



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

100-250 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

100-150 LOGO VECTORIZING

Vectorizing an already existing logo design

250-450 ARABIC CALLIGRAPHY

Logo, or illustration

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
<i>Including; the logo usage, identity elements, patterns & color system, fonts, pictures, stationery, ads, social media designs, etc..</i>	

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
	<i>Per wall</i>
250-400	Menu <i>for around 8 pages</i>
30-40	<i>Extra pricing per page</i>

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PACKAGING

100-200	Product Label
	Product Packaging
200-400	<i>One package</i>
450-650	<i>Three packages of the same line</i>

EDITORIAL DESIGNS

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

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	<i>or per hour</i>

ECCOMERCE WEBSITE UI DESIGN

1000-5000	Beginner Designer
2000-7000	Professional Designer/ Agencies
30	<i>or per hour</i>

CUSTOM DATABASE INTERACTIVE UI WEBSITE DESIGN

1500-7000	Beginner Designer
7000-15000	Professional Designer/ Agencies
50	<i>or per hour</i>

250-450 LANDING PAGE DESIGN

450-900 BLOG THEME DESIGN

MOBILE APP UI DESIGNS

Per hour

10-40	Wireframing
	<i>Average of 10 hours of work</i>

20-50	Average UI Design
	<i>Average of 40 hours of work</i>

50-200	Complex UI Design
	<i>Average of 80 hours of work</i>

20-40	Average UX Design
	<i>Average of 20 hours of work</i>

40-100	Complex UX Design
	<i>Average of 80 hours of work</i>

75- 100	Email Signature
200-450	Email Newsletter/ Template
150	E-Banner
100	Animated E-Banner

VOICE OVER ACTOR

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	<i>Per script page</i>
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DESIGNERS UNION MINIMUM DESIGN PRICE LIST

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*

200-300 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*