

# GENERAL GRAPHIC DESIGN PRICE LIST



# DESIGNERS UNION MINIMUM DESIGN PRICE LIST

## LOGO DESIGN

*3 Design options with 2 rounds of edits on each*

- 150-350** Beginner Designer
- 450-2500** Professional Designer
- 2000-5000** Professional Agency

## 100-250 LOGO VECTORIZING

*Vectorizing an already existing logo design*

## 250-450 LOGO CALLIGRAPHY

*Logo, or illustration*

## PRINTABLES

- 150-350** Flyer ( One page, two pages)
- 250-350** Brochure ( Bifold or trifold)
- 150-350** Poster
- 150-350** Banner (Roll up, display,etc...)
- 200-400** Calendar
- 200-300** Post card
- 100** Greeting/ Invitation card
- 75** Gift certificate
- 100** Gift bag/ Giveaway bag
- 150** Certificate
- 75** Label/ Sticker
- 100** Table tent
- 150** Dangler
- 75** Bookmark
- 75** Hang tag
- 300** Car Design
- 100-200** T shirt Design
- 75** Hat Design
- 150** Mouse Pad
- 200** Signage
- 75-150** Wall Graphics  
*Per wall*
- 250-400** Menu *for around 8 pages*  
*30-40 Extra pricing per page*

## 100-250 IDENTITY ELEMENTS

*Including; Supporting identity elements, patterns, color system, fonts, etc..*

## 350-1400 BRAND IDENTITY

*Including; Logo design & supporting identity elements, patterns & color system, fonts, etc..*

## 150-400 IDENTITY ICONS & ILLUSTRATIONS

*Icon set or illustrations supporting the created brand identity*

## 150-350 IDENTITY CHARACTER DESIGN

*One character design as part of the created brand identity*

## LOGO EXTRA OPTION

- 75-150** Beginner Designer
- 250-1000** Professional Designer/ Agencies

## LOGO EXTRA 2 ROUNDS OF EDITS

- 75-150** Beginner Designer
- 100-300** Professional Designer/ Agencies

## STATIONERY DESIGN ITEMS

- 75-200** Business Card
- 75-150** Letterhead
- 75-100** Corporate Folder
- 75-100** Envelope
- 75-100** CD Cover/Jacket & Sticker

## 350-600 STATIONERY PACKAGE

*Including; a business card, letterhead, corporate folder, envelope and CD cover & sticker*

## BRAND GUIDEBOOK

- 300-800** Full Logo Usage Guideline  
*Including; the logo usage, identity elements, patterns & color system, fonts, pictures, stationery, ads, social media designs, etc..*

## 350-700 COMPANY PROFILE/ MANUAL/ CATALOGUE

*Starting from 12 pages*

## 1000-4500 FULL IDENTITY PACKAGE

*Including; Logo & identity design, stationery designs package, brand guideline, may also include Identity icons, characters & illustrations*

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## PACKAGING

- 100-200** Product Label  
Product Packaging
- 200-400** *One package*
- 450-650** *Three packages of the same line*

## EDITORIAL DESIGNS

- 150-350** Book Cover
- 40-100** Book Design *per page*
- 700** Magazine Design  
*For around 24 pages*
- 20-30** *Extra pricing per page*

## PRINT ADS

- 175** Quarter Page Ad
- 200** Half Page Ad
- 280** Full Page Ad

## HAND SKETCHES

*Average A4 paper*

- 50** Head Sketch
- 60** Bust Sketch
- 80** Full Figure Sketch
- 40** Extra Background
- 40** Extra Coloring

## 75 WATERCOLOR PAINTING

*Average A4 paper*

## ONE PAGE WEBSITE UI DESIGN

- 500-1000** Beginner Designer
- 1500-5000** Professional Designer/ Agencies
- 35-50** *or per hour*

## ECCOMERCE WEBSITE UI DESIGN

- 1000-5000** Beginner Designer
- 2000-7000** Professional Designer/ Agencies
- 30** *or per hour*

## CUSTOM DATABASE INTERACTIVE UI WEBSITE DESIGN

- 1500-7000** Beginner Designer
- 7000-15000** Professional Designer/ Agencies
- 50** *or per hour*

## 250-450 LANDING PAGE DESIGN

## 450-900 BLOG THEME DESIGN

## MOBILE APP UI DESIGNS

*Per hour*

- 10-40** Wireframing  
*Average of 10 hours of work*

- 20-50** Average UI Design  
*Average of 40 hours of work*

- 50-200** Complex UI Design  
*Average of 80 hours of work*

- 20-40** Average UX Design  
*Average of 20 hours of work*

- 40-100** Complex UX Design  
*Average of 80 hours of work*

- 75- 100** Email Signature
- 200-450** Email Newsletter/ Template
- 150** E-Banner
- 100** Animated E-Banner

