

# PRICE GUIDE

BRAND  
TECHNOLOGY

Cognent offers standard branding & technology packages. For more complex projects we offer solutions starting at \$250 per hour. We can provide you a firm price quote for a complex project once we understand your needs. Call us to get started. There is no charge for a price quote.

## Logo Design (Brand Development): **\$300**

Includes a complete Style Guide for your brand, an avatar/icon/profile version suitable for social media, and two social media covers suitable for Facebook and Twitter. We provide you at least three initial logo black-and-white mockups for your review and selection. We will add color to your selected mockup and we allow up to three tweaks to the mockup before we finalize it.

Add a business card design to the logo package for an additional \$50 fee at the time you contract us for a logo.

## Business Card Design: **\$200**

You must provide us a copy of your logo in vector format, if we did not create your logo. We can convert your existing logo to vector format for an additional fee of \$150.

## Brochure/Door Hanger/Flyer/Mailer/Post Card Design: **\$250**

Full-color, front-and-back, up to 8.5" by 11". Up to three revisions from the mockup are included. A social media/MMS version of your mailer is available at no additional charge. You must provide high-resolution pictures, copywriting and your logo in a vector format. You must also provide the template showing bleeds from the print shop who will print your brochure/mailer. We recommend Vista Print, if you do not have a print shop. We can submit your camera-ready artwork directly to Vista Print upon your approval.

## Create Facebook & Instagram Pages: **\$200**

Create social media pages on Facebook & Instagram. Client must provide logo in vector format if not created by Cognent.

## Monthly Social Media Content Creation & Posting one-time setup fee of **\$150 + \$250/month**

Includes the design and posting of up to 12 monthly social media posts on Facebook, Instagram & Twitter.

## 10DLC Registration Services

Brand registration: **\$25**

Brand vetting: **\$99**

SMS Campaign Registration: **\$25 + \$20/month** payable quarterly

**Ad placement on Google:** 15% of ad spend plus production fees, if any. Ad placement requires a monthly agency fee starting at \$50/month. Google Ads onboarding fee is: \$150. The fee includes configuring Google Analytics for one website.

Creative work files, such as logos, provided to you by Cognent are print-ready. Due to licensing restrictions we do not transfer fonts. Our licensing agreement for our work provides you the necessary, non-exclusive rights to what we produce to you. All payments are non-refundable even if you do not use what we create. Once the project has started, any significant changes may result in additional charges. You will be provided an opportunity to review any additional charges before we begin. A 50% payment is required before we start work. The balance is due upon delivery. Our packages allow you to request up to three minor changes made to the mockups we make for you before finalizing the work. Additional charges may apply for changes to the project once the mockup has been approved by you. You are responsible for any images or video you provide us for the project. All images must be at least 300dpi (ppi) for any project that requires printing and 72dpi for online projects provided the image is at least 2,000 pixels at its shortest side. Videos should be at least 1080p (HD) quality. Cognent may refuse to use any image/video provided by you for any reason. All creative work is delivered to you in a PDF or PNG file as required. Additional file formats, are available for an additional \$50 fee. All technology services provided by us are subject to our Terms of Service (TOS) found at cognent.com. All required legal notices are the responsibility of the client. Version: January 2024.

## Starter Website: **\$500**

The Starter includes the header, menu, a one-image hero section, a cta, a footer & up to 5 content sections/pages.

## Advanced Website: **\$750**

The Advanced includes everything in the Starter, plus at least three rotating images in the hero section, 5 pages and a contact form.



## Custom Website: starting at **\$1,500**

All websites are mobile-friendly and search engine optimized (SEO). All website packages include cover & profile images for social media channels. Facebook, Instagram & Twitter page creation is \$50 with any website package. We are not responsible for functionality if you choose to host on your own.

## Add a gallery to any website: **\$100**

includes up to 25 images, **\$15** each additional

Web hosting: \$30/month, payable quarterly

Domain name registration: \$32 annually

Exchange Email: \$18/month/account, payable quarterly

Video: logo reveal: \$250

Video: 30-second video: \$750

Standard Labor: \$250/hour

Caricature/Custom Illustration: starting at: \$750

Late/Missed/Returned Payment: \$35

BRAND + TECHNOLOGY = SUCCESS.

p: 408 / 520 - 9500

e: sales@cognent.com

w: cognent.com