



BUILD WITH PURPOSE™

Your Mission. Our Design. Shared Impact.

A Spring Relief Initiative for Businesses, Families, and Communities

2026 STRATEGIC PLAN

A Strategic Follow-Up to the “Yes, We Can” Plan

Executive Overview · Program Structure · Pricing Rationale · Community Access

Prepared July 2026

1. Executive Summary

The Build With Purpose Plan (2026) is a forward-moving initiative designed to strengthen economic resilience, empower small businesses and startups, and support brands navigating a rapidly evolving national and global landscape. As a strategic continuation of the “Yes, We Can” Plan, this initiative responds directly to current economic conditions, shifts in consumer demand, and the directional changes reflected in the State of the Union — positioning individuals and organizations to build with clarity, sustainability, and purpose.

At its core, Build With Purpose serves leaders and creators ages 18 to 99, recognizing that innovation and contribution are not bound by age, but by vision and execution. Whether launching a new venture, revitalizing an existing organization, or expanding brand reach, this plan provides a structured yet flexible pathway to growth — grounded in accessible design, strategic thinking, and practical implementation.

Our approach integrates affordable, high-quality design and printing solutions with implementation-driven strategies. This ensures that every brand — regardless of size or budget — can communicate effectively, compete confidently, and scale responsibly. From visual identity systems and print collateral to digital assets and experiential branding, every deliverable is developed to reinforce credibility, clarity, and consistency across all platforms.

Build With Purpose is not only about aesthetics — it is about economic activation. By equipping businesses, nonprofits, churches, and independent professionals with the tools to present themselves at a professional standard, we directly contribute to increased visibility, customer engagement, and revenue potential. This, in turn, supports local and national economic growth, fosters job creation, and strengthens community impact.

Strategic Priorities

- Responsiveness to consumer behavior and demand trends
- Scalable solutions for startups and emerging businesses
- Sustainable systems for long-term brand development
- Ethical and purpose-driven practices that prioritize people, service, and impact

Ultimately, Build With Purpose (2026) is a call to action — to build intentionally, to lead responsibly, and to create with excellence. It is a framework for transforming

ideas into tangible outcomes, helping brands not only exist in the marketplace but stand out with meaning, integrity, and lasting influence.

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2. Program Calendar & Seasonal Positioning

Spring and summer are growth seasons for organizations. After a winter defined by relief, the messaging deliberately transitions from survival to expansion.

Beginning the day after April 1st and running through September 1st, OurVision launches a special seasonal initiative of Design & Printing Support: Build With Purpose — a bold reminder that in faith, in creativity, and in community, we can rise together.

Window	Program Focus
April 2 – September 1	Full seasonal activation: all four design access tiers, all seven print deals, and community-access programming live simultaneously

3. OurVision™ Four-Tier Access Program

To serve businesses, organizations, and leaders across every stage of development, OurVision offers a structured four-tier pricing model. Each tier intentionally balances quality, accessibility, and strategic impact, ensuring that every client — from startup to established enterprise — can engage at the level that best supports their growth.

3.1 Tier Comparison

Tier	Rate	Best Suited For
Premium Project Rate	\$95–\$125/hr	Established businesses; full branding systems and rebrands; multi-channel campaigns; complex deliverables (signage systems, packaging, exhibits, cinema design)
Flexible Access Rate	\$65–\$85/hr	Small to mid-sized businesses scaling operations; churches, nonprofits, and community organizations; ongoing brand development; businesses adapting to economic or market shifts
Seasonal Relief On-Demand	\$25/hr (2–4 hr capped)	Quick-turn projects; event promotions, flyers, social graphics; simple print collateral; immediate support without long-term commitment; seasonal campaigns



Tier	Rate	Best Suited For
Compassion Program	\$25/hr (up to 2 hrs); Compassion Pass \$50 flat (2 hrs + 1 revision)	Individuals, startups, and ministries with limited budgets; unmet or essential communication needs; community initiatives; first-time clients needing foundational support

3.2 Premium Project Rate — Full-Service Strategic Engagement

\$95–\$125 per hour. This is the standard, full-scale engagement tier, designed for brands seeking comprehensive, high-level execution and strategic depth.

