

Vincent Fink Art
www.vincentfink.com

Custom Logo & Design Pricing:

\$65 per hour

1st level: \$65-\$130:

art time of 1-2 hrs

Client provides email briefing for art direction.

Briefing from client provides art direction. Client must provide clear, concise art direction the 1st time or leave up to artist.

Hand picked premium stock fonts and top quality stock vector artwork and pre-drawn elements fusion for logo creation.

1 round of minimal changes/edits, more can be made at as little as \$16.25 per edit.

1 final artwork completed in vector/psd form. 1-color version (if applicable)

2nd level: \$195-\$260:

art time of 3-4 hrs

Client provides email briefing for art direction. Phone calls limited to 5 mins at this level.

Briefing from client provides art direction. Client must provide clear, concise art direction the 1st time or leave up to artist.

preliminary sketch/ design submitted to client by artist before final.

2 rounds of minimal changes/edits, more can be made at as little as \$16.25 per edit.

1 final artwork completed in vector/psd form. 1 1-color version (if applicable)

3rd level: \$325-\$455:

art time of 5-7 hrs

Client provides email briefing for art direction. Phone calls/meetings limited to 10 mins at this level.

In-depth briefing, and more research into company resulting in sketches and brainstorming on company goals and mission statement.

1 set of around 5 thumbnail sketches/ideas to choose from.

3 rounds of minimal changes/edits, more can be made at as little as \$16.25 per edit.

1 final artwork completed in vector/psd form. 1 1-color version & + 2-color logo (if applicable)

4th level: \$520-\$585:

art time of 8-9 hrs

Client provides email briefing for art direction. Phone calls/meetings limited to 20 mins at this level.

Immersive study done of company, and more research into brand identity resulting in sketches and brainstorming on company goals and mission statement.

a brief review of mission statement and more/less involvement with client during the sketching process (depending on your preference).

2 sets of around 5 thumbnail sketches/ideas to choose from.

4 rounds of minimal changes/edits, more can be made at as little as \$16.25 per edit.

2 final artwork completed in vector/psd form. 1 1-color version & + 2 & 3 color logo (if applicable)

5th level: \$650-\$1300:

art time of 10-20 hrs

Client provides email briefing for art direction. Phone calls/meetings limited to 45 mins at this level.

More immersive study done of company. Substantial support and analysis of brand identity resulting in sketches and brainstorming on company goals and mission statement.

more/less involvement with client during the sketching process (depending on your preference).

2 sets of around 5 thumbnail sketches/ideas to choose from.

5-6 rounds of minimal changes/edits, more can be made at as little as \$16.25 per edit.

2 final artwork completed in vector/psd form. 1 1-color version & + 2, 3 & 4 color logo (if applicable)

+alternate logo variations.

6th Level: \$1950-\$2600:

art time of 30-40 hrs

Highly immersive study done of company. Phone calls/meetings limited to 1-2 hrs at this level.

Full support and analysis of brand identity resulting in sketches and brainstorming on

company goals and mission statement.
more/less involvement with client during the sketching process (depending on your preference).

2 sets of around 5 thumbnail sketches/ideas to choose from.

6-7 rounds of minimal changes/edits, more can be made at as little as \$16.25 per edit.

2-3 final artwork completed in vector/psd form. 1 1-color version & + 2, 3, 4, & 5+ color logo (if applicable)

+alternate logo variations and color schemes.

7th Level: \$3250-\$6500:

art time of 50-100 hrs

Most immersive study done of company. Phone calls/meetings limited to 3-4 hrs at this level.

Full support and analysis of brand identity resulting in sketches and brainstorming on company goals and mission statement.

more/less involvement with client during the sketching process (depending on your preference).

2 sets of around 5 thumbnail sketches/ideas to choose from.

7-8 rounds of minimal changes/edits, more can be made at as little as \$16.25 per edit.

3-4 final artworks completed in vector/psd form. 1 1-color version & + 2, 3, 4, & 5+ color logo (if applicable)

+alternate logo variations and color schemes.

+ design guide included

8th Level: \$6825-\$13000:

art time of 105-200 hrs

Most immersive study done of company. Phone calls/meetings limited to 5-8 hrs at this level.

Full support and analysis of brand identity resulting in sketches and brainstorming on company goals and mission statement.

more/less involvement with client during the sketching process (depending on your preference).

2-3 sets of around 5 thumbnail sketches/ideas to choose from.

9-10 rounds of minimal changes/edits, more can be made at as little as \$16.25 per edit.

5-6 final artworks completed in vector form. 1 1-color version & + 2, 3, 4, & 5+ color logo (if applicable)

+alternate logo variations and color schemes.

+ design guide included

Turn-around Time:

Usually 3-5 business days per each phase of production/edits. Faster jobs and deadlines can often be met when other productions allow, but might be subject to a Rush Charge.