

SCOPE TYPE	DELIVERABLES (-ISH)	TIMELINE	BUDGET
Brand Identity	Kick off, discovery & strategy	<1 month (1-2 weeks)	\$5,000.00
Brand Identity	Brand & visual identity	1-2 months (6-8 weeks)	\$25k—\$50k+
Brand Identity	Brand strategy	<1 month (1-2 weeks)	\$7,000.00
Brand Voice & Messaging	Brand voice & tone guidelines	1 month (4 weeks)	\$20,000.00
Brand Voice & Messaging	Messaging & copywriting	<1 month (2-3 weeks)	\$15,000.00
Concept Sprint	Deck of concepts (1 round)	<1 month (1-2 weeks)	\$20,000.00
Concept Sprint	Deck of concepts (2 rounds)	<1 month (1-2 weeks)	\$40,000.00
Concept Sprint	Deck of concepts (3 rounds)	1 month (4 weeks)	\$60,000.00
Marketing Concepting	strategy	<1 month (1-2 weeks)	\$45,000.00
Marketing Execution	Campaign execution (S)	1 month (4 weeks)	\$45,000—\$90,000
Marketing Execution	Campaign execution (M)	2-3 months (8-12 weeks)	\$90,000—\$150,000
Marketing Execution	Campaign execution (L)	3-4 months (12-16 weeks)	\$150,000—\$250,000+
Marketing Execution	large company	<1 month (1-2 weeks)	\$15,000.00
Marketing Execution	Additional revisions	1 day	\$4,000.00
Editorial illustration	1 Illustration		\$500.00
Visual Design	Environmental graphics	<1 month (2-3 weeks)	\$30,000.00
Visual Design	Packaging design (visual)	<1 month (2-3 weeks)	\$25,000.00
Visual Design	Various print collateral	<1 month (1-2 weeks)	\$10,000.00
Website	Website design (only)	<1 month (2-3 weeks)	\$35,000.00
Website	Non ecommerce website	2 months (8-10 weeks)	\$35k— \$70k+
Website	Ecommerce website	3 months (10-12 weeks)	\$70k—\$150k+
Speaking Engagement	Showing up	1 day	\$2,000.00
Speaking Engagement	Talk	1 day	\$8,000.00