

# BRANDPICKED

Brand Picked Pricing Rate Card | Ready-made brand identities for your business start-up  
brand-picked.com | contact: info@clearbrand.co.uk

Project Tasks	Estimated Fixed cost	TimeFrame	Description
<b>Consultancy</b>			
New business consultancy - 1 hour call	£75	1 day	One hour discussion including advice on new business ideas, practical advice on what you need to start a company, getting set up to pay tax and good references for our network of tried and tested accountants, solicitors and other connections.
<b>Rate card: Branding Items pricing</b>			
<b>LOGO DESIGN</b>			
Single Logo Design - one option	£195	2-3 days	1 Round of amends / Further amends per hour
Single Logo Design - two to three options	£295	3-5 days	2 Round of amends / Further amends per hour
Old Logo Refresh / Redraw - 2 options	£295	2-3 days	1 Round of amends / Further amends per hour
<b>GUIDELINES</b>			
Brand Guidelines Document (single pager)**	£195	1-2 days	1 Round of amends / Further amends per hour
Brand Guidelines Document (simple 5 pager)**	£695	3-4 days	2 Round of amends / Further amends per hour
Brand Guidelines Document (Longer)	price to be quoted on brief	3-5 days	2 Round of amends / Further amends per hour
<b>OTHER ITEMS</b>			
Company Naming	£395	1-2 days	Five names provided. Domain names suggested and checked against google searches / competition.
Infographics	£75 per hour		
Illustrations/ icons	price to be quoted on brief		
Copywriting	price to be quoted on brief		
Expert digital photo retouching	£60 per hour		
<b>Rate card: Web/Digital/Video Items pricing</b>			
<b>WEBSITE</b>			
Simple site up to 5 pages using a wordpress template	£1,295	15-40 days	3 Round of amends / Further amends per hour
Custom developed website - no template - up to 10 pages	£2,495	15-60 days	3 Round of amends / Further amends per hour
Larger custom developed website + complicated functionality + custom CMS	Price to be quoted on brief.	30-90 days	3 Round of amends / Further amends per hour
<b>DIGITAL COMPANY DOCUMENTS</b>			
Word Document - Branded Title and contents slide	£295	1-2 days	1 Round of amends / Further amends per hour
PowerPoint template - Branded Title and contents slide	£395	1-2 days	1 Round of amends / Further amends per hour
<b>OTHER DIGITAL ITEMS</b>			
Twitter / Facebook (or other social) profile cover	£75	2-3 days	1 Round of amends / Further amends per hour
E-newsletter template design	£395	2-3 days	1 Round of amends / Further amends per hour
Online banner adverts / campaigns - Static image/GIF design only	£145	1-2 days	1 Round of amends / Further amends per hour
Online banner adverts / campaigns - HTML	£295	1-2 days	1 Round of amends / Further amends per hour
HTML Email Signature	£195	3-4 days	1 Round of amends / Further amends per hour
<b>DIGITAL MARKETING / SEO / SOCIALS ITEMS</b>			
Social Media Page Design	£75 per social	1-2 days	(FB, Twitter, LinkedIn, Instagram, etc) Social page design and templates for posting. 1 Round of amends / Further amends per hour
Social Media Templates	£50 per template	1-2 days	Templates for posting / Images / infographics / quotes etc. 1 Round of amends / Further amends per hour
Social Media Management	£395 per month (up to 4 social media accounts synced)	monthly	Running social media accounts – 2 posts per week. We will use organic tactics (hashtags, following, contests) to grow your channels. We use hootsuite to sync your socials. 1 Round of amends / Further amends per hour
Social Media Advertising	Our Fee £145 p/m Advert Spend £100 p/m	monthly	Social Media Advertising: Creating, monitoring and optimizing of your social media advertising campaigns that target potential buyers to 1) connect with your brand or 2) go to your website or 3) drive sales. Social media advertising is the cheapest form of advertising. It is our mission to help you reach as many people for the lowest cost possible.
SEO Search Engine Marketing	£295-495 p/m	monthly	Increasing your website position in search results
Google Adwords setup - Pay per click advertising (PPC)	ClearBrand Fee £145 p/m Advert Spend £100 p/m	monthly	

VIDEO			
Animated Video - up to 1 minute	£1295 approx	5-20 days	2 Round of amends / Further amends per hour
Animated Video - up to 2 minutes	£1995 approx	5-20 days	2 Round of amends / Further amends per hour
Live Footage video (filmed) - up to 1 minute	£2995 approx	5-20 days	2 Round of amends / Further amends per hour
Live Footage video (filmed) - up to 2 minutes	£3995 approx	5-20 days	2 Round of amends / Further amends per hour
PHOTOGRAPHY			
Photography - 1/2 Day Rate + edited photos	£495	1-2 days	Price depending on how many photos required
Photography - FULL Day Rate + edited photos	£795	3-4 days	Price depending on how many photos required
Photoshop editing	£75 per hour		
Rate card: Printed Items pricing			
BRANDED ITEMS			
Business Card – single sided	£145	1-2 days	1 Round of amends / Further amends per hour
Business Card – double sided	£295	1-2 days	1 Round of amends / Further amends per hour
Letterhead/Compliment Slip, any size up to A4	£245	1-2 days	1 Round of amends / Further amends per hour
PRINTED LEAFLETS, POSTERS AND BOOKLETS			
Flyer/Leaflet Graphic Design up to A5 size, single sided	£195	2-3 days	1 Round of amends / Further amends per hour
Flyer/Leaflet Graphic Design up to A5 size, double sided	£295	2-3 days	1 Round of amends / Further amends per hour
Flyer/Leaflet Graphic Design e.g. case study - up to A4 size, single sided	£145 template /£75 per case study	2-3 days	1 Round of amends / Further amends per hour
Flyer/Leaflet Graphic Design e.g. case study - up to A4 size, double sided	£295 template /£125 per case study	2-3 days	1 Round of amends / Further amends per hour
Brochures/magazines/Reports - est £50 per page	£595	3-5 days	1 Round of amends / Further amends per hour
Poster Graphic Design, any size up to A2	£245	2-3 days	1 Round of amends / Further amends per hour
Invitation Graphic Design (single side)	£245	2-3 days	1 Round of amends / Further amends per hour
Invitation Graphic Design (double side)	£395	2-3 days	1 Round of amends / Further amends per hour
Advert Graphic Design (from supplied template, text & images) up to A5	£195	2-3 days	1 Round of amends / Further amends per hour
Advert Graphic Design (Original design + stock images), up to A5	£295	2-3 days	1 Round of amends / Further amends per hour
Menu Graphic Design (based on A4 Menu)	£295	4-5 days	1 Round of amends / Further amends per hour
EXHIBITION, SIGNAGE AND VEHICLES			
Roller Banner Graphic Design	£295	2-3 days	1 Round of amends / Further amends per hour
Exhibition Design	Price to be quoted on brief.		
Building Main Signage	Price to be quoted on brief.		
VEHICLE LIVERY DESIGN (Car or small van) lettering only	£245	1-2 days	1 Round of amends / Further amends per hour
VEHICLE LIVERY DESIGN (Car or small van) Side of van's design	£395	3-5 days	1 Round of amends / Further amends per hour
VEHICLE LIVERY DESIGN (Car or small van) complete vehicle wrap design	£695	3-5 days	1 Round of amends / Further amends per hour

Please note all pricing is +VAT

Visit [brand-picked.com](http://brand-picked.com) to find out more.

Or contact [info@brand-picked.com](mailto:info@brand-picked.com)

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