



# PRICING GUIDE

## 2024

# LOGOS

## Simple Package

- ✓ Custom Logo Design: Creation of a unique logo based on the client's specifications and brand identity
- ✓ Initial Concepts: Presentation of 2 initial logo concepts for client review
- ✓ Revisions: Up to 2 rounds of revisions to refine the chosen logo concept
- ✓ Final Files: Delivery of final logo files in standard formats (e.g., JPEG, PNG) suitable for digital and print use
- ✓ Usage Guidelines: Basic guidelines on logo usage and color specifications



## Classic Package

- ✓ Everything included in the Starter Package
- ✓ Additional Concepts: Presentation of 3 initial logo concepts for client review
- ✓ Extended Revisions: Up to 3 rounds of revisions to further refine the chosen logo concept
- ✓ High-Resolution Files: Delivery of final logo files in high-resolution formats suitable for various applications
- ✓ Usage Guidelines: Comprehensive guidelines covering logo usage, spacing, and minimum size requirements

## Professional Package

- ✓ Everything is included in the Simple Package
- ✓ Additional Concepts: Presentation of 3 initial logo concepts for client review
- ✓ Extended Revisions: Up to 3 rounds of revisions to further refine the chosen logo concept
- ✓ Brand Identity Exploration: Exploration of brand identity elements such as typography and color palette to complement the logo
- ✓ Brand Audit: In-depth analysis of current branding efforts and recommendations for improvement
- ✓ Discounts on website design services and social media services
- ✓ Usage Guidelines: Detailed brand guidelines covering logo usage, color codes, typography, and brand positioning



# ADD-ON DESIGN PACKAGES



## Complete Logo

STARTING  
FROM/

**\$150**



- Variety of options from logo refresh, logo fixes, new logos, and more
- Multiple file types (PNG, PDF, and SVG vector files)
- Up to 2 additional logo variations (each additional logo is \$50.00)
- Two revision rounds
- Usage Guidelines
- Optimized for web & mobile

## Business Card Design

STARTING  
FROM/

**\$40**

- One-on-one consultation
- Three design concepts to choose and work from
- Revision rounds
- Of site printing
- Digital Version: A soft copy for electronic sharing

## Business Needs Package

STARTING  
FROM/

**\$20**

- Two design concepts
- Select from Letterheads, Infographics, Tags, Menus and more
- Print & digital formats: PDF, JPEG, and PNG for printing and digital use.
- Local printing service through Modern Petal

## Design Icons and Graphics Package

STARTING  
FROM/

**\$250**

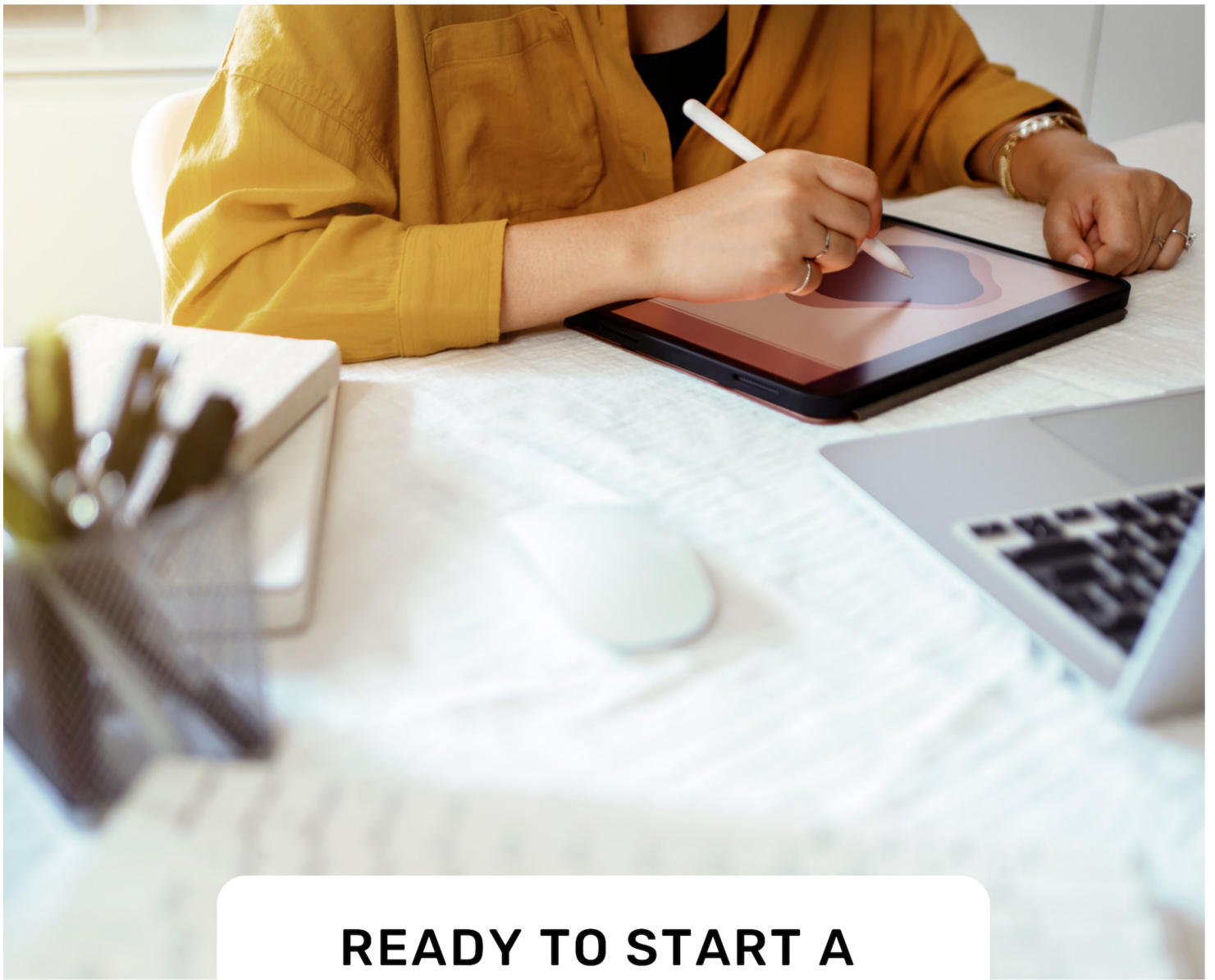
- 3-6 Graphic icons (simple to intricate designs depending)
- Multiple file types (PNG, PDF, and SVG vector files)
- Color pallets for branding and design
- Local printing service through Modern Petal

## Merchandise Design Package

STARTING  
FROM/

**\$10**

- 5 Designs on product of your choosing (t-shirts, mugs, etc.)
- Easy future reordering process
- Two design concepts for each product
- Three Revision Rounds
- Local printing service, shipped directly to your business



READY TO START A

# NEW PROJECT?

If you've got a clear vision and are eager to kickstart your new project, let's dive in!

Fill out the contact form at [modernpetalstudio.com](https://modernpetalstudio.com)

we will send a project inquiry to you shortly after!

If you're still in the exploration phase or have more questions, no worries at all.



Send any questions you have at:  
[modernpetalstudio@gmail.com](mailto:modernpetalstudio@gmail.com)