



KEVIN L BROOKS

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ILLUSTRATOR

Logo Design Guidelines

I charge a flat rate for logo design. The fee varies based on the client. A single person or small company is charged less than a medium or large company. This is for straight logo design only. The rest is in your hands and based on what your heart desires.

- **Single Individual:**\$350 + up

Includes two rounds of design ideas presented to client and full ownership of logo.

- **Small Company (up to 50 employees):**\$500 +up

Includes two rounds of design ideas presented to client and full ownership of logo.

- **Medium Company (up to 500 employees):**\$1000 + up

Includes three rounds of design ideas presented to client and full ownership of logo.

- **Large Company (over 500 employees):**\$1500 + up

Includes three rounds of design ideas presented to client and full ownership of logo.

A 50% deposit is required before work begins. The remaining balance due before receipt of final design in various file formats. I'm willing to negotiate a payment plan-this needs to be spoken about before work begins.

Additional charges will be applied:

For each additional round of designs required beyond what is listed above.

For any changes client wants made after the approved design has been finalized.

- **Fee: \$12 hourly rate.**

Why charge so much?

You're not just paying for my talent and time. You're paying for the value YOU place on yourself. If you place little value on what YOU do/ offer, then it's easy to low ball someone after seeking them out to design for you. Also, think about how many things this logo may be placed on-what's the potential total reach?

If you're still interested in hiring me to design a logo for you, download and fill out the .pdf form below and lets get started.