

# LAWRENCE LOPEZ DESIGNS

## Freelance Graphic Design Services & Pricing Guide

**Brand Identity • Logo Design • Marketing Materials • Publications • Presentations • Illustration • Photo Editing • AI-Assisted Design**

Lawrence Lopez Designs provides professional creative services for small and midsize businesses, entrepreneurs, organizations, churches, apparel brands, and growing companies.

Each project combines experienced visual design, strategic thinking, Adobe Creative Cloud production, illustration, and carefully directed AI-assisted workflows.

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## PRICING APPROACH

Whenever possible, projects are priced as a complete package rather than strictly by the hour.

Project-based pricing provides:

- A clear investment before work begins
- Defined deliverables
- A specific number of concepts and revisions
- Fewer billing surprises
- Pricing based on the project's value and complexity
- Greater focus on results rather than time spent

Clearly defined services may be offered at a fixed price. Larger or more complex projects are listed as **"Starting at"** because the final investment depends on scope, complexity, timeline, number of deliverables, revisions, content readiness, and intended usage.

Every project begins with a written estimate or proposal.

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## STANDARD RATES

### Standard Design Rate

**\$60 per hour**

Hourly pricing is primarily used for:

- Open-ended design support
- Client-directed edits
- Production assistance
- File corrections
- Content updates
- Ongoing revisions
- Troubleshooting
- Vendor coordination
- Projects without a clearly defined scope

Whenever the scope can be clearly defined, a fixed project fee will normally be recommended.

## **Minimum Project Investment**

**\$200**

The minimum applies to new design projects, production tasks, and grouped editing requests.

Small revisions or tasks may be combined into a design service block to meet the minimum.

## **Consultation**

**\$60 for up to one hour**

Consultations may include:

- Reviewing existing branding
- Discussing a new project
- Portfolio or marketing-material review
- Creative planning
- Brand direction
- Production recommendations
- Adobe workflow guidance
- AI-assisted design planning

The consultation fee may be credited toward a larger project when stated in the proposal.

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## **FIXED-PRICE SERVICES**

These prices apply when the scope is clearly defined, the client provides finalized content, and the project does not require extensive concept development.

| Service                                       | Fixed Price |
|-----------------------------------------------|-------------|
| One-hour design consultation                  | \$60        |
| Minimum design project                        | \$200       |
| Standard business card design                 | \$250       |
| Additional employee business card             | \$50        |
| Digital email signature                       | \$175       |
| Basic logo vector cleanup                     | \$300       |
| One branded social media graphic              | \$200       |
| Additional size of an approved social graphic | \$75        |
| YouTube thumbnail                             | \$175       |
| Basic social profile image                    | \$150       |
| Simple promotional web banner                 | \$250       |
| Five basic photo corrections                  | \$200       |
| Ten basic photo corrections                   | \$350       |
| One standard product or apparel mockup        | \$125       |
| Print-ready file correction                   | \$200       |
| Basic PDF form or document update             | \$200       |

Fixed-price services generally include:

- One defined design direction
- Up to two revision rounds
- Final files in the agreed formats
- Basic file preparation
- Standard email communication

Major content changes, additional concepts, or expanded deliverables require a revised estimate.

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## LOGO DESIGN

A professional logo project involves more than creating a symbol. It may include research, concept development, typography, color exploration, refinement, and preparation of files for practical business use.

## Logo Cleanup and Vector Reconstruction

**\$300**

For businesses that already have a logo but need it recreated as clean professional artwork.

Includes:

- Reconstruction of one existing logo
- Basic proportion and alignment improvements
- One revision round
- Full-color version
- Black version
- White version
- Vector and high-resolution files

This service does not include creating a new logo concept.

## Logo Refresh

**Starting at \$650**

For businesses that want to modernize or improve an existing logo without completely changing their identity.

May include:

- Review of the existing logo
- Typography improvements
- Color refinements
- Spacing and proportion corrections
- One primary creative direction
- Two revision rounds
- Print and web-ready files

## Professional Logo Package

**Starting at \$1,200**

Designed for a new business, product, organization, ministry, or creative venture.

