

## PROJECT PRICING

The prices below are **basic project design fees** and are to be used at your convenience for estimate and budgetary purposes only. **Because each project has unique requirements, all projects need a custom estimate before moving forward.**

These prices are for professional **DESIGN ONLY** and do NOT include any printing, web programming, writing, shipping or taxes unless otherwise noted. (Printing, web programming and writing services are available through 1809 Design and can be quoted upon request or as needed.)

## LOGO & BRAND IDENTITY

### Logo Package: \$960 - \$2,000

#### Logo

Includes a minimum three options and a maximum of three rounds of changes. Final Logo design is provided to client in color, black and white in standard file formats suitable for print and/or web.

#### File Usage Guide

A cheat sheet to help you navigate your logo's various file formats and color values.

### Brand Identity Package: \$2,360 - \$3,240

#### Logo

Includes a minimum three options and a maximum of three rounds of changes. Final logo design is provided to client in color, black and white in standard file formats suitable for print and/or web.

#### Brand Standard Guide

A guide to apply your brand identity correctly, the brand standards guide covers logo usage rules, primary color palette, secondary color palette, typography recommendations and examples of brand elements correctly used in various applications. Includes a maximum of three rounds of changes.

#### Business Cards

Two business card concepts (two-sided, standard size business cards) with a max of two rounds of changes. Includes 1 name. Additional names are \$20.00/name.

#### Letterhead + Envelope

Two concepts for a standard 8.5" x 11" Letterhead and #10 Envelope with a max of two rounds of changes. You will get two matching letterhead files. One suitable for professional printing and a second set up in Microsoft Word for creating editable documents and sharing via PDF.

#### Social Media Graphics

Includes profile and header graphics on your choice of two social media platforms, ready for you to upload. Includes one concept, two rounds of changes and the option to purchase 1 stock graphic. Additional social media platforms can be added.

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## À LA CARTE SERVICES

### PRINT PROMOTION

#### **Business Cards: \$220 - \$300**

Two business card concepts (two-sided, standard size business cards) with a max of two rounds of changes. Includes one name. Additional names are \$20.00/name.

#### **Letterhead + Envelope: \$300 - \$440**

Two concepts for a standard 8.5" x 11" Letterhead and #10 Envelope with a max of two rounds of changes. You will get two matching letterhead files. One suitable for professional printing and a second set up in Microsoft Word for creating editable documents and sharing via PDF.

#### **Notecards: \$260 - \$360**

One-sided, 7" x 5" (folded size) or smaller notecard and coordinating envelope. Includes one concept, two rounds of changes and option to purchase one graphic.

#### **Small Ad (1/2 page or less): \$200 - \$280**

Includes one concept, two rounds of changes and option to purchase one graphic.

#### **Large Ad (1/2 page or more): \$280 - \$360**

Includes one concept, two rounds of changes and option to purchase one graphic.

#### **Rack Card/Flyer: \$400 - \$560**

Two-sided, rectangle rack card. Includes one concept, two rounds of changes and the option to purchase two stock graphics.

#### **Bi-fold Brochure: \$600 - \$840**

Two sided, 8.5" x 11" bi-fold. Includes one concept, two rounds of changes and the option to purchase three stock graphics.

#### **Newsletter: \$920 - \$1,160**

Two-sided, 17" x 11" (8.5 x 11 folded size), 4-page layout. Includes one concept, three rounds of changes and option to purchase three stock graphics. Text/stories and additional images provided by client. (No writing included)

#### **Postcard/Direct Mail: \$360 - \$520**

Two-sided, 9" x 6" postcard or smaller. Includes one concept, two rounds of changes and option to purchase one stock graphic.

#### **Poster/Small Sign: \$360 - \$520**

One-sided, 24" x 36" or smaller. Includes one concept, two rounds of changes and option to purchase one stock graphic.

#### **Large Stand-up or Hanging Banner: \$440 - \$600**

One-sided. Includes one concept, two rounds of changes and option to purchase one extra large stock graphic.

# PROJECT PRICING

## DIGITAL PROMOTION

### **Basic Website: \$2,920 - \$4,520**

Using a Squarespace template, will customize a layout to fit your brand or project. This will be a brochure-style website with up to ten pages of content entered for you. Includes up to three stock images. All written content will need to be provided. (Let me know if you need a writer.) Domain name and hosting are not included. Programming and testing is included in this price. You will be able to make edits to your website once it is complete.

*Need a more robust website (i.e. with reservations, shopping cart etc.), a website designed on a different platform, or graphics for an existing website? Reach out to 1809 Design to learn more.*

### **Blog/Website Header or Graphic: \$200 - \$280**

Includes one concept, two rounds of changes and the option to purchase one stock graphic. (No programming included)

### **Social Media Graphics: \$260 - 400**

Includes profile and header graphics on your choice of two social media platforms, ready for you to upload. Includes one concept, two rounds of changes and the option to purchase one stock graphic. Additional social media platforms can be added.

### **E-mail Advertisement (E-Blast): \$280 - \$440**

Using Constant Contact or Mail Chimp, create a custom designed e-blast. Includes one concept and option to purchase one stock graphic. Programming and testing included in price.

### **E-mail Newsletter: \$600 - \$840**

Using Constant Contact or Mail Chimp, create a custom designed newsletter. Includes one concept and option to purchase one stock graphic. Programming and testing included in price.

### **Static Web Banner Ad: \$200 - \$280**

Includes one concept, two rounds of changes and the option to purchase one stock graphic. (No programming included)

### **Rotating Web Banner Ad: \$360 - \$600**

Includes one concept with three different views, two rounds of changes and the option to purchase one stock graphic. (No programming included.)

### **Presentation Template: \$400 - \$560**

Using Powerpoint or Google Slides, create a template for you to add your content. One concept will be created with a title slide, three content slides and an end slide. Two rounds of changes and one stock graphic are included. (Layout of the presentation content is an option, but not included in this price.)

***Don't see your particular project listed or need more information? Please contact 1809 Design to inquire.***