DesignCrowd

Some budget guidelines

Budget guidelines for agency / wholesale customers

What budget should you set for your design project?

With hundreds of projects live in the DesignCrowd marketplace, designers have a broad choice about where to invest their creative effort. In our experience, the value of the budget is a key factor in encouraging designers to submit their ideas to *your project*.

If you aim to attract some of the best designers in the marketplace, you should set a budget which helps your project to stand out!

The table below illustrates "Base", "Average" and "Best Results" budgets by design category:

Design Type	Base*	Average*	Best Results*
Logo	$240	$440	$940
Web	$340	$540 (up to 2 pages)	$1,040 (3+ pages)
Banner Ad	$150	$240	$640
Flyer	$180	$260	$600
Business Card	$130	$240	$500
Poster	$180	$260	$600
Stationary	$200	$300	$500
Illustration	$180	$390	$690
T-shirt	$180	$260	$540
Icon	$180	$290	$690
Packaging	$240	$340	$740
Signage	$200	$400	$700
Brochure	$200	$400	$700
Advertising	$240	$440	$740
Facebook	$200	$300	$400

*Budgets include the $40 posting fee and designer budget only – additional upgrades are not included.

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Why not just the "Base" level budget?

Setting your budget at the right level is an investment in design quality. A $240 logo will not look the same as a $940 logo. You shouldn't expect to get 6 great web-pages for $540. If you'd like some specific guidance for your project, ask us!

Should I "Commit Payment" / guarantee my project?

By committing payment, you are making a promise to designers that you will choose a winning designer from those who have participated in your contest.

Since designers have a choice about where to invest their time, they will typically prioritise "Committed Payment" projects over those that are "Refundable". In fact, "Committed Payment" projects generally receive 30-50% more designs than "Refundable" projects do.

+30-50%

Effect of "Committing Payment" to the number of designs you receive.

Committing payment not only increases the *number* of designs you receive, but also the *quality* of designs.

In fact, some of DesignCrowd's highest-ranking designers will only participate in projects which are "Committed Payment".

If you choose to commit payment, but are not happy with the designs you have received, help is only a phone call or email away! DesignCrowd Customer Service can review your brief or invite additional designers to your project to help ensure that you find the design you want.

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