Includes:

- Project questionnaire or kickoff meeting
- Basic industry and competitor review
- Two initial logo concepts

- Refinement of one selected concept
- Up to three revision rounds
- Primary logo
- Simplified or secondary logo variation
- Full-color, black, and white versions
- Horizontal and vertical formats when appropriate
- Vector files
- High-resolution print files
- Web-ready files
- Basic color recommendations
- Social profile image

## Logo and Mini Brand Package

**Starting at \$2,200**

Includes everything in the Professional Logo Package, plus:

- Expanded logo system
- Primary and secondary color palette
- Typography recommendations
- Basic supporting graphic element
- Business card design
- Social profile image
- Social cover graphic
- Two-to-four-page mini brand guide

## Additional Logo Services

| Service                                | Price             |
|----------------------------------------|-------------------|
| Additional logo concept                | Starting at \$300 |
| Additional logo variation              | Starting at \$150 |
| Logo file package for an existing logo | Starting at \$250 |
| Tagline exploration                    | Starting at \$350 |
| Product or service naming              | Starting at \$600 |
| Logo animation preparation             | Starting at \$350 |
| Complete logo animation                | Starting at \$750 |

Trademark searches, business-name clearance, and legal registration are not included.

# BRAND IDENTITY DESIGN

A brand identity creates a consistent visual system that helps a company look recognizable, professional, and credible across multiple platforms.

## Brand Review

**Starting at \$450**

Includes a professional review of:

- Existing logo
- Color palette
- Typography
- Marketing materials
- Social media graphics
- Brand consistency
- Visual strengths and weaknesses
- Recommended improvements

## Mini Brand Kit

**Starting at \$1,800**

Designed for solo entrepreneurs, small businesses, churches, startups, and service providers.

May include:

- Primary logo
- Secondary logo or logo variation
- Brand color palette
- Typography recommendations
- Social profile image
- Social cover graphic
- Basic supporting graphic element
- Two-to-four-page brand guide

## Core Brand Identity

**Starting at \$3,500**

Designed for a growing business that needs a more complete visual system.

May include:

- Brand discovery
- Creative direction
- Primary logo
- Secondary logo
- Logo mark or icon
- Color system
- Typography system
- Supporting visual elements
- Photography or image-style direction
- Business card
- Digital letterhead
- Social media profile graphics
- Social media cover graphics
- Six-to-ten-page brand guide

## **Complete Brand System**

**Starting at \$6,000**

Designed for midsize organizations, multiple departments, product families, or companies requiring a scalable identity system.

May include:

- Brand discovery workshop
- Competitor and visual-market review
- Brand positioning support
- Complete logo family
- Expanded color system
- Typography standards
- Iconography
- Patterns and textures
- Photography direction
- Social media system
- Presentation styling
- Print collateral
- Campaign examples
- Detailed brand guidelines
- Brand launch assets

## Individual Brand Components

| Service                       | Price               |
|-------------------------------|---------------------|
| Custom color palette          | Starting at \$250   |
| Typography system             | Starting at \$250   |
| Supporting pattern or texture | Starting at \$350   |
| Custom icon set               | Starting at \$500   |
| Mini brand guide              | Starting at \$500   |
| Detailed brand guide          | Starting at \$1,500 |
| Brand presentation            | Starting at \$1,200 |
| Brand launch graphic package  | Starting at \$1,000 |

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## BUSINESS CARDS AND STATIONERY

Printing is not included unless specifically stated in the proposal.

| Service                      | Price             |
|------------------------------|-------------------|
| Standard business card       | \$250             |
| Premium custom business card | Starting at \$400 |
| Additional employee card     | \$50              |
| Letterhead                   | \$250             |
| Digital letterhead template  | Starting at \$350 |
| Envelope design              | \$200             |
| Email signature              | \$175             |
| Invoice template             | Starting at \$250 |
| Complete stationery package  | Starting at \$750 |

Specialty printing such as foil, embossing, die cutting, unusual paper stocks, or spot colors requires a custom estimate.

