



DESIGNERS UNION MINIMUM DESIGN PRICE LIST

- . The following Prices represent the minimum fees a designer should ask for each listed item and these prices are not by any mean the average pricing for each item.
- . The minimum price is intended for beginner designers and for simple projects where the pricing should increase for experienced designers and agencies according to the complexity of the project at hand, the experience of the designer and the status of the client, which should be assessed by the designer himself.
- . Average pricing does not represent the minimum and maximum pricing of that item, these are averages of the minimum rates only.
- . Prices differ from project to project, each project should be re estimated.
- . In exception for some items, prices stated are cut prices vs. hourly rates, we believe that hourly rates are not the best reflection of experience and time actually spent on a project.
- . Unmentioned items should be estimated by the designer and will be considered to be added on later updates of this price list.
- . All prices are in US Dollars where you can convert them to your country's currency.
- . For prices in certain countries as Egypt, Syria and Sudan, please divide the prices by half, taking into consideration the currency differences.
- . This List is not to be edited by any mean by anyone, except for Designers Union officials.

DESIGNERS UNION MINIMUM DESIGN PRICE LIST

LOGO DESIGN

3 Design options with 2 rounds of edits on each

- 150-350** Beginner Designer
- 450-2500** Professional Designer
- 2000-5000** Professional Agency

100-150 LOGO VECTORIZING

Vectorizing an already existing logo design

250-450 ARABIC CALLIGRAPHY

Logo, or illustration

100-250 IDENTITY ELEMENTS

Including; Supporting identity elements, patterns, color system, fonts, etc..

350-1400 BRAND IDENTITY

Including; Logo design & supporting identity elements, patterns & color system, fonts, etc..

150-400 IDENTITY ICONS & ILLUSTRATIONS

Icon set or illustrations supporting the created brand identity

150-350 IDENTITY CHARACTER DESIGN

One character design as part of the created brand identity

LOGO EXTRA OPTION

- 75-150** Beginner Designer
- 250-1000** Professional Designer/ Agencies

LOGO EXTRA 2 ROUNDS OF EDITS

- 75-150** Beginner Designer
- 100-300** Professional Designer/ Agencies

STATIONERY DESIGN ITEMS

- 75-200** Business Card
- 75-150** Letterhead
- 75-100** Corporate Folder
- 75-100** Envelope
- 75-100** CD Cover/Jacket & Sticker

350-600 STATIONERY PACKAGE

Including; a business card, letterhead, corporate folder, envelope and CD cover & sticker

BRAND GUIDEBOOK

- 300-800** Full Logo Usage Guideline
Including; the logo usage, identity elements, patterns & color system, fonts, pictures, stationery, ads, social media designs, etc..

350-700 COMPANY PROFILE/ MANUAL/ CATALOGUE

Starting from 12 pages

1000-4500 FULL IDENTITY PACKAGE

Including; Logo & identity design, stationery designs package, brand guideline, may also include Identity icons, characters & illustrations

PRINTABLES

- 150-350** Flyer (One page, two pages)
- 250-350** Brochure (Bifold or trifold)
- 150-350** Poster
- 150-350** Banner (Roll up, display,etc...)
- 200-400** Calendar
- 200-300** Post card
- 100** Greeting/ Invitation card
- 75** Gift certificate
- 100** Gift bag/ Giveaway bag
- 150** Certificate
- 75** Label/ Sticker
- 100** Table tent
- 150** Dangler
- 75** Bookmark
- 75** Hang tag
- 300** Car Design
- 100-200** T shirt Design
- 75** Hat Design
- 150** Mouse Pad
- 200** Signage
- 75-150** Wall Graphics
Per wall
- 250-400** Menu *for around 8 pages*
30-40 Extra pricing per page

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PACKAGING

- 100-200** Product Label
Product Packaging
- 200-400** *One package*
- 450-650** *Three packages of the same line*

EDITORIAL DESIGNS

- 150-350** Book Cover
- 40-100** Book Design *per page*
- 700** Magazine Design
For around 24 pages
- 20-30 Extra pricing per page*

PRINT ADS

- 175** Quarter Page Ad
- 200** Half Page Ad
- 280** Full Page Ad

HAND SKETCHES

Average A4 paper

- 50** Head Sketch
- 60** Bust Sketch
- 80** Full Figure Sketch
- 40** Extra Background
- 40** Extra Coloring

