

Logo Design Packages

Work with a designer that RESPONDS in a timely manner and doesn't treat you like a number.

The prices below reflect general pricing. Most clients fall into one of these categories, however on some occasions this may be adjusted based upon your specific request or need.

Contact me at jenRchapman@gmail.com or 623.476.7394

Design Assistance

- This package is for individuals that know exactly what they want, they just need help with execution
- A drawing or detailed description is provided by the client
- This does not include any fonts that may need to be purchased for the project
- Client to provide requested color palette
- 2 options provided—generally varying in typography, layout, and execution
- 2 rounds of revisions
- All final print and working files are provided

\$250

Creative Freedom

- This package is for individuals who are unsure of what they are looking for, and need some creative options to be presented
- Client to provide 3-5 logos that they like. They do not have to be in the same category. This exercise is simply to get a feel for your sense of style and design.
- A logo worksheet will be provided for the client to fill out
- This does not include any fonts that may need to be purchased for the project
- Multiple color palettes will be presented for branding moving forward
- 3 logo options to be presented ranging in style, color, typography and execution
- 2 rounds of revisions
- All final print and working files are provided

\$425

Custom Illustration

Custom illustrations go beyond an “icon” or “typography” logo. The logos in this category vary greatly. Examples of custom illustrations are:

- Creating artwork from a family pet (dog, cat etc)
- Representations of a person
- Representations of a specific drawing style. Example: “I want an elm tree that twists into the shape of a human”
- Please provide as much detail about the drawing as possible, along with examples and references if possible



\$450-600+ Every Situation is Different.

Contact me for a quote.

Other Options

- **Logo Families**—Many times, a client will have 2 or more companies that have different names but are housed under the same branding umbrella. These logos need to be different, but still hold together as a family. The first logo will be designed, and after approval the rest will follow.

\$100 for every additional logo

- **Replication**—Do you have a logo that has been around for a very long time but you no longer have the original working vector files? I can recreate for you so that you can once again use your logo for larger applications with a hi-res file.

\$150