

LOGO DESIGN PRICES

SIMPLE LOGOS	\$200
ONE OR TWO COLOR SAMPLES, TYPICALLY 150X150 OR SMALLER. USEFUL FOR PERSONAL WEBSITES OR SMALLER CORPORATE SITES.	
BUSINESS LOGOS	\$400-\$500
FULL COLOR LOGO FOR YOUR BUSINESS. USED ON COMPANY WEBSITES, BUSINESS CARDS, AND LETTERHEADS.	
PREMIUM LOGOS	\$700-\$1000
PROFESSIONAL LOGO CONSISTENT WITH YOUR COMPANY'S BRAND, IMAGE AND MARKET POSITIONING. USED ON COMPANY WEBSITES, BUSINESS CARDS, LETTERHEADS AND MARKETING COLLATERALS.	

PREPARATIONS

BEFORE HIRING ME OR ANY GRAPHIC DESIGNER, YOU SHOULD DETERMINE YOUR COMPANY'S VISION, GOAL, AND ATTITUDE. IT HELPS TO FIND 3 WORDS THAT DESCRIBE YOUR COMPANY ALSO. YOUR LOGO SHOULD REFLECT THIS. REMEMBER THAT A LOGO DESCRIBES AN ENTIRE COMPANY'S PURPOSE WITH JUST ONE IMAGE. LOOK FOR LOGOS AND DESIGNS YOU LIKE AND DON'T LIKE FOR COMPARISON.

LOGO TERMS/TYPES

LOGOS CAN BE MADE A NUMBER OF WAYS. SOME ARE TEXT WITH A LOGOMARK (OR WATERMARK) FOR ELEGANT OR CORPORATE LOOKS WHILE OTHERS ARE ONE IMAGE WITH THE NEEDED TEXT ATTACHED. SOME COMPANIES LIKE TO BE REPRESENTED BY A SYMBOL AND OTHERS LIKE AN ILLUSTRATED EFFECT.

GRAPHIC DESIGN PRICES

BROCHURE DESIGN	
6 PANEL (TRI-FOLD) BROCHURE	\$900-\$2,000
4 PANEL BROCHURE	\$700-\$1,500
STATIONARY DESIGN	
BUSINESS CARD DESIGN	\$300+
LETTERHEAD	\$300+
RETURN LABEL	\$600+
CHARACTER DESIGN	
ONE NON-ANIMATED CHARACTER	\$500
5 UNIQUE CHARACTERS CREATED ACCORDING TO SPECIFICATIONS WITH 3-4 REVISIONS OF THE 1 SELECTED CHARACTER.	
ADDITIONAL POSES	\$100-\$275

EVENT FLYER	\$100-\$300
E.G. ANYTHING UNDER AND UP TO 8.5"X11".	

SMALL POSTER	\$700-\$1,500
E.G. 8.5"X11", 11"X14", 11"X16", EUROPEAN A3 AND A4 FORMAT ETC.	

MEDIUM POSTER	\$1,000-\$2,500
E.G. 20"X40", EUROPEAN A2 FORMAT.	

LARGE POSTER	\$2,000+
E.G. 60"X90", EUROPEAN A1+ FORMAT ETC.	

WEB DESIGN PRICES

SITE THEME DESIGN
INCLUDING LAYOUT, DESIGN, AND NAVIGATION. THE SITE THEME IS WHAT IS VISIBLE ON EVERY PAGE OF A WEBSITE. IT INCLUDES THE DESIGN, LAYOUT AND SITE NAVIGATION, WHICH ARE CONSISTANT THROUGHOUT THE SITE. OFFERS DO NOT APPLY FOR FULL FLASH WEBSITES. SUCH WILL BE DEALT WITH ON AN INDIVIDUAL BASIS.

LIGHT THEME \$500-\$700
THIS IS THE MOST AFFORDABLE SOLUTION FOR A CLEAN WEBSITE. TEXT LINKS NAVIGATION, CAN BE ENHANCED GRAPHICALLY BUT NO ROLLOVER OR HOVER EFFECTS.

CLASSIC THEME \$800-\$900
THIS IS SET FOR FAIRLY COMPLEX OR TIME CONSUMING SITES DUE MOSTLY TO GRAPHIC COMPLEXITY AND OR THE NAVIGATION MENU.

ENHANCED THEME \$1000+
THIS IS WHERE I GET REALLY CREATIVE AND NAVIGATION CAN BE FLASH, JAVASCRIPT, OR DHTML.

PAGE DESIGN

INDIVIDUAL PAGE CREATION. PAGE PRICES ARE BASED ON THE EVENT IN WHICH THE CUSTOMER WOULD LIKE EACH PAGE TO BE UNIQUE. 50+ PAGES AND GENERIC PAGES ARE PRICED DIFFERENTLY.

LIGHT PAGE \$70
LIGHT GRAPHICS (PAGE HEADER, SMALL GRAPHIC ENHANCEMENTS), SIMPLE TEXT LAYOUT.

MEDIUM PAGE \$110
MEDIUM GRAPHICS, A CLASSIC PAGE CAN HAVE A MORE COMPLEX ARRANGEMENT AND/OR TEXT LAYOUT.

ENHANCED PAGE \$160
EITHER ADVANCED GRAPHICS OR FLASH ACCENTS, ADVANCED TEXT LAYOUTS AND ARRANGEMENTS.