



LOGO PRICING

Updated: 1/31/2022

A church or school logo is a unique opportunity to visually summarize what you believe, teach, and confess. In the visually fluent culture of today, a logo plays an essential role in helping you to construct a positive and uniform image. It may also serve to generate interest, and as a starting point for evangelizing the unchurched. When someone asks that important question, "What does this mean?," you now have a prime opportunity to share the gospel.

Logo pricing is based on the needs of the client. A client with more specific needs requires more time in the design process, so I use an hourly fee structure.

- \$70/hr is my current rate for logo design.
- The minimum fee is \$500.
- For most designs, the time logged will be between 15 - 20 hours. The average fee is between \$900-\$1,400.
- In addition to the design fee, the client will be billed for any font licenses that were necessary to complete the design. A font typically costs between \$10-\$30. The designer will take your budget needs into consideration when selecting fonts, as there are many free options available. Upon completion of the designs, the font and license is transferred to the client.
- The complexity of a design does not necessarily correspond to the cost. The most effective logos are often very simple, but finding a design that best fits an individual congregation's needs is what requires the most time.

TIMELINE

A client often wants to know how long it will take to receive a finished design. There may be looming deadlines for publication or printing. As you can see from the pricing, 15 hours adds up to only about two days' work on my end. However, the most time-consuming part of the process takes place on the client's end. Assembling a committee to discuss and make decisions about potential designs is important work and takes time; it should not be underestimated. If a group is only able to meet once per month, this determines the rate at which the design can move forward.

- Plan on a minimum of six months from signing the agreement to receiving a finished product.
- As convenient as it may be to discuss designs via e-mail for the sake of time, this is not conducive to a committee moving in a uniform direction. It most often results in scattered, individual reactions and an even longer decision process. It may also add significantly to the overall cost if the designer has to guess at direction or try to accommodate multiple directions.
- Although the client may have a realistic end date in mind, I cannot guarantee a product to you by that date. I work freelance in addition to a full-time job. When I receive feedback, the changes will typically be made within one week, and from that point the ball is in your court. Committees often begin with the best of intentions, but later discover their goals are unrealistic. Bear this in mind; plan for longer than you expect.

PAYMENT SCHEDULE

The fee is broken up into two installments:

- A \$250 non-refundable deposit is due upon signing a project agreement. This assures me of your commitment to the project. The deposit counts toward the total fee. Design work can begin after I receive the deposit and a signed agreement.
- The remainder of the fee, plus any expenses (e.g., font licences), is due within 15 days of receiving the final designs.