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## FLYERS, POSTERS, AND MARKETING MATERIALS

| Service                    | Price             |
|----------------------------|-------------------|
| Promotional flyer          | Starting at \$350 |
| Event flyer                | Starting at \$400 |
| Custom illustrated flyer   | Starting at \$650 |
| Standard poster            | Starting at \$400 |
| Illustrated event poster   | Starting at \$750 |
| One-page sell sheet        | Starting at \$400 |
| Product information sheet  | Starting at \$350 |
| Service menu or price list | Starting at \$400 |
| Postcard                   | Starting at \$300 |
| Rack card                  | Starting at \$300 |
| Door hanger                | Starting at \$350 |
| Gift certificate           | Starting at \$250 |
| Coupon or promotional card | Starting at \$250 |
| Print advertisement        | Starting at \$350 |
| Magazine advertisement     | Starting at \$450 |
| Newspaper advertisement    | Starting at \$350 |
| Step-and-repeat backdrop   | Starting at \$400 |
| Retractable banner         | Starting at \$400 |
| Trade-show banner          | Starting at \$450 |
| Large-format event graphic | Starting at \$600 |

Prices assume that the client supplies finalized text, approved logos, and usable photographs.

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## BROCHURE DESIGN

Brochure pricing depends on the number of panels or pages, amount of content, photography, charts, tables, and required image editing.

| Brochure Type                   | Price               |
|---------------------------------|---------------------|
| Bi-fold brochure                | Starting at \$600   |
| Tri-fold brochure               | Starting at \$750   |
| Four-page brochure              | Starting at \$900   |
| Six-page brochure               | Starting at \$1,200 |
| Eight-page brochure             | Starting at \$1,500 |
| Twelve-page brochure            | Starting at \$2,100 |
| Sixteen-page brochure           | Starting at \$2,800 |
| Corporate capabilities brochure | Starting at \$2,500 |
| Product or service catalog      | Custom quote        |

Brochure projects generally include:

- Initial layout direction
- Cover and interior design
- Up to two revision rounds
- Basic image correction
- Print-ready PDF
- Web-optimized PDF

Printing costs are separate.

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## MULTIPAGE DOCUMENT DESIGN

Multipage pricing depends on page count, content organization, design complexity, charts, tables, photographs, and whether a reusable template must be developed.

### Document Templates

| Service                          | Price               |
|----------------------------------|---------------------|
| Basic InDesign document template | Starting at \$600   |
| Branded report template          | Starting at \$900   |
| Proposal template                | Starting at \$900   |
| Newsletter template              | Starting at \$750   |
| Magazine or publication template | Starting at \$1,500 |

| Service                                  | Price               |
|------------------------------------------|---------------------|
| Annual report design system              | Starting at \$1,500 |
| Real-estate offering memorandum template | Starting at \$1,500 |

## Complete Document Design

| Document Length     | Price               |
|---------------------|---------------------|
| Up to 8 pages       | Starting at \$1,000 |
| 9–16 pages          | Starting at \$1,600 |
| 17–24 pages         | Starting at \$2,400 |
| 25–40 pages         | Starting at \$3,500 |
| 41–60 pages         | Starting at \$5,000 |
| 61–100 pages        | Starting at \$7,500 |
| More than 100 pages | Custom quote        |

## Additional Pages

Once a design system and page template have been established:

| Page Type                    | Price                      |
|------------------------------|----------------------------|
| Basic text page              | \$100 per page             |
| Standard designed page       | \$125 per page             |
| Page with charts or tables   | Starting at \$175 per page |
| Highly designed feature page | Starting at \$250 per page |
| Custom two-page spread       | Starting at \$350          |

## Common Multipage Projects

- Annual reports
- Corporate reports
- Offering memoranda
- Proposals
- Qualifications packages
- Employee handbooks
- Training manuals
- Workbooks

- Lookbooks
- Catalogs
- Newsletters
- Magazines
- Church programs
- Event programs
- Case studies
- Product guides
- Sales documents

Large amounts of unorganized or unfinished content may require an additional content-organization fee.

