

Freelance Rates



Project

Logo

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

Brand Guide Book

Includes mission, vision, target audience, logo, colors, fonts, visual style, tone of voice, and brand persona

Branded Assets

Business card / stationary

Website (Template)

Landing page layout

Website (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

3 rounds revisions included

\$1,000

3 rounds revisions included

\$250 ea.

3 rounds revisions included

\$1,500

3 rounds revisions included

\$150

3 rounds revisions included

\$1000

3 rounds revisions included

\$400

3 rounds revisions included

\$400

3 rounds revisions included

\$600

3 rounds revisions included

\$500

3 rounds revisions included

Dependent on complexity

Dependent on complexity

hourly rate after 3 rounds of revisions

\$75.00/hour

maddypayne.com

art direction | graphic design | illustration