75 WATERCOLOR PAINTING

Average A4 paper

ONE PAGE WEBSITE UI DESIGN

- 500-1000** Beginner Designer
- 1500-5000** Professional Designer/ Agencies
20 *or per hour*

ECCOMERCE WEBSITE UI DESIGN

- 1000-5000** Beginner Designer
- 2000-7000** Professional Designer/ Agencies
30 *or per hour*

CUSTOM DATABASE INTERACTIVE UI WEBSITE DESIGN

- 1500-7000** Beginner Designer
- 7000-15000** Professional Designer/ Agencies
50 *or per hour*

250-450 LANDING PAGE DESIGN

450-900 BLOG THEME DESIGN

MOBILE APP UI DESIGNS

Per hour

- 10-40** Wireframing
Average of 10 hours of work
- 20-50** Average UI Design
Average of 40 hours of work
- 50-200** Complex UI Design
Average of 80 hours of work
- 20-40** Average UX Design
Average of 20 hours of work
- 40-100** Complex UX Design
Average of 80 hours of work
- 75- 100** Email Signature
- 200-450** Email Newsletter/ Template
- 150** E-Banner
- 100** Animated E-Banner
- 75-100** *Per Minute*
- 100-250** 0-5 Minutes
- 250-500** 5-15 Minutes
- 500_750** 15-30 Minutes
- 750-1000** 30-40 Minutes
- 1000-1500** 40-60 Minutes
- 50-100** *Per script page*

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SOCIAL MEDIA DESIGNS

Profile & Cover Picture Designs

(These items include the design fees only without social media management)

- 50-100** Facebook
- 50-100** Twitter
- 30-100** Instagram
- 50-100** Youtube
- 30-100** Google Plus
- 30-100** LinkedIn

- 200-450** Full Package
Including; Profile and cover / header pictures designs for Facebook, Twitter, Instagram, Youtube, Google and LinkedIn.

- Post Design per post
- 50-100** *One post only*
- 120-150** *Three posts*
- 250-550** Post Design per Month
Salary Based for around 20 Designs
- 100-250** Post Template/ Guideline

- Facebook Ads
- 30-80** *One Design only*
- 145-240** *Three Ads Package*

CARICATURE PORTRAIT HAND DRAWING

Average A3 paper

- 7-16** Black & White, head only
- 10-20** Black & White, full body
- 20-30** Colored, head only
- 30-60** Colored, full body

MOTION, ANIMATION, 2D & 3D

- 150-250** One Minute Motion Graphic
- 300-400** One Minute Animation
- 100-150** Logo Animation
- 750-850** One Minute 3D Motion Graphic
- 75-100** One Minute of Montage
- 100-150** 2D Modelling Object Flat Material
- 70-150** 3D Modelling Object Flat Material
- 100-150 With added texture*
- 70 - 250** 3D Printed Object
- 150 - 200** 3D Character modelling/sculpt (flat)
- 200 - 300 With added texture*
- 200** 3D Game Modeling
- 100** Animation Character Design (flat)
- 150** Animation Character Design (2D)
- 150-200** Animation Character Design (3D)
- 250-550** Full Animation Coloring & Sketching
- 290** Story Board *for over 12 slides*
- 50-75** Story/ Book Background Illustration
- 50-75** Story/ Book Digital Painting *Per Page*
- 100-200** Portrait Digital Painting

INTERIOR DESIGN

Design per Meter

- 7-10** *Simple Complexity*
- 10-12** *Average Complexity*
- 12-15** *Complex*

- 100-300** Render per Shot
Modern & Classic

- 30-60** Site Visits

PORTRAIT PHOTOGRAPHY

Per hour

- 40** Beginner Photographer
- 100** Professional Photographer

- or per picture*
- 5-10** Beginner Photographer
- 15-35** Professional Photographer

COMMERCIAL PHOTOGRAPHY

Per hour

- 10-40** Beginner Photographer
- 60-120** Professional Photographer

- or per picture*
- 30-45** Beginner Photographer
- 60-150** Professional Photographer

LANDSCAPE PHOTOGRAPHY

per picture

- 30-45** Beginner Photographer
- 150-450** Professional Photographer

- 300** 12 food items/ 12 pictures
with lighting and a backdrop

- 50-75** Image Touchup *per picture*