

pygeon.

GRAPHIC DESIGN
PRICELIST 2025

CONTENTS

TABBLE OF

PAGE 1

OUR MISSION

PAGE 2

OUR GUARANTEE

PAGE 3

BRAND IDENTITY & STRATEGY

PAGE 4

PRINT & PROMOTIONAL GRAPHICS

PAGE 5

SOCIAL & DIGITAL DESIGN

PAGE 6

CREATIVE CONCEPT & VISUAL MARKETING

PAGE 7

DIGITAL & ONLINE PRESENCE

PAGE 8

COMMUNITY & CAUSE-BASED DESIGN + ADD-ONS

Pygeon was born from a simple belief that creativity can change the world. We use design, marketing, and strategy to help good businesses grow not just for profit but for purpose. When your brand succeeds, your community does too.

OUR MISSION

20% PLEDGE FOR PURPOSE

WE'VE COMMITTED 20% OF EVERY PROFIT TO FUTURE COMMUNITY PROJECTS THAT CREATE REAL OPPORTUNITY AND LONG-TERM IMPACT.





OUR GUARANTEE

LET'S KEEP IT REAL. WE HELP YOU BUILD YOUR BUSINESS, YOU HELP US BUILD OUR MISSION, AND TOGETHER WE HELP PEOPLE WHO NEED IT MOST.

GRAPHIC DESIGN

BRAND IDENTITY & STRATEGY



LOGO DESIGN \$200–\$400

Primary, secondary, and icon variations

BRAND STYLE GUIDE \$250

Rules for logo, fonts, and color usage

COLOUR PALETTE & TYPOGRAPHY SYSTEM \$180

Custom font + color system

REBRAND PACKAGE \$500–\$900

Logo refresh, palette update, new collateral

VISUAL IDENTITY AUDIT \$120

Review + recommendations for consistency

STATIONERY SET \$150–\$300

Business cards, letterheads, email signature



GRAPHIC DESIGN

PRINT & PROMOTIONAL GRAPHICS

POSTER DESIGN **\$70**

Event or promo design

FLYER / BROCHURE DESIGN **\$120**

Tri-fold, bi-fold, or one-pager

BUSINESS CARD DESIGN **\$60**

Front & back design

PACKAGING DESIGN **\$250–\$500**

Label or box layout

PRODUCT LABEL DESIGN **\$120**

For bottles, jars, or wraps

SIGNAGE DESIGN **\$300–\$600**

Shopfronts, vehicle wraps, or event banners

MENU DESIGN **\$150–\$250**

Cafés, restaurants, or catering businesses

EVENT & CAMPAIGN COLLATERAL **\$200–\$400**

Tickets, passes, and on-site signage

MERCHANDISE MOCK-UPS **\$80–\$150**

Shirts, tote bags, mugs, stickers

pygeon.