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## EBOOK DESIGN

### eBook Covers

| Service                         | Price             |
|---------------------------------|-------------------|
| Standard eBook cover            | Starting at \$400 |
| Custom eBook cover              | Starting at \$650 |
| Illustrated eBook cover         | Starting at \$900 |
| Print cover with spine and back | Starting at \$350 |
| Audiobook cover adaptation      | \$200             |

### eBook Interior Design

| Length              | Price               |
|---------------------|---------------------|
| Up to 15 pages      | Starting at \$1,200 |
| 16–25 pages         | Starting at \$1,800 |
| 26–40 pages         | Starting at \$3,000 |
| 41–60 pages         | Starting at \$4,500 |
| 61–100 pages        | Starting at \$6,500 |
| More than 100 pages | Custom quote        |

## eBook Add-Ons

| Service                       | Price             |
|-------------------------------|-------------------|
| Clickable table of contents   | Starting at \$150 |
| Interactive links and buttons | Starting at \$150 |
| Fillable PDF fields           | Starting at \$250 |
| Worksheet page                | Starting at \$125 |
| Custom chart                  | Starting at \$150 |
| Custom infographic            | Starting at \$600 |
| Amazon KDP print preparation  | Starting at \$350 |
| EPUB conversion               | Custom quote      |
| Promotional social graphics   | Starting at \$350 |

Interactive PDFs, EPUB files, Kindle files, and printed books are different formats and may require separate production fees.

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## POWERPOINT PRESENTATION DESIGN

Presentation pricing depends on the quality of the supplied content, number of slides, required visual storytelling, charts, data, illustrations, and animation.

### PowerPoint Template

**Starting at \$900**

May include:

- Cover slide
- Section-divider slide
- Standard content layouts
- Image layouts
- Chart layouts
- Closing slide
- Font and color styling
- Editable master slides

## Presentation Packages

| Presentation Length              | Price               |
|----------------------------------|---------------------|
| Up to 10 slides                  | Starting at \$1,000 |
| 11–20 slides                     | Starting at \$1,800 |
| 21–30 slides                     | Starting at \$2,700 |
| 31–50 slides                     | Starting at \$4,000 |
| More than 50 slides              | Custom quote        |
| Investor or executive pitch deck | Starting at \$3,500 |

## Individual Slide Pricing

| Slide Type                                | Price             |
|-------------------------------------------|-------------------|
| Basic slide using an established template | \$75              |
| Standard custom slide                     | \$125             |
| Complex chart or infographic slide        | Starting at \$200 |
| Highly illustrated feature slide          | Starting at \$300 |
| Slide cleanup or redesign                 | Starting at \$75  |
| Alternate slide version                   | Starting at \$75  |

## Presentation Add-Ons

| Service                                 | Price                       |
|-----------------------------------------|-----------------------------|
| Presentation structure and storytelling | Starting at \$500           |
| Data visualization                      | Starting at \$150 per chart |
| Custom timeline                         | Starting at \$200           |
| Custom icons                            | Starting at \$75 each       |
| Speaker-notes formatting                | Starting at \$250           |
| PDF leave-behind version                | Starting at \$300           |
| Google Slides adaptation                | Starting at \$250           |
| Slide animation                         | Starting at \$300           |
| Live presentation support               | \$60 per hour               |

Copywriting, market research, fact-checking, and financial modeling are not included unless specifically quoted.

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## SOCIAL MEDIA AND DIGITAL DESIGN

Social media pricing covers visual design. Posting, community management, paid advertising, analytics, and ongoing copywriting are separate services.

