



SERVICE 02 / CLIENT GUIDE 2026



Professional Graphic Design, Logo & Social Media Design

Graphic design for logos, advertising, social media, business materials, books, catalogues and monthly creative content.

MONTHLY SOCIAL: \$100 - \$699 / MONTH

INDIVIDUAL DESIGN: \$2.50 - \$999+ BY DELIVERABLE

CLIENT OVERVIEW



GRAPHIC DESIGN

Design that helps the brand look consistent, credible and intentional.

ZT Graphic Design covers professional logo design, advertising graphics, social media creative, business materials, book and catalogue work, plus monthly social creative packages.



Logo Design

Wordmark, pictorial mark / symbol and combination mark logo projects.



Advertising & Marketing Design

Poster, flyer, brochure, banner, billboard and other campaign-facing materials.



Social Media Graphic Design

Posts, stories, reel thumbnails and visual creative for ongoing content.



Books & Catalogues

Book covers, book layout and catalogue design.





MONTHLY SOCIAL CREATIVE

Four levels of content production.

These ranges cover ZT's professional creative work. Advertising spend, influencer fees, printing, paid stock and other third-party costs are separate.

Economy

\$100 - \$179 / month

Best for: Basic monthly consistency.

- 6 social media posts
- 8 stories
- 2 reels + thumbnail

Basic

\$169 - \$299 / month

Best for: A more structured monthly content rhythm.

- 8 posts
- 15 stories
- 4 reels + thumbnail
- Page analysis

Premium

RECOMMENDED

\$279 - \$449 / month

Best for: Growing brands that need stronger volume and creative direction.

- 12 posts
- 20 stories
- 6 reels + thumbnail
- Page analysis

Ultimate

\$429 - \$699 / month

Best for: A fuller ongoing social creative system.

- 16 posts
- 25 stories
- 8 reels + thumbnail
- Page analysis



INDIVIDUAL DESIGN RANGES

Published ranges without turning the guide into a price list.

The final quote depends on concept depth, complexity, formats, commercial use, turnaround and revision requirements.

Logo Design

\$100 - \$999

Best for: Wordmark, pictorial mark / symbol and combination mark projects.

Business & Marketing Materials

\$2 - \$199

Best for: Business cards, letterheads, flyers, brochures, posters and related materials.

Large-Format Advertising

\$8 - \$149

Best for: Banners and billboards, depending on scope and format.

Book & Catalogue Layout

\$0.75 - \$9 / page

Best for: Per-page work, with complexity and page volume affecting the final fee.



NEXT STEP

Make the brand look as credible as the work behind it.

Send the brief, the deliverables you need and where the design will be used. We will recommend the right scope and provide a clear fixed quote inside the relevant range.

START WITH THE RIGHT SCOPE

Tell us what you are building and what the project needs to achieve.



Share the goal, the current situation and the outcome you want. ZT Brand Studio will help you identify the right service level and define a practical next step before production begins.

START A PROJECT ↗

RELATED CAPABILITIES

One studio. Connected capabilities.

Web Design first, then Graphic Design, Video Editing, SEO and Social Media Marketing support where relevant.



01 Web Design



02 Graphic Design



03 Video Editing



04 SEO Services



Social Media