DESIGNERS UNION MINIMUM DESIGN PRICE LIST

. The following Prices represent the minimum fees a designer should ask for each listed item and these prices are not by any mean the average pricing for each item.

. The minimum price is intended for beginner designers and for simple projects where the pricing should increase for experienced designers and agencies according to the complexity of the project at hand, the experience of the designer and the status of the client, which should be assessed by the designer himself.

. Average pricing does not represent the minimum and maximum pricing of that item, these are averages of the minimum rates only.

. Prices differ from project to project, each project should be re estimated.

. In exception for some items, prices stated are cut prices vs. hourly rates, we believe that hourly rates are not the best reflection of experience and time actually spent on a project.

.Unmentioned items should be estimated by the designer and will be considered to be added on later updates of this price list.

LOGO DESIGN

3 Design options with 2 rounds of edits on each

150-350	Beginner Designer
450-2500	Professional Designer

IDENTITY ELEMENTS

100-250

Including; Supporting identity elements, patterns, color system, fonts, etc..

BRAND IDENTITY

350-1400

Including; Logo design & supporting identity elements, patterns & color system, fonts, etc..

IDENTITY ICONS & ILLUSTRATIONS

150-400

Icon set or illustrations supporting the created brand identity

IDENTITY CHARACTER DESIGN

150-350

One character design as part of the created brand identity

LOGO EXTRA OPTION

75-150	Beginner Designer
250-1000	Professional Designer

LOGO EXTRA 2 ROUNDS OF EDITS

75-150	Beginner Designer
100-300	Professional Designer

LOGO VECTORIZING

100-150

Vectorizing an already existing logo design

ARABIC CALLIGRAPHY

250-450

Logo, or illustration

STATIONERY DESIGN ITEMS

75-200	Business Card
75-150	Letterhead
75-100	Corporate Folder
75-100	Envelope
75-100	CD Cover/Jacket & Sticker

STATIONERY PACKAGE

350-600

Including; a business card, letterhead, corporate folder, envelope and CD cover & sticker

BRAND GUIDEBOOK

300-800 Full Logo Usage Guideline

Including; the logo usage, identity elements, patterns & color system, fonts, pictures, stationery, ads, social media designs, etc..

COMPANY PROFILE/ MANUAL/ CATALOGUE

350-700

Starting from 12 pages

FULL IDENTITY PACKAGE

1000-4500

Including; Logo & identity design, stationery designs package, brand guideline, may also include Identity icons, characters & illustrations

PRINTABLES

150-350	Flyer (One page, two pages)
250-350	Brochure (Bifold or trifold)
150-350	Poster
150-350	Banner (Roll up, display,etc...)
200-400	Calendar
200-300	Post card
100	Greeting/ Invitation card
75	Gift certificate
100	Gift bag/ Giveaway bag
150	Certificate
75	Label/ Sticker
100	Table tent
150	Dangler
75	Bookmark
75	Hang tag
300	Car Design
100-200	T shirt Design
75	Hat Design
150	Mouse Pad
200	Signage
75-150	Wall Graphics *Per wall*
250-400	Menu *for around 8 pages*
30-40	*Extra pricing per page*

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PACKAGING

100-200	Product Label
	Product Packaging
200-400	*One package*
450-650	*Three packages of the same line*

EDITORIAL DESIGNS

150-350	Book Cover
40-100	Book Design *per page*
700	Magazine Design
	For around 24 pages
20-30	*Extra pricing per page*

PRINT ADS

175	Quarter Page Ad
200	Half Page Ad
280	Full Page Ad

HAND SKETCHES
Average A4 paper

50	Head Sketch
60	Bust Sketch
80	Full Figure Sketch
40	Extra Background
40	Extra Coloring

75	**WATERCOLOR PAINTING**
	Average A4 paper

ONE PAGE WEBSITE UI DESIGN

500-1000	Beginner Designer
1500-5000	Professional Designer/ Agencies
20	*or per hour*

ECCOMERCE WEBSITE UI DESIGN

5000	Beginner Designer
7000	Professional Designer/ Agencies

CUSTOM DATABASE INTERACTIVE UI WEBSITE DESIGN

1500-7000	Beginner Designer
7000-15000	Professional Designer/ Agencies
50	*or per hour*

250-450	**LANDING PAGE DESIGN**

450-900	**BLOG THEME DESIGN**

MOBILE APP UI DESIGNS
Per hour

10-40	Wireframing
	Average of 10 hours of work
20-50	Average UI Design
	Average of 40 hours of work
50-200	Complex UI Design
	Average of 80 hours of work
20-40	Average UX Design
	Average of 20 hours of work
40-100	Complex UX Design
	Average of 80 hours of work

75-100	Email Signature
200-450	Email Newsletter/ Template
150	E-Banner
100	Animated E-Banner

VOICE OVER ACTOR
Per Minute

100-250	0-5 Minutes
250-500	5-15 Minutes
500_750	15-30 Minutes
750-1000	30-40 Minutes
1000-1500	40-60 Minutes

50-100	*Per script page*

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SOCIAL MEDIA DESIGNS

Profile & Cover Picture Designs
(These items include the design fees only without social media management)

50-100	Facebook
50-100	Twitter
30-100	Instagram
50-100	Youtube
30-100	Google Plus
30-100	Linkedin

200-450	Full Package

Including; Profile and cover / header pictures designs for Facebook, Twitter, Instagram, Youtube, Google and Linkedin.

Post Design per post

50-100	*One post only*
120-150	*Three posts*
250-550	Post Design per Month

Salary Based for around 20 Designs

100-250	Post Template/ Guideline

Facebook Ads

30-80	*One Design only*
145-240	*Three Ads Package*

CARICATURE PORTRAIT HAND DRAWING
Average A3 paper

7-16	Black & White, head only
10-20	Black & White, full body
20-30	Colored, head only
30-60	Colored, full body

MOTION, ANIMATION, 2D & 3D

150-250	One Minute Motion Graphic
300-400	One Minute Animation
100-150	Logo Animation
750-850	One Minute 3D Motion Graphic
75-100	One Minute of Montage
100-150	2D Modelling Object Flat Material
70-150	3D Modelling Object Flat Material
100-150	*With added texture*
70 - 250	3D Printed Object
150 - 200	3D Modelling/sculpt (flat)
200 - 300	*With added texture*
200	3D Game Modeling
100	Animation Character Design (flat)
150	Animation Character Design (2D)
150-200	Animation Character Design (3D)
250-550	Full Animation Coloring & Sketching
290	Story Board *for over 12 slides*
50-75	Story/ Book Background Illustration
50-75	Story/ Book Digital Painting *Per Page*
100-200	Portrait Digital Painting

INTERIOR DESIGN

Design per Meter

7-10	*Simple Complexity*
10-12	*Average Complexity*
12-15	*Complex*
100-300	Render per Shot

Modern & Classic

30-60	Site Visits

PORTRAIT PHOTOGRAPHY
Per hour

40	Beginner Photographer
100	Professional Photographer

or per picture

5-10	Beginner Photographer
15-35	Professional Photographer

COMMERCIAL PHOTOGRAPHY
Per hour

10-40	Beginner Photographer
60-120	Professional Photographer

or per picture

30-45	Beginner Photographer
60-150	Professional Photographer

LANDSCAPE PHOTOGRAPHY
per picture

30-45	Beginner Photographer
150-450	Professional Photographer
300	12 food items/ 12 pictures *with lighting and a backdrop*
50-75	Image Touchup *per picture*