### Individual Social Media Assets

| Service                       | Price             |
|-------------------------------|-------------------|
| Single branded social graphic | \$200             |
| Additional platform size      | \$75              |
| Story graphic                 | Starting at \$150 |
| Reel or video cover           | Starting at \$150 |
| YouTube thumbnail             | \$175             |
| Social profile image          | \$150             |
| Social cover or banner        | Starting at \$250 |
| Event announcement graphic    | Starting at \$200 |
| Product promotion graphic     | Starting at \$200 |
| Quote graphic                 | Starting at \$175 |
| Five-slide carousel           | Starting at \$400 |
| Ten-slide carousel            | Starting at \$700 |
| Email header                  | Starting at \$250 |
| Website banner                | Starting at \$250 |

### Social Media Packages

#### Four-Graphic Package

**\$700**

Includes:

- Four custom graphics

- One platform size per graphic
- Up to two revision rounds
- Final JPG or PNG files

### **Eight-Graphic Package**

**\$1,300**

Includes:

- Eight custom graphics
- One platform size per graphic
- Up to two revision rounds
- Final JPG or PNG files

### **Twelve-Graphic Package**

**\$1,800**

Includes:

- Twelve custom graphics
- One platform size per graphic
- Up to two revision rounds
- Final JPG or PNG files

## **Branded Social Starter Kit**

**Starting at \$1,000**

May include:

- Profile image
- Cover graphic
- Four branded post templates
- Two story templates
- One carousel template
- Basic color and typography styling

## **Social Campaign Kit**

**Starting at \$1,500**

May include:

- Campaign visual direction
- Primary campaign graphic



- Five social graphics
- Story adaptations
- Email header
- Website banner
- Platform resizing

## PHOTO CORRECTION AND RETOUCHING

### Basic Photo Correction

Includes basic color, exposure, crop, and contrast adjustments.

| Service                              | Price               |
|--------------------------------------|---------------------|
| Five-image correction package        | \$200               |
| Ten-image correction package         | \$350               |
| Twenty-five-image correction package | Starting at \$750   |
| Fifty-image correction package       | Starting at \$1,250 |

Batch pricing applies when the photographs need similar corrections.

### Individual Retouching Services

| Service                            | Price                       |
|------------------------------------|-----------------------------|
| Basic background removal           | Starting at \$40 per image  |
| Portrait retouching                | Starting at \$75 per image  |
| Product-photo cleanup              | Starting at \$60 per image  |
| Object removal                     | Starting at \$100 per image |
| Background replacement             | Starting at \$125 per image |
| Sky replacement                    | Starting at \$100 per image |
| Advanced photo compositing         | Starting at \$300           |
| Damaged-photo restoration          | Starting at \$150           |
| AI-assisted enlargement            | Starting at \$75            |
| Black-and-white photo colorization | Starting at \$150           |

Individual photo services may be grouped to meet the \$200 project minimum.

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## ILLUSTRATION AND CUSTOM ARTWORK

Illustration pricing depends on style, detail, size, revisions, commercial use, exclusivity, and reproduction requirements.

| Service                         | Price               |
|---------------------------------|---------------------|
| Simple custom icon              | Starting at \$125   |
| Spot illustration               | Starting at \$350   |
| Editorial illustration          | Starting at \$500   |
| Detailed illustration           | Starting at \$750   |
| Hero or campaign illustration   | Starting at \$1,500 |
| Character design                | Starting at \$800   |
| Additional character pose       | Starting at \$200   |
| Custom repeating pattern        | Starting at \$500   |
| Map illustration                | Starting at \$500   |
| Technical illustration          | Starting at \$600   |
| Infographic                     | Starting at \$750   |
| Illustrated poster              | Starting at \$900   |
| Album or book artwork           | Starting at \$900   |
| Tattoo concept artwork          | Starting at \$400   |
| Scenic or environmental concept | Starting at \$1,000 |

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## APPAREL AND MERCHANDISE DESIGN

| Service                              | Price               |
|--------------------------------------|---------------------|
| Typography-based shirt design        | Starting at \$400   |
| Original apparel graphic             | Starting at \$650   |
| Detailed illustrated apparel graphic | Starting at \$1,000 |
| Front-and-back apparel design        | Starting at \$1,200 |
| Three-design apparel collection      | Starting at \$2,000 |

| Service                       | Price               |
|-------------------------------|---------------------|
| Small merchandise collection  | Starting at \$3,000 |
| Color-separation preparation  | Starting at \$200   |
| DTF production setup          | Starting at \$150   |
| Screen-print production setup | Starting at \$200   |
| Standard product mockup       | \$125 each          |
| Six-mockup package            | \$600               |

Commercial artwork used on products for resale may require additional licensing based on production quantity and distribution.

