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## **\*SAMPLE ESTIMATE\***

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### **LOGO & IDENTITY**

Logo, Typography, Imagery and Color Scheme

Process includes:	Research and concept development, presentation of 3-5 design options, 2 rounds of client and design revisions, preparation and delivery of original, jpg, png, and eps files
Cost:	\$1000 for 3-5 design options and 2 rounds of revisions. Additional revisions or redrawing of logos will result in a change order and additional fees.
Time frame:	3 weeks for concept and design development 2 weeks for revisions and final file preparation

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### **STATIONERY SYSTEM**

Business Cards, Letterhead, Envelopes, Mailing Cards

Process includes:	Research and concept development, presentation of 2-3 design options, 2 rounds of client and design revisions, preparation and delivery of original and Microsoft Word document files
Cost:	\$750 for 2-3 design options and 2 rounds of revisions. Additional revisions or requests for starting over will result in a change order and additional fees.
Time frame:	2 weeks for concept and design development 2 weeks for revisions and final file preparation

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### **TOTAL IDENTITY COSTS**

**\$1750**

(Additional materials, meetings, changes/fixes outside of those allotted above, preparation of print-ready materials, estimates and printing services will be billed at \$75/hour.)

Terms:	This figure is an estimate, not a quote. It is based on the information provided, and may be inappropriate if additional information is forthcoming, or specifications change. It does not include printing, paper, third-party artwork, licensing, or vendor charges. It is valid for 30 days. 40% invoiced immediately; remainder invoiced before delivery of final artwork. All invoices are Net 30. 1.5% interest charged after 30 days.
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**\*This is a sample estimate for an existing small business. It is an example of estimated costs and does not reflect actual costs your company may accrue during the design process. For an estimate tailored to your business, please contact me today for a complementary consultation.\***



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### **BROCHURE**

Tri-fold (or similar style) Brochure

Process includes:	Research and content collection, presentation of 1-2 design options, 2 rounds of client and design revisions. Content creation, placement and editing for tri-fold brochure. 2 rounds of content revisions, preparation of files, delivery of PDF files.
Cost:	\$500 for 1-2 design options and 2 rounds of revisions. Additional revisions or requests for starting over will result in a change order and additional fees.
Timeframe:	2 weeks for design development 2 weeks for content placement and editing 2 weeks for revisions and final file preparation

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### **SALES PRESENTATIONS**

Pitchbook or Slideshow

Process includes:	Research and content collection, presentation of 1-2 design options, 2 rounds of client and design revisions. Content creation, placement and editing for approx. 15 pages with photographs, graphs and text. 2 rounds of content revisions, preparation of template files, delivery of Microsoft PowerPoint document files
Cost:	\$800 for 1-2 design options and 2 rounds of revisions. Additional revisions or requests for starting over will result in a change order and additional fees.
Timeframe:	2 weeks for design development 3 weeks for content placement and editing 2 weeks for revisions and final file preparation

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### **TOTAL SALES MATERIALS COSTS**

**\$1300**

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### **WEBSITE DESIGN**

User and content analysis, navigation system creation, search engine optimization, design mock-ups, HTML and CSS coding of website, testing of site pre- and post-launch

**Cost:** \$250 for analysis, navigation system creation, search engine optimization  
\$750 for 1-2 design options and 2 rounds of revisions. Additional revisions or requests for starting over will result in a change order and additional fees.  
\$1000-\$3000 for coding of website. Final cost depends upon amount of pages and content, with \$1000 being for 6 pages or less with no multimedia and \$3000 being for up to 20 pages with up to 2 multimedia elements  
\$300 for testing of site pre- and post-launch

**Timeframe:** 2 weeks for analysis, navigation and SEO  
3 weeks for design development  
2 weeks for revisions and coding preparation  
5 weeks for coding  
2 weeks for pre-launch testing and revisions  
1 week for post-launch testing and revisions

**Responsibilities:** Client will provide clear instruction as to website's desired audience, keywords and descriptions for search engine optimization. Any additional requests such as social networking, search engine placement or animation will result in a change order and additional fees. Maintenance of the site post-launch will be billed on an hourly basis of \$45 per hour.

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### **TOTAL WEBSITE COSTS:**

**\$2300-\$4300**

(Additional materials such as programming, animation or video, meetings, changes/fixes outside of those allotted above, will be billed at \$75/hour.)

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