



**BUREAU OF BRANDING**

**PRICE CARD 2021**

**page 01**

All prices are depending on the demand and amount, and have to be confirmed by BOB AGENCY via request: [hello@bob.vision](mailto:hello@bob.vision). Thank you for your interest.

**OUR SERVICES – BRANDING & PACKAGING**

**COSTS IN EURO**

**01. LOGO & BRANDING DESIGN**

- |  |                 |
|--|-----------------|
| A. New Logo Design<br>- incl. 3 design steps & final artwork   | 1.800 - 2.400 € |
| B. Logo Relaunch<br>- incl. 3 design steps & final artwork     | 1.200 - 1.800 € |
| C. Stationary Design<br>- incl. 3 design steps & final artwork | 1.800 - 2.400 € |

**02. CLAIM & NAMING DEVELOPMENT**

- |   |                 |
|---|-----------------|
| A. Naming Development<br>- incl. 3 steps with each 5-10 new proposals | 1.200 - 2.400 € |
| B. Claim Development<br>- incl. 3 steps with each 5-10 new proposals  | 1.200 - 2.400 € |

**02. PACKAGING DESIGN**

- |   |                 |
|---|-----------------|
| A. New Packaging Design<br>- incl. 3 design steps (front), back design, artwork                   | 2.400 - 3.800 € |
| B. Packaging Relaunch or Range Adaptation<br>- incl. 3 design steps (front), back design, artwork | 800 - 1.800 €   |

**03. SHOOTING & ART DIRECTION**

- |   |                 |
|---|-----------------|
| A. Packaging Shooting<br>- front & back shooting for free cuts, incl. 4 images        | 1.600 - 2.000 € |
| B. Shooting for Campaigns<br>- incl. 1 day shooting, foto selection and image editing | 2.500 - 6.000 € |



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**05. ADVERTISING DESIGN & CONTENT CREATION**

- |   |                 |
|---|-----------------|
| A. Sale Campaings, DIN A4<br>- incl. 3 design steps & final artwork                         | 1.800 - 2.400 € |
| B. Social Media Campaign (4 Months)<br>- incl. content creation, images & 4 posts per month | 2.400 - 4.000 € |
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**06. SALES FOLDER & IMAGE BROCHURES**

- |   |                 |
|---|-----------------|
| A. Sales Folder – DIN A4<br>- incl. 3 design steps & final artwork                  | 800 - 1.200 €   |
| B. Image Brochures – 12 pages<br>- incl. layout, 3 correction steps & final artwork | 2.500 - 3.200 € |
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**07. WEB DESIGN & PROGRAMMING**

- |  |                 |
|--|-----------------|
| A. Web Design (home, product, about & contact)<br>- incl. 3 design steps | 2.400 - 6.800 € |
| B. Web Programming<br>- Word Press or other                              | 1.800 - 5.000 € |
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**Please do not hesitate to ask us for an individual offer.**



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SMART BUSINESS	COSTS
<b>01. NEW BRANDING</b>	<b>2.300 €</b>
A. Logo & Claim	
B. Business Cards (2x)	
.....	
<b>02. NEW PACKAGING</b>	<b>3.200 €</b>
A. Design development	
B. Incl. 2 range adaptations	
.....	
<b>03. NEW WEB DESIGN</b>	<b>2.000 €</b>
A. Design landing page	
<b>TOTAL COSTS</b>	<b>7.500 €</b>

PACKAGING PLUS	COSTS
<b>02. PACKAGING (60x)</b>	<b>28.000 €</b>
A. Design development	
B. Incl. 59 range adaptations	
C. Image editing	
D. Final Artwork	
<b>TOTAL COSTS</b>	<b>28.000 €</b>

PROFI BUSINESS	COSTS
<b>01. NEW BRANDING</b>	<b>3.000 €</b>
A. Logo & Claim	
B. Stationary Design	
.....	
<b>02. NEW PACKAGING</b>	<b>3.200 €</b>
A. Design development	
B. Incl. 2 range adaptations	
.....	
<b>03. NEW WEB DESIGN</b>	<b>3.200 €</b>
A. Design landing page	
B. Incl. 3 under-pages	
.....	
<b>04. ADVERTISING</b>	<b>1.200 €</b>
A. Design DIN A4	
.....	
<b>05. PRODUCT SHOOTING</b>	<b>2.400 €</b>
A. Incl. 4 images for social media	
<b>TOTAL COSTS</b>	<b>13.000 €</b>

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