



price it.

Ballpark pricing and estimates for
creative services and more.

Pricing Introduction

We know you're wondering, "how much will it cost"? It's an important question, but a difficult one to answer early on. Much like answering the question "how much does a house cost", the project scope will ultimately determine the exact price. This guide will get you started by providing common price ranges across our services. As we spend more time learning about your project, we'll create a customized proposal that includes specific scope and pricing.

Websites

Design. Develop. Launch

All our websites are built using the WordPress platform. Each site we create for you has the architecture or "bones" to accommodate future growth and expansion. As your company matures, so should your website, and all our builds, no matter how large or small, come with the intuitive back end Content Management System (CMS) that makes most site edits and customizations a breeze.

Splash Page

\$4,000 - \$18,000

A splash page is a single page website. Many emerging biotech companies request a splash page during the early stages of developing their startup company. It's a simple web presence that allows the client to simply say, here we come! Splash page websites can be simple and they can also be complex by incorporating contact forms, job descriptions, multiple content sections and much more. Those needs drive the cost up or down. Let's talk about what you need.

★ Startup Website - Meteorr

\$18,000 - \$30,000

So a splash page isn't your thing. You need a more robust website that showcases your company, your science, and your culture. Our new multi-page **Meteorr** websites are the perfect solution for you. You can browse our online shop and select a design that fits your needs. Shop, select, and customize a website through our online shop and select matching assets to go with it. This website comes with all the bells and whistles of today's modern sites.

For more information about our Meteorr go to meteorr.orrbitt.com and start shopping for your new site!

BEST VALUE

METEORR
A Marketplace by ORRBITT

★ **Custom Website**

\$30,000 - \$60,000

This custom solution is typical for more established companies with robust design and development needs. This solution creates a powerful lift to your brand, message, and science via a highly-custom design and user experience on every page of the site. There are a few limitations to dynamic functionality, but not many.

MOST POPULAR

Dynamic Website

\$60,000 - \$120,000+

Your website will be a trailblazer in life sciences creative design. There are no limitations on creativity, features or functionality. Anything goes.

Logos & Branding

Logo. Color Palette. Brand Assets.

Logo Refresh

\$1,000 - \$3,000

Occasionally we have clients who want to refresh their existing logo. We understand the desire to modernize an existing logo vs starting over from scratch. We're happy to help.

Gamma Logo

\$3,000+

If you're a startup and need a new logo, we've got you covered. If you've been thinking about updating your current logo, we've got you covered there too. By answering a few basic questions, Orrbitt's world-class design team can create a fresh new logo that embodies the spirit of your company and the relevance of your science and technology.



Custom Logo Package

\$6,000 - \$12,000

Custom logo projects are unique projects in that most clients tend to take a more personal interest and hands-on approach. Rightfully so, logos are at the center of a company's brand identity. We typically start with an in-depth logo conversation which helps to dial-in initial concepts and reduce guess work. Then we'll present 6 - 8 logo ideas. From there, we'll continue to design and refine until we narrow down and shape a well rounded logo. Billed hourly.



Color Palette

\$1,000 - \$3,000

Colors are kind of important. Many startup biotech companies never established a mature color palette and if you're one of those, we can help! We typically prepare 2-3 fully realized palette options and we continue to refine the schemes until you're happy with the results. Once your color palette is approved, we can help integrate that palette into your PPT and other corporate assets.

Business Cards

\$1,800

We will design business cards to support your brand and business needs. This cost includes front and back designs, formatting, and setting up print-friendly files for your printer.

Brand Guidelines

\$2,250 or \$7,800

You worked hard to create your logo, color palette, and other assets that define you as a company. **Lock in your brand** by creating detailed guidelines that ensures your brand won't be diluted over time. We have a simple option and a complex option based on your brand maturity and corporate needs.

PowerPoint.

Templates. Designs. Support.