What it delivers:

- Senior-level design direction and consulting
- Strategic brand alignment and implementation
- High-touch collaboration and customization
- Commercial-ready deliverables using premium licensed assets (imagery, typography, and design elements — fully compliant, no copyright risk)

This tier positions a brand competitively at a professional, market-leading standard.

3.3 Flexible Access Rate — Growth & Scaling Tier

\$65–\$85 per hour. This tier provides strategic quality at a more accessible investment level, ideal for organizations in active growth or transition.

What it delivers:

- Professional-grade design and print solutions
- Streamlined execution with strategic oversight
- Access to premium commercial assets (included)
- Flexible engagement without sacrificing quality

This is the bridge tier — allowing brands to grow responsibly while maintaining strong visual and strategic integrity.

3.4 Seasonal Relief On-Demand Program — Execution-Focused Support

\$25 per hour, 2–4 hour capped program. Designed for speed, efficiency, and affordability, especially during seasonal campaigns or urgent needs.

What it delivers:

- Focused execution within a defined 2–4 hour scope
- Clean, professional, print-ready design files
- Access to premium licensed assets (included)
- Fast turnaround with minimal complexity

A high-efficiency solution — designed to keep brands moving without delay.

3.5 Compassion Program — Access & Impact Tier

\$25/hour (up to 2 hours). Compassion Pass: \$50 total (2 hours + 1 revision). This tier reflects OurVision's commitment to community support, accessibility, and service-driven impact.

What it delivers:

- Full access to design services within a limited scope
- One revision included (Compassion Pass)
- Professional, respectful, and high-quality output
- Use of premium commercial assets (included)

This program ensures that no vision is excluded due to financial limitations, while still maintaining excellence and integrity in delivery.

4. Seasonal Design Relief — Community Access

Available April 1 – September 1. Through the toughest months of the year, OurVision offers four global and on-demand design support options at a temporary seasonal rate, helping brands continue to grow while keeping financial margin.

4.1 Eligible Service Categories

Compassion and seasonal-relief rates apply across all design categories, including:

- Postcards, brochures, banners, and trade show graphics
- Social media kits and product tags
- Packaging inserts and event materials
- Billboards, transportation, and all outdoor signage

For ministries and nonprofits preparing for their 2026 campaigns, this is the ideal moment to refresh visuals, launch new materials, and plan upcoming outreach efforts. OurVision works with all budgets and allocations.

4.2 Who This Strengthens

Audience	Support Offered
Business owners, churches, nonprofits, and entrepreneurs	Accessible marketing and print services for the new year; all budgets, allocations, and subscription needs accommodated
Seniors, single mothers, and individuals with special needs	Compassionate, dignified support in times of pressure; payment plans and partial payments accepted

A standing incentive supports the ministry audience directly: entering an email address enters the subscriber to win 12 free graphics a month for their church or ministry, produced using industry-standard software, assets, design principles, and biblical coordination.

“This is our spring-summer commitment to you.”

5. Seasonal Printing Deals — Seven Featured Offers

From April 2 through September 1, OurVision unlocks seven premium printing deals designed to help brands relaunch, restock, or refresh. Design fees (if needed), shipping, and taxes are not included in the prices below.

Deal #1 — Business Cards

Great for new-year transitions, ministries, small businesses, or rebranding.

Quantity	Price
250	\$18.92
500	\$21.47
1,000	\$23.37

Deal #2 — Pocket Folders

Perfect for tax season, presentations, coaching programs, and nonprofit materials.

Quantity	Price
250	\$1,066.62
500	\$1,085.60



Quantity	Price
1,000	\$1,192.20

Deal #3 — Tri-Fold or Bi-Fold Brochures

A strong choice for events, new initiatives, or program launches.

