



Design Pricing Guide

Individual Projects

Non-copyrighted Custom Logo: \$40

Requires return of signed logo design questionnaire by proof week scheduled. Includes 1 concept drawing and 3 edits. \$15 per additional edit and \$25 fee for complete redraw. Requires Trademark symbol to be included on logo.

Copyrighted Custom Logo: \$125

Requires return of signed logo design questionnaire by proof week scheduled. Includes 1 concept drawing and 3 edits. \$15 per additional edit and \$25 fee for complete redraw after proofing. Includes copyright filing and fee of \$35 for e-file of application.

Premade Logo: \$25

Includes customized color scheme, text and 1 additional edit after proofing. Color scheme and details must be provided by proof week scheduled.

Facebook Cover & Profile: \$25

Requires purchase of custom (non-copyright or copyright) or premade logo purchase. Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required.

Etsy Banner & Avatar: \$25

Requires purchase of custom (non-copyright or copyright) or premade logo purchase. Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required.



Individual Projects

Web Banner for website: \$25 each

Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required.

Web Button for website: \$15 each

Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required.

Custom Social Media Icons for website: \$15 each

Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required.



Individual Projects

Business Card (1 sided): \$25

Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required. Does not include printing charges.

Business Card (1 sided): \$40

Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required. Does not include printing charges.

CD Label: \$40

Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required. Does not include printing charges.

CD Jacket or envelope: \$35 initial, \$15 per additional page/side

Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required. Does not include printing charges.

T-shirt Design (1 side): \$40

Requires return of signed logo design questionnaire by proof week scheduled. Includes 1 concept drawing and 3 edits. \$15 per additional edit and \$25 fee for complete redraw after proofing. If personal artwork is being provided, proof of ownership is required. Does not include printing charges.

T-shirt Design (2 side): \$75

Requires return of signed logo design questionnaire by proof week scheduled. Includes 1 concept drawing and 3 edits. \$15 per additional edit and \$25 fee for complete redraw after proofing. If personal artwork is being provided, proof of ownership is required. Does not include printing charges.



Print

Individual Projects

Fabric Label (1 side): \$25

Requires purchase of custom (non-copyright or copyright) or premade logo purchase. Includes 1 concept drawing and 3 edits. \$15 per additional edit and \$25 fee for complete redraw after proofing. If personal artwork is being provided, proof of ownership is required. Does not include printing charges.

Fabric Label (2 side): \$35

Requires purchase of custom (non-copyright or copyright) or premade logo purchase. Includes 1 concept drawing and 3 edits. \$15 per additional edit and \$25 fee for complete redraw after proofing. If personal artwork is being provided, proof of ownership is required. Does not include printing charges.

Small Advertising for web or print: \$25

Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required. For web or print publications only. (Sizes up to 4 inches by 6) Does not include printing charges.

Medium Advertising for web or print: \$40

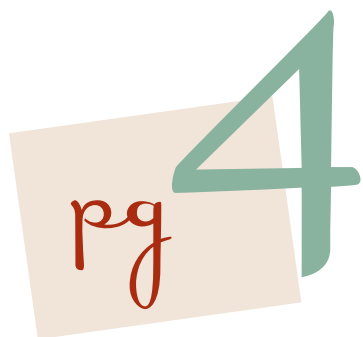
Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required. For web or print publications only. (Sizes up to 8 inches by 10) Does not include printing charges.

Large Advertising for web or print: \$55

Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required. For web or print publications only. (Sizes up to 11 inches by 21) Does not include printing charges.

X-Large Advertising for web or print: \$75

Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required. For web or print publications only. (Sizes up to infinite) Does not include printing charges.



Print

Individual Projects

Book Cover: \$40

Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required. For web or print publications only. Does not include printing charges.

Brochure or catalog: \$25 per page

(If more than 10 pages, ask for custom quote)

Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required. For web or print publications only. Does not include printing charges.

Small Billboard or sign: \$45

Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required. (Sizes up to 5 feet) Does not include printing or space rent charges.