## AI-ASSISTED CREATIVE SERVICES

AI may be used as an ideation, image-generation, compositing, editing, or production tool when appropriate.

AI does not replace professional creative direction, typography, layout, Photoshop refinement, illustration knowledge, or quality control.

### AI Creative Services

| Service                               | Price             |
|---------------------------------------|-------------------|
| AI-assisted mood board                | Starting at \$300 |
| Visual concept exploration            | Starting at \$300 |
| AI image generation and art direction | Starting at \$400 |
| AI image cleanup and finishing        | Starting at \$200 |
| AI and Photoshop composite            | Starting at \$350 |
| AI campaign image set                 | Starting at \$750 |
| AI-assisted presentation imagery      | Starting at \$350 |
| AI-assisted illustration development  | Starting at \$500 |
| Custom visual prompting workflow      | Starting at \$500 |
| AI style-development system           | Starting at \$750 |

AI-assisted projects are priced according to the value and production requirements of the final work, not according to the speed of generating an initial image.

Final work may require:

- Image cleanup
- Anatomy corrections
- Typography replacement
- Background reconstruction
- Color correction
- Compositing
- Resolution enhancement
- Illustration paint-over
- Layout integration
- Print preparation
- Style consistency

The client may be informed when generative AI is used as a significant part of the final artwork.

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## FEATURED BUSINESS PACKAGES

### Business Launch Essentials

**Starting at \$1,950**

Includes:

- Professional logo
- Basic color palette
- Typography recommendations
- Business card
- Social profile image
- Social cover graphic
- Two launch graphics
- Organized logo file package

### Professional Brand Starter

**Starting at \$3,500**

Includes:

- Logo system
- Color palette
- Typography system

- Mini brand guide
- Business card
- Digital letterhead
- Social profile graphics
- Four reusable social templates
- One-page promotional sheet

## **Marketing Campaign Package**

**Starting at \$2,500**

Includes:

- Campaign visual direction
- Primary campaign graphic
- Flyer or sell sheet
- Six social graphics
- Three story adaptations
- Email header
- Website banner

## **Publication Package**

**Starting at \$2,500**

Includes:

- Cover design
- Publication visual system
- Design of up to 20 pages
- Basic image correction
- Two revision rounds
- Print-ready PDF
- Web-optimized PDF

## **Presentation Package**

**Starting at \$1,750**

Includes:

- Presentation visual theme
- Up to 15 custom slides
- Cover and section-divider designs
- Basic charts and graphics
- Two revision rounds

- Editable PowerPoint file
- Presentation PDF

## **Apparel Launch Package**

**Starting at \$2,500**

May include:

- Three original apparel graphics
  - Front and back print placements
  - Color variations
  - Production-ready files
  - Six product mockups
  - Social launch graphics
  - Collection presentation sheet
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## **MONTHLY DESIGN SUPPORT**

Monthly plans are based on a defined scope and are not unlimited-design subscriptions.

### **Essential Design Support**

**Starting at \$1,000 per month**

Designed for businesses needing a small amount of recurring creative support.

May include:

- Social graphics
- Website banners
- Flyers
- Minor document updates
- One monthly planning call
- Priority scheduling

### **Marketing Design Support**

**Starting at \$2,000 per month**

May include:

- Social media graphics
- Marketing collateral

- Presentation support
- Email graphics
- Campaign materials
- Two active projects at one time
- Monthly planning meeting

## Creative Partner Support

**Starting at \$3,500 per month**

Designed for growing companies that need regular creative direction and production support.

