

Service rates 2026.

Brand design and development, from a
lasting mark to complete identity systems.



Four parts, one full circle

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- 01 Core packages
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 - 03 International rates
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-



Three core packages

The arc shows each fee as a share of Strategic.



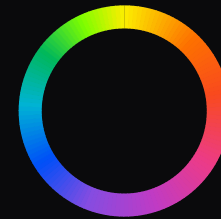
Foundation

₺25,000



Signature

₺75,000



Strategic

₺150,000

Foundation: Logo identity

For newly founded businesses.

BASE PRICE

₺25,000

7–12 working days

WHAT'S INCLUDED

Brief intake and initial competitor review

2 independent logo concepts

2 revision rounds on the chosen design

Colour, single-colour and reversed versions

Concise logo guide and vector files

Signature: Visual identity

Comprehensive visual identity, for growing brands.

BASE PRICE

₺75,000

3–4 weeks

WHAT'S INCLUDED

Brand and competitor research

3 independent logo concepts

3 revision rounds

Colour, type and graphic-element system

3 practical brand applications

15–25 page identity book

Strategic: Brand ecosystem

Strategic brand ecosystem, for established brands.

BASE PRICE

₺150,000

4–6 weeks

WHAT'S INCLUDED

Brand audit, research and strategy

2–3 developed creative routes

Complete identity system

6–8 agreed brand applications

30–50 page brand book

Master files and handover session

Enterprise and multi-brand projects

Each one is estimated on its own scope.

STARTING PRICE

₺250,000

International clients: from \$6,500

Brand identity and logo

Single services with a clearly defined scope.

Custom logo design, with broader exploration	₺45,000
Visual identity from an existing logo	₺35,000
Brand guidelines from an existing identity	₺20,000

Print and stationery

Single pieces with a defined scope.

Business card	₺3,500
Stationery set: letterhead and agreed items	₺10,000
Corporate brochure, up to 8 pages	₺12,000
Corporate catalogue, up to 12 pages	₺25,000

Packaging and campaign

Single pieces with a defined scope.

Packaging design, one product	₺20,000
Packaging adaptation, per extra model or product	₺5,000
Corporate presentation, up to 10 slides	₺20,000
Advertising poster	₺6,000

Social media and video

Single pieces with a defined scope.

One static social media post	₺2,000
Set of 10 social media templates	₺18,000
One YouTube thumbnail	₺2,000

Digital experiences

From interface design to a fully custom website.

Landing page UI/UX design	₺25,000
Corporate website UI/UX, about 5 pages	₺55,000
Custom website design and development	From ₺120,000

International rates in USD

Set for the international market, not converted from lira.

Foundation	\$650
Signature Logo	\$1,100
Signature Identity	\$1,950
Strategic Ecosystem	\$3,950
Enterprise	From \$6,500

Payment follows the work

The split depends on the size of the project.



UNDER €100,000

- **50%** At the start
- **50%** Before final files



LARGER PROJECTS

- **50%** Prepayment
- **30%** Direction approved
- **20%** Before final delivery

Revisions and rush work

2–3

Revision rounds

As set by each package. A new direction or out-of-brief requests are charged separately.

+25–40%

Rush delivery

When the team has capacity, a rush schedule costs 25–40% more.

Validity and ownership

14 days

Offer validity

A rate card or proposal is valid for 14 days, unless the contract says otherwise.

100%

Rights and files

Usage rights transfer once the fee is paid in full. Trademark review is separate.

What the base rates don't cover

These are quoted after we review the brief and the size of the project.

3D design

Motion

AI-based services

Software systems

Complex projects

Not included unless agreed

Added only when stated in the final proposal or contract.

Tax

Printing and physical production

Photography

Videography

Extensive copywriting and content production

Font purchase and licences

Hosting and domain

Development outside the agreed scope

Every brand has its own scope.

Fee, schedule, deliverables and revisions are set in the proposal before work starts.

Start a project →

arc360.agency

