

Freelance Rates

Project

Logo

Logo exploration, color, b/w, vertical and horizontal

Brand Guide Book

Includes mission, vision, logo, colors, type, visual style, tone of voice, application and brand persona

Branded Assets

Business card / stationary

Web Design (Single Template)

Landing page layout

Web Design (Full)

4 pages laid out (home, about, product, contact)

Digital Ads (Static)

Banner ads or social graphics (3)

Packaging Design

Flat design and mocked-up

Email Template

Branded email template

Flyer

Print ad

Powerpoint

Branded presentation template (10 slides)

Menu Design

Font and back

Infographic

Project Rate

\$500

2 rounds revisions included

\$2,000

2 rounds revisions included

\$300 ea.

2 rounds revisions included

\$500

2 rounds revisions included

\$2,000

2 rounds revisions included

\$200 ea.

2 rounds revisions included

Dependent on complexity

2 rounds revisions included

\$500

2 rounds revisions included

\$600

2 rounds revisions included

\$750

2 rounds revisions included

Dependent on complexity

2 rounds revisions included

Dependent on complexity

2 rounds revisions included

\$75/hr after 2 rounds of revisions

maddypayne.com

art direction | graphic design | illustration