Medium Billboard or sign: \$60

Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required. (Sizes up to 15 feet) Does not include printing or space rent charges.

Large Billboard or sign: \$75

Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required. (Sizes up to 36 feet) Does not include printing or space rent charges.

Additional Pop-out Billboard Fee: \$75 each element

Charge on top of billboard size price. Includes design that pops out from side of print area and attaches to billboard for 3 dimensional look. Does not include printing or space rent charges.



Print

Packages

Simple Branding Package - Non-copyrighted Custom Logo: \$100

Requires return of signed logo design questionnaire by proof week scheduled. Includes 1 concept drawing and 3 edits. \$15 per additional edit and \$25 fee for complete redraw. Requires Trademark symbol to be included on logo. Includes Logo, Business Card (1 side), Facebook or Etsy, stamp, watermark. Package elements scheduled separately from logo.

Simple Branding Package - Copyrighted Custom Logo: \$185

Requires return of signed logo design questionnaire by proof week scheduled. Includes 1 concept drawing and 3 edits. \$15 per additional edit and \$25 fee for complete redraw after proofing. Includes copyright filing and fee of \$35 for e-file of application. Includes Logo, Business Card (1 side), Facebook or Etsy, stamp, watermark. Package elements scheduled separately from logo.

Simple Branding Package - Premade Logo: \$85

Includes customized color scheme, text and 1 additional edit after proofing. Color scheme and details must be provided by proof week scheduled. Includes Logo, Business Card (1 side), Facebook or Etsy, stamp, watermark. Package elements scheduled separately from logo.

Facebook Package: \$65

Requires purchase of custom (non-copyright or copyright) or premade logo purchase. Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required. Includes Cover, Profile and up to 5 album covers.

Package elements scheduled separately from logo.



Packages

Etsy Package: \$65

Requires purchase of custom (non-copyright or copyright) or premade logo purchase. Includes 1 layout and 3 edits. \$15 per additional edit and \$25 fee for complete redesign after proofing. If personal artwork is being provided, proof of ownership is required. Includes Banner, Avatar and up to 5 album covers. Package elements scheduled separately from logo.

Crafters Package (Non-copyright): \$115

Requires return of signed logo design questionnaire by proof week scheduled. Includes 1 concept drawing and 3 edits. \$15 per additional edit and \$25 fee for complete redraw. Requires Trademark symbol to be included on logo. Includes Logo, Business Card (1 side), Facebook & Etsy, stamp, watermark, and label layout (1 side) Package elements scheduled separately from logo.

Crafters Package (Copyright): \$200

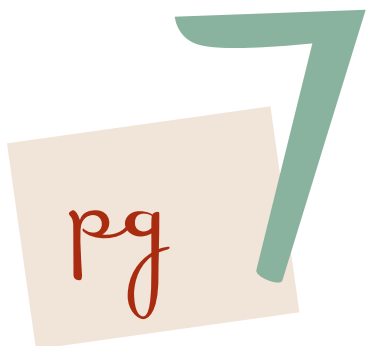
Requires return of signed logo design questionnaire by proof week scheduled. Includes 1 concept drawing and 3 edits. \$15 per additional edit and \$25 fee for complete redraw after proofing. Includes copyright filing and fee of \$35 for e-file of application. Includes Logo, Business Card (1 side), Facebook & Etsy, stamp, watermark, and label layout (1 side) Package elements scheduled separately from logo.

Photogs Package (Non-copyright): \$135

Requires return of signed logo design questionnaire by proof week scheduled. Includes 1 concept drawing and 3 edits. \$15 per additional edit and \$25 fee for complete redraw. Requires Trademark symbol to be included on logo. Includes Logo, Business Card (1 side), Facebook & Etsy, stamp, watermark, and CD Label & Envelope Package elements scheduled separately from logo.