May include:

- Campaign development
- Brand-management support
- Presentation design
- Publication design
- Social graphics
- Print collateral
- Vendor coordination
- Priority scheduling
- Regular planning meetings

Each monthly agreement will include a customized list of deliverables and limitations.

Unused services do not automatically roll over unless stated in the agreement.

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## OPTIONAL SERVICES AND ADD-ONS

| Service                          | Price                     |
|----------------------------------|---------------------------|
| Light proofreading               | Starting at \$60 per hour |
| Copywriting                      | Custom quote              |
| Stock image research             | Starting at \$100         |
| Image sourcing and organization  | \$60 per hour             |
| Custom chart                     | Starting at \$150         |
| Infographic                      | Starting at \$750         |
| Canva template conversion        | Starting at \$250         |
| Editable source-file preparation | Starting at \$200         |

| Service                              | Price             |
|--------------------------------------|-------------------|
| Vendor or printer coordination       | \$60 per hour     |
| File organization and archiving      | Starting at \$200 |
| Additional client meeting            | \$60 per hour     |
| On-site design or production support | Custom quote      |
| Travel                               | Custom quote      |
| Print management                     | 15% service fee   |

Stock photography, premium fonts, printing, shipping, and third-party licenses are charged separately.

## CONCEPTS AND REVISIONS

A **concept** is a distinct creative direction.

A **revision** is a reasonable change to the selected direction.

Standard revisions may include:

- Color adjustments
- Font changes
- Spacing changes
- Repositioning an element
- Replacing one photograph
- Editing a limited amount of text
- Refining an approved concept

The following are considered additional scope rather than standard revisions:

- Requesting an entirely new concept
- Changing the project's audience or purpose
- Reversing a previous approval
- Adding new pages
- Adding new deliverables
- Replacing large amounts of content
- Changing the format or dimensions
- Combining several rejected concepts
- Starting over after a direction has been approved

Unless otherwise stated, projects include **two revision rounds**.

Logo and brand packages may include up to three revision rounds.



Additional revisions are billed at **\$60 per hour**. Larger changes may require a new estimate or a minimum \$200 change order.

Clients should consolidate feedback from all decision-makers before submitting revisions.

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## RUSH PROJECTS

Rush scheduling is subject to availability.

| Timeline                            | Rush Fee       |
|-------------------------------------|----------------|
| Completion within 3–5 business days | Add 25%        |
| Completion within 24–48 hours       | Add 50%        |
| Same-day work                       | Custom premium |
| Evening, weekend, or holiday work   | Custom premium |

Rush fees reserve priority scheduling. They do not eliminate the need for timely client feedback, content, and approvals.

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## PAYMENT TERMS

### Projects Under \$2,500

- 50% nonrefundable initial payment
- 50% before final files are released

### Projects From \$2,500 to \$7,500

- 40% initial payment
- 30% after approval of the creative direction
- 30% before final delivery

### Projects Over \$7,500

A milestone payment schedule will be included in the agreement.

Monthly design services are paid in advance.

Final high-resolution, editable, production-ready, or source files will not be released until the account is paid in full.

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## PROJECT TIMELINES

Project timelines begin after receiving:

- Signed agreement
- Initial payment
- Completed questionnaire
- Finalized written content
- Logos and supporting files
- Usable photographs
- One designated client contact

Typical timelines:

| Project                    | Typical Timeline   |
|----------------------------|--------------------|
| Small production project   | 3–7 business days  |
| Flyer or promotional piece | 5–10 business days |
| Logo design                | 2–4 weeks          |
| Mini brand package         | 3–5 weeks          |
| Complete brand identity    | 5–10 weeks         |
| Brochure                   | 2–4 weeks          |
| Multipage publication      | 3–10 weeks         |
| Presentation               | 2–5 weeks          |
| Illustration               | 2–6 weeks          |

Timelines may change due to project complexity, client response time, revision volume, or delays in receiving content.

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## PROJECT DELAYS

Projects may be placed on hold when client feedback, content, or approval is delayed for more than 14 calendar days.

