

Robert Gray Design

General Services Pricing Guidelines

The prices below are designed for medium or small size corporations. They are very general and do not cover many applications. They are submitted to provide the client with a general idea of what they might expect and are subject to negotiation which may cause increase or decrease in amounts stated.

Brochure Design:	Prices vary with total pages, number of colors and special processes such as die-cut, metallic ink, etc. Does not include illustration or photography.	\$350.00 to \$700.00 per page
Corporate Identity:	Prices include Logo Design, Signage, Stationery, Typography and Corporate Standards Manual.	Prices begin at \$1500.00 for simplest Single Proprietor upward, based on probable usage.
Catalog Design:	Prices vary with total pages, number of colors and special processes. Does not include illustration or photography. Lower page amount is for catalogs designed for web press production.	\$300.00 to \$700.00 per page
Advertising Design:	Design of 4 color, full page ad for 1 time use in trade publication. Does not include illustration or photography (National magazine and campaign considerably higher)	\$1,200.00 to \$1,500.00
Illustration:	Prices vary at rates determined by estimated hours, use of the illustration (one time to buyout), and research required.	\$95.00 per hour minimum
Rush Charges:	Can be up to two times (2X) standard.	

Estimates will be presented on a job basis wherever possible to avoid concerns about open-ended and variable charges. All assignments will be on a contract basis no matter how small and will be accompanied by a start fee of usually 50%. Payment for remainder of job will normally be required at the satisfactory completion of the job at delivery.

Jobs of a repetitive nature may be priced considerably lower: i.e., design of a single sales sheet 4/0 cost the client \$800.00, but 5 additional for a total of six contracted at the same time, with similar product photos and different text may total as little as \$2400.00 or \$400 each.

Changes in the nature of the job (added pages, concept change etc.) will require a change order together with an additional immediate full payment for the change, or a new contract will be negotiated.

More liberal terms are at the discretion of Robert Gray Design and are based on a satisfactory on time payment record.