ODD VAL STUDIO

SERVICES

MARKETING | GRAPHIC DESIGN | ILLUSTRATION

01 / Packages

STARTER $300-500

- **Primary, secondary, & wordmark logo**
- **Brand color palette**
- **Social media logo resizing**
- **Business card design**
- **1 promo. graphic** (Flyer, Banner, or Social Post)

GROWTH $500-700

- **Basic brand exposure recommendations**
- **Primary, secondary, & wordmark logo**
- **Brand color palette**
- **Social media logo resizing**
- **Business card design**
- **Up to 3 promo. graphics** (Flyers, Banners, and/or Social Posts)
- **1 custom mascot or illustration** *

PREMIUM $700-900

- **Marketing recommendations**
- **Primary, secondary, & wordmark logo**
- **Brand color palette**
- **Social media logo resizing**
- **Business card design**
- **Up to 5 promo. graphics** (Flyers, Banners, and/or Social Posts)
- **1 custom mascot or illustration** *
- **1 additional creative asset** (Packaging or Merchandise Design)

SIGNATURE $900+

- **Priority project support**
- **Marketing recommendations**
- **Primary, secondary, & wordmark logo**
- **Brand color palette**
- **Social media logo resizing**
- **Business card design**
- **Up to 8 promo. graphics** (Flyers, Banners, and/or Social Posts)
- **1 animated graphic or short promo. video** *
- **Up to 2 custom mascots or illustrations** *
- **Up to 2 additional creative assets** (Packaging or Merchandise Design)

03 / Stand-Alones

- **Gigs (Individual Design Pieces)**
$60-200 |+$5 per variation.
- **New Logo Design**
Starting at $150 | Pricing varies based on complexity and/or custom lettering is requested.
- **Logo Refresh (Existing Logos Only)**
Starting at $100 |Includes recoloring, visual refinements, etc.

02 / Add-Ons

- **Custom Lettering or Font Design (LOGOS ONLY)** +$50
- **Custom Pattern or Vector Icon Set**
Starting at $20
- **Urgent Fee (GIGS ONLY)** +$30-80

(*) INDIVIDUALLY PRICED:
Mascot(s), Illustration(s), Animated Graphic, & Promotional Video