## VOICE OVER ACTOR

*Per Minute*

- 100-250** 0-5 Minutes
- 250-500** 5-15 Minutes
- 500\_750** 15-30 Minutes
- 750-1000** 30-40 Minutes
- 1000-1500** 40-60 Minutes

- 50-100** *Per script page*

# DESIGNERS UNION MINIMUM DESIGN PRICE LIST

## SOCIAL MEDIA DESIGNS

Profile & Cover Picture Designs

*(These items include the design fees only without social media management)*

|                |   |
|----------------|---|
| <b>50-100</b>  | Facebook  |
| <b>50-100</b>  | Twitter   |
| <b>30-100</b>  | Instagram   |
| <b>50-100</b>  | Youtube   |
| <b>30-100</b>  | Google Plus   |
| <b>30-100</b>  | Linkedin  |
| <b>200-450</b> | Full Package  |
|                | <i>Including; Profile and cover / header pictures designs for Facebook, Twitter, Instagram, Youtube, Google and LinkedIn.</i> |
|                | Post Design per post  |
| <b>50-100</b>  | <i>One post only</i>  |
| <b>120-150</b> | <i>Three posts</i>  |
| <b>250-550</b> | Post Design per Month   |
|                | <i>Salary Based for around 20 Designs</i>   |
| <b>100-250</b> | Post Template/ Guideline  |
|                | Facebook Ads  |
| <b>30-80</b>   | <i>One Design only</i>  |
| <b>145-240</b> | <i>Three Ads Package</i>  |

## CARICATURE PORTRAIT HAND DRAWING

*Average A3 paper*

|              |                          |
|--------------|--------------------------|
| <b>7-16</b>  | Black & White, head only |
| <b>10-20</b> | Black & White, full body |
| <b>20-30</b> | Colored, head only       |
| <b>30-60</b> | Colored, full body       |

## MOTION, ANIMATION, 2D & 3D

|                  |  |
|------------------|--|
| <b>150-250</b>   | One Minute Motion Graphic                    |
| <b>300-400</b>   | One Minute Animation                         |
| <b>100-150</b>   | Logo Animation                               |
| <b>750-850</b>   | One Minute 3D Motion Graphic                 |
| <b>75-100</b>    | One Minute of Montage                        |
| <b>100-150</b>   | 2D Modelling Object Flat Material            |
| <b>70-150</b>    | 3D Modelling Object Flat Material            |
| <b>100-150</b>   | <i>With added texture</i>                    |
| <b>70 - 250</b>  | 3D Printed Object                            |
| <b>150 - 200</b> | 3D Character modelling/sculpt (flat)         |
| <b>200 - 300</b> | <i>With added texture</i>                    |
| <b>200</b>       | 3D Game Modeling                             |
| <b>100</b>       | Animation Character Design (flat)            |
| <b>150</b>       | Animation Character Design (2D)              |
| <b>150-200</b>   | Animation Character Design (3D)              |
| <b>250-550</b>   | Full Animation Coloring & Sketching          |
| <b>290</b>       | Story Board <i>for over 12 slides</i>        |
| <b>50-75</b>     | Story/ Book Background Illustration          |
| <b>50-75</b>     | Story/ Book Digital Painting <i>Per Page</i> |
| <b>100-200</b>   | Portrait Digital Painting                    |

## INTERIOR DESIGN

Design per Meter

|                |                             |
|----------------|-----------------------------|
| <b>7-10</b>    | <i>Simple Complexity</i>    |
| <b>10-12</b>   | <i>Average Complexity</i>   |
| <b>12-15</b>   | <i>Complex</i>              |
| <b>100-300</b> | Render per Shot             |
|                | <i>Modern &amp; Classic</i> |
| <b>30-60</b>   | Site Visits                 |

## PORTRAIT PHOTOGRAPHY

*Per hour*

|              |                           |
|--------------|---------------------------|
| <b>40</b>    | Beginner Photographer     |
| <b>100</b>   | Professional Photographer |
|              | <i>or per picture</i>     |
| <b>5-10</b>  | Beginner Photographer     |
| <b>15-35</b> | Professional Photographer |

## COMMERCIAL PHOTOGRAPHY

*Per hour*

|               |                           |
|---------------|---------------------------|
| <b>10-40</b>  | Beginner Photographer     |
| <b>60-120</b> | Professional Photographer |
|               | <i>or per picture</i>     |
| <b>30-45</b>  | Beginner Photographer     |
| <b>60-150</b> | Professional Photographer |

## LANDSCAPE PHOTOGRAPHY

*per picture*

|                |   |
|----------------|---|
| <b>30-45</b>   | Beginner Photographer   |
| <b>150-450</b> | Professional Photographer   |
| <b>300</b>     | 12 food items/ 12 pictures<br><i>with lighting and a backdrop</i> |
| <b>50-75</b>   | Image Touchup <i>per picture</i>                                  |