Quantity	Price
250	\$112.86
500	\$119.13
1,000	\$137.94

Deal #4 — Postcards + EDDM Mailers

High-ROI option for local outreach, churches, small businesses, and service providers.

Format	250	500	1,000
Postcards	\$51.19	\$53.42	\$55.65
EDDM Mailers	\$111.39	\$116.88	\$123.20

Deal #5 — Product Tags + Labels

Ideal for boutiques, online shops, retail, jewelry, seasonal markets, and makers.

Quantity	Price
250	\$80.13
500	\$95.71
1,000	\$117.76

Deal #6 — Magazines, Mini Catalogs & Lookbooks

Gives a brand a polished, editorial presence heading into the new year.

Quantity	Price
250	\$393.25
500	\$414.70
1,000	\$682.50

Deal #7 — Large-Format Posters & Signage

For events, ministries, storefronts, real estate, and community promotions.

Quantity	Price
500	\$661.25
1,000	\$747.50
2,500	\$1,334.00

Each deal includes an optional discounted design add-on for faster turnaround and cleaner visuals.

6. Pricing Philosophy — Understanding Our Hourly Rates

Design hourly rates reflect the real economic load carried by creative professionals. Behind every billable hour is a combination of living costs, taxes, insurance, and the overhead required to operate legitimately as a business.

Designers pay self-employment taxes, project-management app fees, software subscriptions, hardware maintenance, continuing education, and health coverage. For many, 30–45% of every hour goes directly to taxes and administrative obligations. The income that remains must cover rent or mortgage, utilities, transportation, debt consolidation, and other family living expenses. When clients see a \$65–\$85 rate, they are not paying for minutes of computer time — they are sustaining the entire professional ecosystem required for dependable, ethical, and high-quality work.

Operational costs are a second major driver. Every design studio absorbs recurring production tools such as Adobe Creative Cloud, cloud storage, high-performance computers, Pantone licensing, screen calibrators, backup drives, and cybersecurity protections. Alongside these essentials are the premium assets that ensure commercial safety — images, fonts, vector systems, brushes, and templates licensed for business use.

6.1 Commercial Design Asset Norms

Asset Type	Typical Commercial License Cost
Stock image (Adobe Stock, commercial license)	\$8–\$30, depending on subscription or credit pricing
Custom commercial-use font (Creative Fabrica)	\$12–\$49 per typeface, higher for premium families
Specialty elements (brushes, textures, cinematic effects, patterns, 3D components)	\$9–\$39 each

Designers must purchase these assets per project to ensure the client owns protected, lawsuit-free creative materials, and those expenses come directly from the designer's earnings unless itemized.

If none of the above are purchased and elements are instead created on the hour, that is the cost of living — rent, mortgage, utilities, and more — required to make sure that asset is created. A designer charging \$15/hr plus an \$8 image, \$12 font, and \$9 element totals a graphic starting at \$43 for someone at minimum wage or a single adult.

The final component included in an hourly rate is the labor clients never see: concept development, revisions, asset preparation, export formatting, cleanup, color balancing, accessibility compliance, proofing, and preparing files for print or digital use. A project that visually takes two hours to produce often includes an additional two to three hours of backend work — designing for CMYK vs. RGB, correcting image noise, adjusting kerning, purchasing and managing commercial licenses, and building source files that hold up under brand growth.

An ethical designer also spends time preparing clients for future scalability, ensuring that what is produced today can expand into packaging, apparel, signage, websites, and social media without breaking fidelity. This is why hourly pricing is not simply “design time” — it is full creative stewardship that protects the client's brand, legal safety, and long-term visual impact.

7. Let's Build Something Beautiful Together

Whether the need is a fresh brand identity, a 2026 marketing rollout, updated print materials, event graphics, or a complete visual system, OurVision is here to help.

Start a Project Today

Channel	Details
Website	www.ourvisionusa.com
On-demand design booking	Seasonal & Compassion rates available
Printing orders	Shop the seven featured spring-summer printing deals
Email	ourvisionusa@outlook.com

Let's bring excellence, clarity, and hope to everything you create.