

Citizen By Design®

Price Guide 2024



view our work online
www.citizenbydesign.com



Citizen By Design® is a small but highly skilled studio with 20+ years industry experience, specialising in design of simple, engaging and enduring brand design.

We work with with a wide range of clients – from established businesses to startups, councils, charities, sports clubs, festivals, corporate events and everything in between. But before we put pen to paper or pixels to screen, we take the time to understand your unique business challenges, objectives and aspirations.

Every job is different, but the following Price Guide gives you indicative costs for each service. But if you let me know your goals, I'll do my best to ensure you invest on your brand where it counts.



Pricing Models

We offer 3 different options to suit your specific needs. The best fit for your project will depend on it's complexity, your budget, and the level of predictability you need.

Model 1: Fixed Fee / Package

Receive a cost for the entire project, which covers all design services and agreed deliverables.

Perfect for well-defined projects with clear scopes, as it provides budget predictability. This model is perfect for one-time projects like logo designs, production of brand assets & brochures, or website development.

See the following pages for example fixed fee projects.

Model 2: Cost per Hour

In this flexible model you'll be billed based on the number of hours spent creating your project.

Useful for ongoing work, projects with evolving scopes, and when it's challenging to determine the total project cost upfront. In this model you'll receive an itemised invoice, outlining all the completed design tasks.

Costs calculated
@ \$125 p/h + GST

Model 3: Subscription

Become a priority client and secure studio availability for a reduced monthly fee.

In return we'll ensure consistent access for ongoing projects and design support. Ideal for long-term relationships, ongoing work, and for businesses who want an expert on hand to help manage their brand.

40 / 50hrs design time
\$4K per month + GST

Limited to
3 clients

Only 1 spot
remaining

Logo Design

Create or refresh your brand identity, crafting a symbol that better reflects your businesses unique personality.

Projects commence at:

\$2.5K + GST

50% deposit is required prior to commencement of design project.

DESIGN OUTCOMES / DELIVERABLES

A minimum of 2× concept options will be presented before producing your final design.

Upon completion you will receive;

- **Primary logo / Full colour**
- **Alternative logos**
- **Basic Style Guide with colour schemes and fonts**

PROCESS

Upon contacting me you will receive a design brief to fill out – please provide as much information in this as possible, so your final designs are tailored to exactly meet your needs.

Next stage is an initial consultation phone or video call to refine our design brief.

This package includes 2× rounds of refinement to your chosen concept.

Please note that additional developments can be made at an additional cost.

Brand Development

Build your businesses reputation and better position your brand in comparison to competitors.

Projects commence at:

\$3.5K + GST

50% deposit is required prior to commencement of design project.

DESIGN OUTCOMES / DELIVERABLES

Brand Audit: A professional review of all your existing marketing/comms material.

Consultation: Face to face, video or phone interviews to reveal key stakeholder perceptions

Competitor Review: Focusing on competitors brand positioning, online presence, and content.

Global Benchmarking: Some examples of 'best in class' brand strategy/identity work.

Brand Positioning: Define the "who, what and why" about your business and brand.

PROCESS

Upon contacting me you will receive a design brief to fill out, requesting important information about your current branding, competition, and aspirations you have for your business.

Next stage is an initial consultation video call to refine our design brief.

This package includes 3× rounds of consultation/workshops, which will assist the production of comprehensive brand audit, guidelines and positioning. *Please note that additional developments can be made at an additional cost.*

Social Media

Produce digital content that raises awareness, builds trust, and converts your communities interest into sales.

Projects commence at:

\$1.5K + GST

50% deposit is required prior to commencement of design project.

DESIGN OUTCOMES / DELIVERABLES

Upon completion you will receive;

- **Profile Photo:** for LinkedIn, Instagram & Facebook.
- **Banner Image:** for LinkedIn, Instagram & Facebook.
- **Social Media Post:** a social post or content carousel relevant to your business.

PROCESS

Upon contacting me you will receive a design brief to fill out – please provide as much information in this as possible, so your final designs are tailored to exactly meet your needs.

Next stage is an initial consultation phone or video call to refine our design brief.

This package includes 2× rounds of refinement to your chosen concept.

Please note that additional developments can be made at an additional cost.

Website

Elevate your business with a website which gives you greater reach and deeper connection with your audience.

Projects commence at:

\$5K + GST

50% deposit is required prior to commencement of design project.

DESIGN OUTCOMES / DELIVERABLES

A fully functional website: with pages such as Homepage, About, Contact, Blog, etc.

SEO: descriptions will be added to pages and images on your site, helping customers find you.

Domain connection: your new website on your current URL (requires domain provider access)

Social media: social posts set-up to automatically appearing on your site (requires access)

Training: tutorial showing you how to easily make updates & changes to your site.

PROCESS

Upon contacting me you will receive a design brief to fill out – please provide as much information in this as possible, so your final designs are tailored to exactly meet your needs.

Next stage is an initial consultation phone or video call to refine our design brief.

This package includes 2× rounds of refinement to your chosen website concept.

Please note that additional developments can be made at an additional cost.

**“PRICE IS WHAT YOU PAY.
VALUE IS WHAT YOU GET”**

WARREN BUFFET



**Brand Design is a powerful tool
that helps businesses to connect with
audiences and build reputation.**

If you're looking to change or develop
your businesses visual communications,
it'd be great to discuss that over the
phone or in-person. Please get in touch.

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