Your corporate decks are the lifeline between you and potential investors. Whether it's a total redesign for JPM or a detailed roadshow presentation, Orrbitt can provide year-round refinements and design accommodations.

PPT Template Refresh

\$3,800

If you have an existing corporate deck or PowerPoint template, we're happy to walk through the current design and functionality and provide design solutions that meet your refresh needs.

Brand New Design or Full Overhaul

\$3,800 - \$7,000

Need a new template? We can provide a totally custom design for your company. We'll work on the design until it's just right and then we can provide title slides, section slides, content slides, and a handful of supportive slides to round out the master template.

PPT Slide - General Cleanup

\$225/hr

We've seen your slides and trust us when we say, they could use a once-over by our talented design team. Let's jump on the phone and walk through it together but **a good rule of thumb is to estimate about 30 minutes per slide.**

PPT Charts, Graphs, Icons & Graphics

\$225/hr

We provide creative support in every area of PowerPoint needs. We can redesign charts, graphs, pipelines, iconography and any other design-related needs you have for your deck. Let's get on the phone and do a quick walk-through to determine the scope so we can deliver a detailed cost breakdown.

PPT - Design Overhaul for Individual or Group Slides

\$225/hr

If you have one slide or a set of slides for an upcoming event or R&D day, we specialize in creating compelling visual designs for that WOW factor.

PPT - New Template by Meteorr

\$3k, \$5k, \$7k

METEORR is a one-stop-shop for biotech companies searching for a new and improved, cohesive, and high-end corporate look. Browse over 30 modern templates that are predesigned and ready to go! We simply customize the template with your preferred colors and imagery and you're all set. Our Meteorr templates come with your choice of 3 options: basic, premium and Orrbitt packages that have various degrees of supporting slides and

<input type="checkbox"/> START UP PACKAGE <i>Default</i>	<input checked="" type="checkbox"/> PREMIUM PACKAGE	<input type="checkbox"/> ORRBITT PACKAGE
Title Slide	Title Slide	Title Slide
Section Slide	Section Slide	Section Slide
Content Slide	Content Slide	Content Slide
Master Template Architecture	3 Additional slide layouts Master Template Architecture	5 Additional slide layouts Master Template Architecture
		Design Support
		Slide Migration <i>from old template to new template</i>
		Slide Cleanup

For more information about our Meteorr go to meteorr.orrbit.com and start shopping for your PowerPoint today!

Scientific Graphics

MOAs. Scientific Images. Animation.

Simple Scientific Graphic

\$1,200 - \$3,200

This is a recreation of an existing graphic that just doesn't quite work or isn't entirely accurate based on your science but you're using it anyways. Our design team specializes in recreating your rough draft or sketch to make it work for your PPT or website.

Complex Scientific Graphic

\$3,200 - \$12,000+

Orrbitt Creative Group specializes in creating custom, complex scientific graphics and MOAs. Our design team, backed by PhD Scientific Advisors, will work to create a proprietary graphic or suite of graphics that your company can use in your corporate deck and on your website. This is complicated stuff but we love it. Let's jump on the phone and talk it through.

Motion Graphics & User-Guided Animations

\$12,000 and up

Let's create a custom MOA or suite of graphics and then make them dance! These types of creative graphics are in really high demand and we'll work with your team to create visually compelling motion graphics and animations for your website or PPT. There's nothing we can't do.

Other Services

Digital. Print. Web.

Web

- NASDAQ IPO - IR Template
- Hosting Packages
- Maintenance Plans
- Website edits
- Photoshop
- Analytics
- SEO

Design

- Graphic Design
- Brochures
- Stock Imagery
- Email Signatures
- Zoom Background Graphics
- Social Media Graphics
- Letterhead
- Scientific Posters

Agency Consultant

- Discovery Session
- Website Workshop
- Click-path Strategy
- UX Strategy
- Copywriting
- Web content

Most services and prices are based on our current work rate is \$225 an hour. Contact us for more information.