



LYON GRAPHIC DESIGN

Cost Sheet

LogoType

Based on 3-6 sketches, one finished deliverable, unlimited rights.

Individual:	\$400-\$1500
Small Company/Regional	\$750.00-\$2500
Large Company/National	\$2500-\$7500

Stationary

Includes letterhead and envelopes.

	Complex	Average	Simple
Individual:	\$150-\$500	\$75-\$350	\$50-\$275
Small Company/Regional	\$750-\$1500	\$600-\$900	\$400-\$900
Large Company/National	\$1250-\$2500	\$975-\$1500	\$500-\$1000

Business Cards

	Complex	Average	Simple
Individual:	\$400-\$500	\$250-\$350	\$150-\$250
Small Company/Regional	\$500-\$750	\$400-\$2000	\$250-\$400
Large Company/National	\$750-\$1250	\$500-\$1000	\$400-\$600

Brochure Design

Usual and customary creative fees for concept and design of up to 3 layouts, 2 revisions and final comprehensive.

Client size	16pages (8.5x11)	8pages (8.5x11)	6panels (4x9)
3+ colors			
Small	\$1875-\$17500	\$1000-\$3750	\$625-\$3000
Medium	\$2500-\$12500	\$1375-\$6000	\$1075-\$5000
Large	\$1875-\$7500	\$1000-\$3750	\$625-\$3000
1-2 colors			
Small	\$1150-\$3000	\$750-\$2500	\$475-\$1250
Medium	\$1550-\$4000	\$1200-\$3250	\$900-\$2000
Large	\$2100-\$6250	\$1750-\$6000	\$1250-\$2500

Press or Media Kits

Usual and customary creative fees for concept and design of up to 3 layouts, 2 revisions and final comprehensive.

Client size:	3+ colors	1-2 colors
Small	\$750-\$2000	\$550-\$1500
Medium	\$1750-7500	\$1250-\$2500
Large	\$2150-\$14000	\$1500-\$3000

Note: The price ranges in the information above does not constitute specific prices for particular jobs. Clients are fee to negotiate with the designer independently deciding how to price the work after taking all factors into account.



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Web Design

Opinions are formed in seconds and attention spans are short. A web site must immediately draw attention to it and visually support your copy and reflect your mission statement. Your web site may be the initial contact a client has with your business, so offer them a lasting and worthwhile experience, one they can trust.

Lyon Graphic Design can help build that trust through creative and unique designs by taking the time to get to know your needs.

The listed prices are *estimates* as every project is different in scope and complexity and requires special attention to detail.

Web Site (small) \$750 & up

- 5 page design
- Client provides copy
- 2 hr. Consultation
- 2 minor sets of revisions
- No animation
- No forms
- Upload site to server
- Art provided on disk

Web Site (medium) \$1500 & up

- 10-15 page design
- Client provides copy
- 3 hr. Consultation
- 3 minor sets of revisions
- Minor GIF or Flash animation
- 1 form
- Upload site to server
- Art provided on disk

Web Site (large) \$2600 & up

- 15-20 pages
- Client provides copy
- 4 hr. Consultation
- 6 minor sets of revisions
- GIF or FLASH animation
- 1 form
- Upload site to server
- Art provided on disk

Web Site (Flash) \$1800 & up

- 8-10 pages
- Client provides copy
- 3 hr. Consultation
- 3 minor sets of revisions
- Flash animation
- 10 to 15 second intro animation
- 1 form
- Upload site to server
- Art provided on disk

Web Site (e-commerce) \$1800 & up

- 10-15 page design
- Client provides copy
- 3 hr. Consultation
- 3 minor sets of revisions
- No animation
- 20-item shopping cart
- 1 form
- Upload site to server
- Art provided on disk

Web Site (complex) \$5250 & up

- Pricing will vary on client needs
- Database driven
- Possible shopping cart
- Possible Membership site
- Secure server
- Animation
- Forms
- Cookies
- Traffic monitoring