

The logo for Phathus Designs features the company name in a blue, sans-serif font, centered within a white rounded rectangle that has a thick black border.

Phathus Designs

Graphic Design Rates
2022-2023

3 TIER OPTIONS

Which tier best describes your business/company or organisation?

PREMIUM



The premium tier is best suited for established businesses and big corporate companies.

STANDARD



The standard tier is best suited for clients looking to improve and/or expand their small business or for medium-sized companies.

STARTER



The Startup tier is best suited for small business startups and clients on a tight-budget.

CORPORATE IDENTITY GUIDES & BRANDING

PACKAGES & PRICING

BUSINESS +

R30 000 in VAT

Premium Logo Design

(View logo package page for breakdown)

25+pg Digital CI Guide

(3 revisions per element)

- **Logo & Logomark Lockups + Application**
 - Logo Clearance & Sizing
 - Application Dos + Donts
 - Logomark Usage
- **Colour palette**
 - RGB, CMYK & Hex Values
 - Tints & Shades
 - Colour Combination Tips
- **Typography**
 - Print & Web Fonts
 - Typestack/layout
 - Case, Weight, Size & Spacing
 - Fallback Fonts
- Custom Iconography Set (x8)
- Spot Illustration Style (x3)
- Photography Style & Editing (x8)

Branding Templates & Mockups

(2 revisions per element, excluding Website Mockup)

- Business Card Template (Front & Back)
- Letterhead Template
- 3 Social Media Banners
- 4 Curated Social Media Graphic Posts
- Website Landing page Mockup (1 Revision)
- 2 Google Banner Ads (3 sizes)

PREMIUM

R20 000 in VAT

Premium Logo Design

(View logo package page for breakdown)

15-25pg Digital CI Guide

(2revisions per element)

- **Logo Lockups + Application**
 - Logo Clearance & Sizing
 - Application Dos + Donts
- **Colour palette**
 - RGB, CMYK & Hex Values
 - Tints & Shades
- **Typography**
 - Print & Web Fonts
 - Typestack/layout
- Custom Iconography Set (x6)
- Spot Illustration Style (x2)
- Photography Style & Editing (x6)

Branding Templates & Mockups

(2 revisions per element)

- Business Card Template (Front & Back)
- Letterhead Template
- 2 Social Media Banners
- 2 Curated Social Media Graphic Posts

STANDARD

R15 000 in VAT

Premium Logo Design

(View logo package page for breakdown)

10-15pg Digital CI Guide

(1 revisions per element)

- **Logo Lockups**
 - Logo Clearance & Sizing
- **Colour palette**
 - RGB, CMYK & Hex Values
- **Typography**
 - Print & Web Fonts
- Custom Iconography Set (x4)
- Spot Illustration Style (x1)
- Photography Style & Editing (x4)

Branding Templates & Mockups

(1 revision per element)

- Business Card Template (1 sided)
- Letterhead Template

PREMIUM

Best suited for established businesses

R13 000 in VAT

- **Moodboard:**
 - 8-10 sourced reference images
- **4-5 Initial logo drafts/concepts**
(2 revisions per design)
- **Final logo**
(2 revisions)
 - Logo & Slogan
 - Logomark
 - Favicon

• **Final logo files:**

- Logo formats: jpeg, png, svg & PDF & working File (ai)
- A4 Logosheet:
 - Font/s
 - Colour Palette Values

STANDARD

Most popular

R10 000 in VAT

- **Moodboard:**
 - 6-8 sourced reference images
- **3 Initial logo drafts/concepts**
(2 revisions per design)
- **Final logo**
(2 revisions)
 - Logo & Slogan
 - Logomark
 - Favicon

• **Final logo files:**

- Logo formats: jpeg, png, PDF (Vector)
- A4 Logosheet:
 - Font/s
 - Colour Palette Values

STARTER

Best suited for small business startups

R9500 in VAT

- **Moodboard:**
 - 4-6sourced reference images
- **5 Initial logo drafts/concepts**
(2 revisions per design)
- **Final logo**
(1 revisions)
 - Logo & Slogan

• **Final logo files:**

- Logo formats: jpeg, png, PDF (Vector)