Simone Russell Art & Design
Pricing Guide / Rate Card

Prices valid up to July 2020

How it works:

TALK TO ME
Tell me about your business, design brief, likes & dislikes, and visual references. This will point me in the right direction for your design.

PAYMENT
Once I know the scope of work I will send a quote. 50% deposit is required before work begins. Once you have sent payment and proof, I will get to work!

CONCEPT
I will start working on concepts. This takes up to a week.

REFINEMENT
There may be one concept that works for you that I can refine – or there might be a few that you'd like to combine. This process is where we work together to get closer to the final design.

COMPLETION
Once finalised, your design will be sent in various sizes or file formats. For you to show off your new design anywhere you would like.

General Rates

Design / Layout / Conceptualizing / Editing / Photography — **R400 per hour**
If I'm creating something, and the clock is ticking, it really doesn't matter if it's done as pencil on paper or in high-end software, you're getting my full skill set. Simply put... If you're unable to do it – it falls in here.

Non-creative, low skill, laborious tasks — **R250 per hour**
You can do it, but don't have the time or inclination to do so. Sourcing stock phots, re-sizing photos, pages in Power Point, file conversions and other menial tasks still have to be billed for, but obviously at "rent-a-student" rates.

Day Rates — **R3200 per day**
Sometimes, projects are better quoted in days, not hours and minutes. When there's a mix of services and they're tough to isolate their time/value, a flat day rate makes more sense.

Overtime: after 7pm at night and over weekends / public holidays — **R800 per hour**
A request at 4pm for a brochure design for 8am the next morning is an unreasonable request. A premium is charged due to the inconvenience, disruption caused to our productivity and inconvenience to other clients.

Ad hoc / out-of-scope / extra changes — **R200 per change**
Anything extra and out of scope of the original project brief will be charged for.

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CORPORATE IDENTITY PRICING

LOGO DESIGN

Logo Design (2 Design Concepts)	R 1600
Logo Design (4 Design Concepts)	R 2000
Logo Design (6 Design Concepts)	R 2500
Additional Logo Design Concept	R 500

EMAIL SIGNATURE

Email Signature Design (jpg/png only)	R 400

BUSINESS CARD

Business Card Design (single sided)	R 400
Business Card Design (double sided)	R 500

LETTERHEAD DESIGN

Letterhead Design (Word document)	R 500

COMPLIMENT SLIP

Compliment Slip Design (Standard DL size)	R 400

CONFERENCE FOLDER

A4 Conference Folder Design (A3 folded to A4)	R 600

CORPORATE IDENTITY PACKAGES

BRONZE PACKAGE

LOGO DESIGN
(2 Design Concepts)

BUSINESS CARD DESIGN

EMAIL SIGNATURE DESIGN
(jpg/png only)

2 Design Concepts per item
3 Sets of Revisions each

R2200

SILVER PACKAGE

LOGO DESIGN
(4 Design Concepts)

BUSINESS CARD DESIGN

EMAIL SIGNATURE DESIGN
(jpg/png only)

LETTERHEAD DESIGN

2 Design Concepts per item
3 Sets of Revisions each

R3000

GOLD PACKAGE

LOGO DESIGN
(4 Design Concepts)

BUSINESS CARD DESIGN

EMAIL SIGNATURE DESIGN
(jpg/png only)

LETTERHEAD DESIGN

BRAND GUIDE DOCUMENT

3 Design Concepts per item
3 Sets of Revisions each

R3500

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NOTE:
All items exclude printing costs. Printing quotes are usually only valid for 14 days due to exchange rates, material costs, paper availability, quantities, vendors and even time of year, so all production-related quotes will have to be sourced at the time the project is ready to begin. You are under no obligation to print through us. I have great printers who I trust, but you're welcome to use others, however, if you do source your own printer & quotes, I cannot be held responsible for unexpected results.

GRAPHIC DESIGN PRICING

BROCHURE DESIGN

A5 Size (4 Designed Pages)	R 1200
DL Size (Tri-fold or Z-fold with 6 Designed Pages)	R 1400

PUBLICATION DESIGN

Catalogue starts with min 4 pages up to desired quantity

A5 or A4 Size	Request Custom Quote

FLYER DESIGN

Single Sided (DL / A5 / A6 Size)	R 800
Double Sided (DL / A5 / A6 Size)	R 1000

POSTER DESIGN

A4 Poster	R 700
A3 Poster	R 800
A2 Poster	R 900
A1 Poster	R 900

ANY OTHER DESIGN

Starting at	R400 per hour

RETAINER PACKAGES

BRONZE PACKAGE	SILVER PACKAGE	GOLD PACKAGE
5 hours / month	10 hours / month	15 hours / month
Hours to be used as deemed necessary between 8am – 4pm Monday – Friday.	Hours to be used as deemed necessary between 8am – 4pm Monday – Friday.	Hours to be used as deemed necessary between 8am – 4pm Monday – Friday.
Additional hours charged at R 400 per hour	Additional hours charged at R 300 / hour	Additional hours charged at R 260 / hour
R1500	**R2800**	**R3900**

Should you wish to have a higher retainer package with more than 15 hours per month, please chat to me for a quote

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Simone Russell ART & DESIGN

OWNERSHIP:

The client (you) own the final print files (eg: the final PDF sent to the printer).

Simone Russell Art & Design owns the master working files (eg: the layered source file that produced the final PDF).

SOCIAL MEDIA

Are you good with words, but not images? Need someone to create images for your social media on a regular basis, saving you time to do the things you need? Then you can count on me for that! Perhaps you're starting out your business and need design or photography work to get your social media going. Maybe you feel like your social media needs more oomph, but you don't know how to do it yourself. Or you just don't have time to create content, but know your business need that extra channel.

- *Each month, you provide a brief for posts to be created*
- *From there, I will create the visuals you need for those posts*
- *If you need photos on a regular basis (perhaps you are a venue, do events, have products that need photographing) I will then take necessary photos needed and use those for posts*
- *Your posts will be digitally sent to you before the month begins. Each post will be suitable for the platform(s) of your choice*
- *Then you get to schedule them with your copy and hashtags.*

SOCIAL MEDIA PACKAGES

BRONZE PACKAGE

- 12 posts per month
- 1 hour strategy session
- 1 Social network
- Custom designs to match your brand & style
- Client supplies any photos or visual resources

R1500 per month

SILVER PACKAGE

- 24 posts per month
- 1 hour strategy session
- 2 Social networks
- Custom designs to match your brand & style
- Custom profile & cover image design
- 30 minute photo session on-site for posts

R2800 per month

GOLD PACKAGE

- 36 posts per month
- 1 hour strategy session
- 3 Social networks
- Custom designs to match your brand & style
- Custom profile & cover image design
- 1 hour photo session on-site for posts

R4000 per month

SOCIAL MEDIA ADD-ONS

Custom Cover Image Design	R 200
Custom Profile Image Design	R 200
Custom Cover & Profile Image Design	R 350
Platform creation & Set-up	R 500
Photography Packages	
30 Minute shoot & 20 edited images	R 650
30 Minute shoot & 30 edited images	R 850
45 Minute shoot & 40 edited images	R1000
1 Hour shoot & 50 edited images	R1500
Stock Photo Packages available (minimum of 5 images per purchase)	SQ
Once off packages: 5 | 25 Images	
Monthly Subscription: 10 | 50 | 350 Images	

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