

GRAPHIC DESIGN & BRANDING RATE CARD

01 À La Carte Pricing

(Fixed pricing per project, varies based on complexity)

| Service | Standard Rate (SGD) |
|---|------------------------|
| Logo Design | From \$1,800 - \$3,500 |
| Brand Identity Package | From \$4,500 - \$8,000 |
| Business Card Design | From \$250 - \$500 |
| Brochure / Flyer Design | From \$600 - \$1,500 |
| Social Media Graphics (Per Post/Set) | From \$150 - \$500 |
| Website UI/UX Design (Landing Page) | From \$2,500 - \$6,000 |
| Presentation Deck Design (10-20 Slides) | From \$1,500 - \$3,500 |
| Packaging Design | From \$2,000 - \$5,000 |
| Advertising Design (Digital & Print) | From \$800 - \$2,500 |
| Email Newsletter Design | From \$600 - \$1,500 |
| Brand Guidelines Document | From \$3,000 - \$6,000 |
| Infographic Design | From \$500 - \$1,500 |
| Poster Design | From \$600 - \$1,200 |

02 Hourly Rate

(For ongoing or retainer-based work)

| Experience Level | Hourly Rate (SGD) |
|------------------------------|-------------------|
| Junior Designer (2-5 years) | \$80 - \$120 |
| Senior Designer (10+ years) | \$150 - \$250 |
| Art Director / Creative Lead | \$250 - \$400 |

03 Retainer Packages

(For clients needing consistent design work on a monthly basis)

| Package | Included Hours | Monthly Rate (SGD) |
|--------------|----------------|--------------------|
| Starter Plan | (10 hours) | \$1,500 - \$2,000 |
| Growth Plan | (20 hours) | \$3,000 - \$4,000 |
| Pro Plan | (40 hours) | \$6,000 - \$8,000 |

- Prices may vary depending on project complexity, turnaround time, and revisions.
- Retainer packages offer priority service and discounted rates compared to à la carte pricing.
- Additional revisions beyond the agreed scope may be charged at an hourly rate.

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SAMPLE QUOTATION

SAMPLE QUOTATION 1

Simple Brand Guide (SGD 2,500)

*Including 2 revisions

SAMPLE QUOTATION 2

Company PowerPoint Template (SGD 1,500)

*Including 2 revisions - Creating a PowerPoint template with master slides (e.g., title slides, content slides, and closing slides) aligned with the brand identity.

SAMPLE QUOTATION 3

Company Polo Tee (SGD 500)

*Including 2 revisions - Designing a polo tee typically includes creating a placement for the logo and considering fabric and embroidery/print guidelines. Production isn't included, this will only cover the design.

SAMPLE QUOTATION 4

Design Services

We offer a wide range of design services, including:

- . Ad-hoc design support (e.g., banners, EDMs, luggage tags)
- . Key visual designs for events such as incentive trips
- . E-booklet design
- . Social media post designs that are engaging and aligned with your brand

SAMPLE QUOTATION 5

E-Booklet Design (SGD 1,200 for up to 15 pages)

*Includes 2 revisions (Designing an e-booklet, including layout, typography, and graphic elements).

SAMPLE QUOTATION 6

Key Visuals for the Incentive Trip

Banner Design: SGD 400 /per banner

EDM Design: SGD 300 /per EDM

Luggage Tag Design: SGD 200 /per tag

SAMPLE QUOTATION 7

Social Media Post Design

Cost: SGD 80-150 /per post

Bundle pricing: SGD 700 /for a batch of 5 posts

*Designing visually engaging and on-brand social media posts (e.g., static posts, carousels).

SAMPLE QUOTATION 8

Ad-Hoc Design Support

Retainer Option 1: up to 10 hours of work: SGD 1,250 /month

Retainer Option 2: up to 20 hours of work: SGD 2,500 /month

Hourly Rate: SGD 150 /hour

*Flexible design support throughout the year.

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ADDRESS

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(*a 5 mins walk from Aljunied MRT)

**TERMS &
CONDITIONS**

- A 50% deposit (non-refundable) is required to secure your booking and reserve our services. Our services are payable through PayNow, bank transfer or cash.
- A standard rate of \$1,200 will be charged per working file. Kindly note that this does not include raw files. The rate card is based on SGD currency. The turnaround duration for the first draft of the artwork is 5 working days.
- Express design is possible with additional cost.

PAYMENT INFO

UEN 201817337D
DBS Current Account 0720008367
PayNow 201817337D

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