GRAPHIC DESIGN

SOCIAL & DIGITAL DESIGN



SOCIAL MEDIA POST DESIGN \$50

Single static post

SOCIAL MEDIA TEMPLATE PACK \$150

10+ editable Canva/Illustrator/Photoshop templates

AD CREATIVE DESIGN \$80-\$150

Meta, Google, or LinkedIn ad visuals

EMAIL CAMPAIGN DESIGN \$90

Header + layout visuals

INFOGRAPHIC DESIGN \$150-\$300

Simplified data or process visualization

PRESENTATION / PITCH DECK \$250-\$400

5-10+ slides

EBOOK OR DIGITAL BROCHURE \$300-\$600

Multi-page PDF or flipbook design

WEBSITE GRAPHIC ELEMENTS \$100-\$250

Banners, hero images, icons

ANIMATED OR MOTION GRAPHIC \$150-\$300

10-30 sec looping animation



GRAPHIC DESIGN

CREATIVE CONCEPT & VISUALS



CAMPAIGN DESIGN CONCEPT \$200–\$400

Visual direction for ads or launches

GUERRILLA MARKETING CONCEPT \$250–\$600

Visual mock-up of public activation

BRAND MOODBOARD \$100

Concept board of style, tone, and visuals

PRODUCT OR SCENE MOCK-UP \$150 / \$75 EXTRA

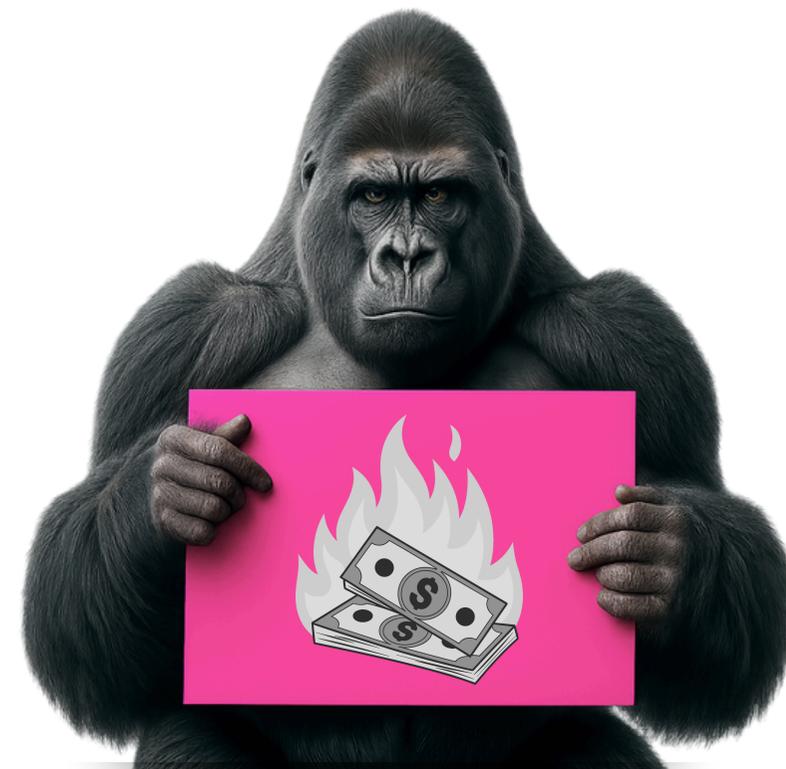
Realistic render showing use

AD STORYBOARD / VISUAL PLAN \$200–\$350

Frame-by-frame visuals for video ads

CREATIVE RETAINER PLAN FROM \$400/MO

Ongoing graphic support (monthly)



GRAPHIC DESIGN

DIGITAL & ONLINE PRESENCE



WEB BANNER DESIGN **\$80**

Hero or campaign banner

LANDING PAGE VISUAL LAYOUT **\$250–\$500**

Custom page graphics

FAVICON / ICON SET DESIGN **\$80–\$150**

Website or app icons

PROFILE & COVER PHOTOS **\$100**

Facebook, LinkedIn, YouTube

PORTFOLIO OR CASE STUDY TEMPLATE **\$180**

Editable layout for client use



GRAPHIC DESIGN

ADD-ONS



AWARENESS CAMPAIGN DESIGN \$100–\$250

Non-profit or cause visuals

DONATION DRIVE COLLATERAL \$150

Posters, social posts, and banners

COMMUNITY EVENT BRANDING \$300–\$600

Logo, signage, and social kit

EXTRA REVISION ROUND \$30

Beyond included edits

EDITABLE SOURCE FILE (PSD/FIGMA/AI) \$25

Delivered with layers intact

RUSH DELIVERY (24HRS) 20%

Priority turnaround

PRINT SETUP / FORMATTING \$20

Bleeds, CMYK export

MOCK-UP RENDERING \$75

Added product or environment preview





LET'S WORK TOGETHER!

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CREATE REAL OPPORTUNITY AND LONG-TERM IMPACT.*