also stated below!

