



Citizen By Design®

Price Guide 2024



view our work online
www.citizenbydesign.com



Independent Brand Designer

Working with clients worldwide, from a studio in Melbourne.

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

We work with with a wide range of clients – from established businesses to startups, councils, charities, clubs, festivals and everything in between – but before I put pen to paper or pixels to screen, I 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. If you let me know your goals, I'll do my best to ensure you invest on your brand where it counts.

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Logo Design

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

Projects commence at:

\$3.5K + 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.

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

Upon completion you will receive;

- **Primary Logo** → full colour logo crafted and exported as Vector / JPG / PNG.
- **Secondary Logos** → mono colour logo variations developed.
- **Alternate Logos** → stacked and landscape variations as required.
- **Basic Style Guide** → confirming your new brands logos, colour schemes and fonts.

PROCESS

Logo Design jobs are broken down into clearly defined design phases, and follow a process that focuses our thinking towards creative and effective outcomes. This project includes Questionnaire and Workshop (Brand Audit, Competitor Review, and 'Best in Class' branding), before the development of your new brand identity.

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

Depending on your specific requirements, we can help you develop a stronger Social Media Brand by creating items such as;

- **Profile Photo** → make sure your logo works well across all social channels.
- **Banner Image** → build your businesses reputation and communicate your brand personality to customers.
- **Social Media Post** → promote your business with a professionally designed marketing posts.
- **Social Media Carousel** → create a story that engages and sells.

PROCESS

Upon contact 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 / video call to refine our design brief.

Website

Elevate your business with a website that 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

Depending on your specific requirements, we can help you develop a fully functional website that builds your online presence and stands out.

- **Website** → with Homepage, About, Contact, Blog, Store, etc. that works and looks great on desktop & mobile.
- **SEO** → descriptions will be added to pages and images on your site, helping customers to search and find you.
- **Social media Connection** → we can connect your Instagram & Facebook so social posts appear automatically on your new site.
- **Training** → workshop showing you how to easily make updates 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 designs are tailored to exactly meet your needs. Next stage is an initial consultation phone or video call to refine our design brief.

**“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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