Photogs Package (Copyright): \$215

Requires return of signed logo design questionnaire by proof week scheduled. Includes 1 concept drawing and 3 edits. \$15 per additional edit and \$25 fee for complete redraw after proofing. Includes copyright filing and fee of \$35 for e-file of application. Includes Logo, Business Card (1 side), Facebook & Etsy, stamp, watermark, and CD Label & Envelope Package elements scheduled separately from logo.



New Policies

Custom Quotes:

Don't see the project you need listed?

Custom or contract work can be personally quoted to fit your needs. Please email davisphotoanddesign@gmail.com with as many details as you can provide for the project. Please include size specifications, color specifications, business or organization info as well as anything else like page amounts and deadlines. Quotes are estimates only and are subject to change depending on edit amounts and time put into project.

Rush orders:

Rush orders are now double the cost of each project requesting a rush. Only 5 rush spots are available each week and they are filled in the order they are received.

Proofing:

Edit requests are required in 48 hours of proof unless prearrange prior to project or in cases of emergency. Edits are sent out same week initial proofs are sent.

Booking:

No projects are booked without payment to hold the spot. Projects are booked separately even in cases of package purchase to allow time for approval. All bookings are subject to change in case of family emergency or illness pertaining to designer/owner. Clients who this affects are notified immediately and booked the next available week.

Invoicing:

Payments on invoices are due with 48 hours of being sent. No spots are held without payment confirmation. Consult only includes an estimate of when your proof week could be. If spots fill you are booked in the soonest available spot. By paying invoice, you agree to our policies.

Refusal of Service:

We reserve the right to refuse service to anyone if offensive or hostile in nature either by correspondence or subject of business.



New Policies

Correspondence:

We do not do phone consultations for design services. Many of our clients are overseas so we do not offer that service. All correspondence is done via email or through Facebook so all contact is documented for us as well as the client's records. Phone consults can be requested for an additional fee. Messages are responded to within 2 weeks of receipt for new bookings and 1 week for current projects.

Logo Questionnaire:

We now require a questionnaire to be returned on all logo design bookings. If enough information is provided initially, we no longer need to lay three different layouts out per logo. If form is not filled out to competition, or not signed, we will be unable to complete your project. All forms are due BEFORE the proof week scheduled. If not received completed and signed by Sunday at midnight (Central) we will reschedule your project.

Files and delivery:

Final file delivery is made once to the email you provide for invoicing. If another email is preferred, please provide in writing at time of project approval. All files are sent via ftp for tracking. To resend files that were lost or do not arrive, a fee of \$20 will be charged.

File Types Provided:

Logos (All) - pdf, ai, eps, jpg, png & gif
Advertising for print - pdf
Advertising for web - jpg or png
Web related files - jpg or png
Billboards & signs - eps or pdf
Business Cards- eps or pdf
T-shirts- eps or pdf
Print related files - jpg or png

Additional File Types:

Additional file types can be requested for a \$10 charge.

Additional Design Versions:

If you need any project repeated in a different color mode such as black and White, solid white, black or gray, additional charge is \$20. No other changes can be done or additional edit charge will apply.

Trademark Requirement:

We now require a trademark symbol on all of our non-copyrighted and premade logos. This protects you and your business as well as protects our artwork from being used by someone else. This requirement only includes use of trademark and does not include any application filing. You can apply for a trademark at your own leisure.

Refunds:

We do not offer refunds for any reason. We are not paid for a product we are paid for our time. Once a project is paid and booked that will not be refunded. If a change in project is required or you would like to cancel, we offer a credit service. You can apply the amount you paid to another project in the future. Credit only valid for 1 year from date paid.

New bookings are required to sign and return via email the attached agreement prior to project date.



Agreement

By Signing this agreement you are acknowledging that you are not only a client of Davis Design and Photography, you are agreeing to pricing and all terms, conditions & Policies. Please return this page only.

I, _____, agree to the policies that were provided to me upon booking as a client for Davis Design & Photography. I agree and understand all pricing, terms, conditions and policies included in this packet. I understand that these policies may change and that I will be notified.

Signed on this date: _____

Signature: _____

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