SCOTT EDWARD PARRISH

Phone 248-234-1326 email scottedwardparrish@gmail.com website scotteparrish.com

RATE CARD

Hourly Rate

- **Standard Hourly Rate:** $100 - $150/hour
  For general graphic design tasks such as logo design, marketing collateral, UI/UX design, and branding materials.
- **Consultation Rate:** $75 - $125/hour
  For strategic design consultations, brand audits, design feedback, or marketing advice.

Project-Based Rates

Logo & Brand Design

- **Logo Design (Basic Concept):** $1,500 - $3,000
  Includes research, 2-3 logo concepts, and 1 round of revisions.
- **Full Brand Identity Package:** $3,500 - $8,000
  Includes logo design, color scheme, typography, brand guidelines, and basic stationery design (business cards, letterhead, etc.).
- **Comprehensive Branding Package:** $8,000 - $15,000
  Includes everything from the Full Brand Identity Package plus social media assets, email templates, and print materials.

Marketing & Promotional Materials

- **Flyers, Brochures, or Posters (Single Page):** $1,000 - $2,500
  Designing marketing materials with custom illustrations or photo editing.
- **Email Templates (Custom Design):** $750 - $2,000
  Designing email marketing templates for campaigns or newsletters (includes HTML design).
- **Social Media Graphics (Package of 10):** $1,000 - $3,000
  Custom social media graphics for platforms like Instagram, Facebook, or LinkedIn.

Packaging & Print Design

- **Product Packaging Design (Single Item):** $2,000 - $5,000
  Designing product packaging, including dielines, mockups, and print-ready files.
- **Print Collateral (Business Cards, Stationery, etc.):** $500 - $1,500
  Designing professional stationery, business cards, letterheads, and other print materials.

Retainer Services

- **Monthly Retainer (Ongoing Design Work):** $3,000 - $8,000/month
  For continuous design support such as content creation, marketing materials, or brand updates.

Additional Services

- **Custom Illustration:** $100 - $200/hour
  For creating bespoke illustrations or artwork for marketing, branding, or packaging.
- **Presentation Design (PowerPoint, Keynote, etc.):** $1,000 - $3,000
  Designing custom presentations, including templates and infographics.
- **Print Production Consultation:** $100 - $150/hour
  Advising on print materials, finishes, paper choices, and production quality.

Rush Fee

- **Expedited Projects (24-48 hour turnaround):** 20% - 50% premium on the total project cost
  For urgent design requests requiring expedited timelines.

Travel / On-Site Work

- **Travel Fees (For On-Site Projects):**
  Rates will depend on the location, including travel costs (flights, accommodation) and a daily rate for on-site work.

Payment Terms

- **Deposit:** 50% of the project cost before beginning work.
- **Final Payment:** Upon project completion and delivery of final files.
- **Revisions:** Typically include 2-3 rounds of revisions; additional rounds will be billed hourly.

This rate card gives a flexible yet detailed structure to outline the pricing for services provided by a Senior Graphic Designer. The rates can be adjusted depending on project scale, urgency, and complexity.