Restarting a paused project may require:

- A revised timeline
- A restart fee

- Payment for completed work
- Rescheduling according to current availability

Projects inactive for more than 60 days may be closed and requoted.

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## CANCELLATION

Initial payments reserve production time and are nonrefundable.

When a project is cancelled after work begins, the client is responsible for:

- Work completed through the cancellation date
- Approved outside expenses
- Completed project milestones
- Applicable cancellation charges

Unpaid and rejected concepts remain the property of Lawrence Lopez Designs and may not be used, reproduced, altered, or transferred to another designer.

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## FINAL FILES

Final deliverables may include:

- PDF
- JPG
- PNG
- SVG
- EPS
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Microsoft PowerPoint
- Canva templates
- Print-ready PDF
- Web-optimized PDF

Only the file formats listed in the proposal are included.

Logo packages generally include appropriate vector and high-resolution logo files.

Editable source files for brochures, publications, presentations, marketing graphics, and social media designs are included only when specifically listed.

Third-party fonts, photographs, templates, and stock assets remain subject to their original licenses.

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## OWNERSHIP AND USAGE

Usage rights are transferred or licensed only after full payment.

Unless otherwise stated:

- The client receives rights to use the approved final design for the purposes defined in the proposal.
- Unselected concepts remain the property of Lawrence Lopez Designs.
- Preliminary sketches and unused concepts are not included.
- Third-party assets remain subject to their original licenses.
- Completed work may be displayed in portfolios, websites, social media, presentations, and promotional materials unless a confidentiality agreement states otherwise.

Logo projects generally include exclusive use of the approved final logo after full payment.

Illustration, apparel, merchandise, packaging, and campaign artwork may require usage terms based on quantity, duration, territory, exclusivity, and distribution.

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## WHAT IS INCLUDED

Unless otherwise stated, fixed-price projects generally include:

- Initial consultation or questionnaire
  - Written project scope
  - Appropriate creative research
  - Defined number of concepts
  - Defined number of revisions
  - Professional Adobe production
  - Basic file preparation
  - Final files listed in the proposal
  - Reasonable email communication
  - Final quality-control review
- 

## WHAT IS NOT INCLUDED

Unless specifically listed, pricing does not include:

- Copywriting
- Extensive proofreading

- Translation
- Photography
- Videography
- Printing
- Shipping
- Premium fonts
- Stock photography
- Music or video licensing
- Website coding
- Social media posting
- Community management
- Advertising management
- Legal review
- Trademark registration
- Unlimited revisions
- Editable source files
- Travel
- Vendor charges
- Taxes or government fees

Outside expenses will be approved before purchase.

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## CLIENT RESPONSIBILITIES

To keep projects efficient, clients are responsible for:

- Providing complete and accurate content
- Supplying usable logos and photographs
- Designating one primary contact
- Consolidating stakeholder feedback
- Reviewing proofs carefully
- Verifying names, dates, prices, phone numbers, and addresses
- Obtaining permission for client-supplied content
- Responding within the agreed review period
- Approving final content before production

Final approval confirms that the design, spelling, dimensions, content, and production specifications have been reviewed and accepted.

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## REQUESTING A QUOTE

To prepare an accurate estimate, please provide:

1. Business or organization name

2. Type of project
3. Project goals
4. Target audience
5. Required deliverables
6. Sizes, formats, or page count
7. Existing brand materials
8. Available written content
9. Available photographs or illustrations
10. Desired deadline
11. Number of decision-makers
12. Intended use and distribution
13. Approximate budget range

After reviewing the project details, Lawrence Lopez Designs will provide a written proposal outlining the recommended scope, investment, deliverables, and schedule.

Estimates are generally valid for 14 days.

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## **PROFESSIONAL DESIGN. PURPOSEFUL COMMUNICATION. PRODUCTION-READY RESULTS.**

### **Lawrence Lopez Designs**

Logo Design • Brand Identity • Marketing Materials • Publications  
Presentations • Illustration • Photo Editing • AI-Assisted Creative Services

**Standard Rate: \$60 per hour**

**Minimum Project Investment: \$200**