

YOUR STUDIO NAME

Design services rate card - replace the examples before sharing

CONTACT	CURRENCY	VALID THROUGH	MINIMUM
hello@example.com	USD	YYYY-MM-DD	4 hours

A short sentence describing your studio, your specialties and the clients you serve.

Role-based rates

Role	Best for	Hourly	Day	Minimum
Creative Director	Strategy and senior creative oversight	\$200	\$1,600	4 hours
Senior Designer	Brand, web and campaign design	\$150	\$1,200	4 hours
Mid-level Designer	Production and defined design tasks	\$110	\$880	4 hours
Junior Designer	Adaptation, resizing and production	\$75	\$600	4 hours

These are illustrative prices, not market-rate advice. Adjust every example for your geography, positioning, scope, capacity and delivery costs.

Project packages

Service	Scope summary	Typical range	Timeline	Revisions
Brand strategy workshop	Discovery, positioning and creative direction	\$2,500-\$4,000	1-2 weeks	1 round
Brand identity	Logo suite, core visual system and guidelines	\$8,000-\$15,000	4-8 weeks	2 rounds
Landing page design	Desktop and mobile designs for one page	\$3,500-\$6,000	2-4 weeks	2 rounds
Marketing website	Up to five core page templates	\$9,000-\$18,000	5-9 weeks	2 rounds
Pitch deck	Narrative structure and up to 15 designed slides	\$2,500-\$5,000	1-3 weeks	2 rounds
Campaign design system	Key visual and reusable campaign assets	\$5,000-\$12,000	3-6 weeks	2 rounds

Monthly retainers

Plan	Included hours	Monthly rate	Effective hourly	Best for
Starter	20	\$2,790	\$140	Regular production requests
Growth	40	\$5,280	\$132	Campaign and web work
Partner	60	\$7,650	\$128	Embedded design support
Custom	To agree	Quoted	Quoted	Tailored mix of roles and services

Common add-ons

Add-on	Example pricing	Notes
Rush scheduling	+25%	Subject to availability
Additional revision round	From \$500	Price according to the scope affected
Source-file handoff	Included / quoted	State exactly what files and licenses transfer
Development or production	Quoted separately	Separate design from implementation when needed

Commercial terms

Term	Template wording
Pricing basis	This rate card provides standard reference pricing. Final fees are confirmed in a project-specific proposal.
Payment	Projects require a 50% deposit to begin, with the balance due before final files are released.
Revisions	Unless stated otherwise, project pricing includes two consolidated revision rounds.
Rush work	Work requiring delivery inside the standard schedule may carry a 25% rush fee, subject to availability.
Third-party costs	Fonts, stock assets, printing, travel and other third-party costs are quoted separately and require approval.
Changes in scope	Work outside the agreed scope will be estimated and approved before it begins.
Validity	Rates and project ranges are valid for 30 days and may be reviewed periodically.

Short email to send with the rate card

Hi [Client name],

Here is our standard rate card so you have context on how we price design work. The ranges are a starting point rather than a quote. Once we confirm the scope, timing and deliverables, I will send a project-specific proposal.

If you already have a budget or deadline in mind, send it over and I can recommend the most practical scope.

Best,
[Your name]

Customize the companion spreadsheet first. Keep its Internal Pricing sheet private, and export only the Client Rate Card and Terms sheets when sending a customized version.