

PROVIDER/ ANNUAL BILLINGS	# EMPLOYEES (# DESIGNERS) IN-HOUSE SERVICES OFTEN PROVIDED	APPROXIMATE BROCHURE COST/DESCRIPTION (3-PANEL, 2+ COLOR, FOLDS TO 4X9 INCHES)	TYPICAL LOGO COST/DESCRIPTION
Large Firm \$3 million – \$15+ million	15–75+ employees (10–40+ designers) <ul style="list-style-type: none"> • Brand and communication strategy, logo development • corporate identity • web design, programming and implementation • interactive and video design (including games) • environmental graphics • copy writing • corporate collateral • advertising (including print, media kits, radio and TV) • naming • public relations 	\$4,500 – \$10,000 Cost typically includes presentation of three full layout design options and up to three rounds of edits. The cost includes concept development and content management (making sure all photography is scanned properly, logo files are in correct format). The cost also includes an initial meeting and up to three additional development meetings with printed proofs.	\$15,000 – \$75,000+ Cost typically includes research and application of logo to all corporate materials including advertising, letterhead, business cards, envelopes and company signs (on buildings or doorways). Client is presented with 4–6 initial design options. The cost also includes extensive usage guidelines (up to 100 pages in some cases) with specifications for all company materials (how to use the logo properly in Word documents, large window envelopes, company publications, company e-mail, correct 1, 2 and 4-color use, etc.) Includes logo in formats appropriate for all intended use.
Medium Firm \$1 million – \$5 million	5–18 employees (4–15 designers) <ul style="list-style-type: none"> • Brand and communication strategy, logo development • corporate identity • web design, programming and implementation • environmental graphics • copy writing • corporate collateral • print advertising (including media kits) 	\$2,500 – \$6,000 Cost typically includes presentation of two or three layout design options and up to three rounds of edits. The cost includes concept development and content management (making sure all photography is scanned properly, logo files are in correct format). The cost also includes an initial meeting and one or two additional development meetings.	\$6,500 – \$20,000+ Cost typically includes research and application of logo to all corporate materials including advertising, letterhead, business cards, envelopes and company signs (on buildings or doorways). Client is presented with 3–5 initial design options. The cost also includes usage guidelines (though not as extensive as a large firm—usually 10-50 pages) with specifications for all company materials (how to use the logo properly in Word documents, large window envelopes, company publications, company e-mail, etc. Includes logo in formats appropriate for all intended use.
Small firm/ Studio \$75,000 – \$1.5 million	1–6 employees (1–5 designers) <ul style="list-style-type: none"> • Brand and communication strategy, logo development • corporate identity • web design and programming • environmental graphics • corporate collateral • print advertising (including media kits) 	\$1,000 – \$4,000 Cost typically includes presentation of two partial layout design options (often the brochure cover or inside) and up to three rounds of edits. The cost includes concept development and content management (making sure all photography is scanned properly, logo files are in correct format). The cost includes an initial meeting. Interim proofs are often provided via e-mail and then discussed by phone or e-mail.	\$2,500 – \$7,000 Cost typically includes limited research and application of logo to letterhead, business cards, and envelopes. Client is presented with 3–5 initial design options. The cost also includes usage guidelines (usually 3–15 pages) with specifications on proper use of logo in print or digital format. Includes logo in formats appropriate for all intended use.
Freelance designer \$5,000 – \$80,000	self-employed designer <ul style="list-style-type: none"> • Logo development • corporate collateral • print advertising 	\$500 – \$2,500 Cost typically includes presentation of one or two partial layout design options (often the brochure cover or inside) and up two to three rounds of edits. The cost includes an initial meeting. Interim proofs are often provided via e-mail and then discussed by phone or e-mail	\$500 – \$3,000 Cost typically includes application of logo to letterhead, business cards, and envelopes. Client is presented with 3–5 initial design options.