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How Much Does a Logo Cost? Hours, BLS Pay and Price Tiers

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Executive Summary

Published US prices for a professionally designed logo cluster between **$300 and $2,500**, but the quote is only meaningful once it is converted into hours of labour. Vistaprint describes $300 to $2,500 as the most common range (www.vistaprint.com), Shopify puts freelancer pricing at $250 to $2,500 (www.shopify.com), and Thumbtack reports a platform average of $150 to $484 (www.thumbtack.com). Agency pricing sits well above that: Fabrik Brands, in a 2022 article, put a logo on its own from a branding agency at $1,000 to $10,000 (fabrikbrands.com). The spread exists because the labour behind a logo is not standardised. ManyPixels estimates **15 to 30 hours** for discovery, competitor review, three concepts, two revision rounds and file handoff (www.manypixels.co), Don't Do It Yourself says 13 to 15 hours (ddiy.co), and Upwork's cost guide gives five hours to 20+ hours (www.upwork.com). None of these hour figures names a primary source, so this report treats them as vendor estimates.

The only official rate anchor is the US Bureau of Labor Statistics (BLS): graphic designers earned a median of **$62,960 a year** in May 2025 (www.bls.gov), or **$30.27 an hour** (www.bls.gov). That is employee pay, and BLS states that it excludes self-employed workers (www.bls.gov). Benefits were 30.0 percent of private-industry employer compensation in June 2026 (www.bls.gov), which implies a cost multiplier of 1.43 on wages (46.89 divided by 32.82, from the BLS figures (www.bls.gov)). Combined with an assumed 60 percent billable share, a break-even bill rate is about **$72 an hour**; that last step is an assumption, not a statistic.

Dividing each quote by plausible rates shows what labour it buys. A **$300** quote buys 2.0 to 12.0 hours at $150 to $25 an hour; a **$1,500** quote buys 10 to 60 hours; a **$6,000** quote buys 40 to 240 hours. Against the 15 to 30 hour vendor estimate, $300 implies a rate of $10 to $20 an hour (below the BLS employee median), $1,500 implies $50 to $100, and $6,000 implies $200 to $400, which is above every hourly band reviewed here and therefore must include more scope, more people or agency overhead. Hourly bands from vendors run from $25 to $150 (manypixels.co), Thumbtack reports $40 to $55 for logo designers (www.thumbtack.com), and Clutch reports $100 to $149 for logo design agencies (clutch.co).

The most common gaps in a logo quote are scope items, not design hours. Trademark clearance is a separate task (the USPTO notes that examiners check only the federal database (www.uspto.gov)), registration carries a separate $350 per-class base fee (www.uspto.gov), and a freelancer's work is not automatically owned by the buyer, and a signed work-made-for-hire clause works only for listed categories, so a written assignment is the safer instrument (www.copyright.gov). Route choice follows from volume: a single logo with no ongoing work is usually best bought from a freelancer or small studio, while design subscriptions are priced as a monthly capacity block rather than a per-logo fee.

Introduction and Background

This report is a logo design cost breakdown built around a narrow question: given a logo quote, how many hours of labour does it imply, and which scope items are missing? It is written for founders, marketing leads and agency producers who hold several quotes (for example $300, $1,500 and $6,000) and need to decide between a freelancer, a design subscription, an agency or in-house help. All amounts are in US dollars and, where a figure comes from BLS, it applies to the United States only. Pages were accessed on 13 November 2026 unless stated otherwise.

Three kinds of number

Search results for "how much does a logo cost" are dominated by price lists from design vendors, marketplaces and tool makers. Those pages are useful, but they mix three different kinds of number, and a buyer cannot defend a decision without separating them:

- **Official statistic:** a figure published by a statistical agency with a stated method, such as BLS wages and employer compensation costs.
- **Vendor or publisher estimate:** a figure from a company that sells design, design tools or leads, usually without a named primary source for the hours or the sample.
- **Reader assumption:** a number the analyst or the buyer chooses (billable share, hours per stage, rate band), shown with its formula so it can be changed.

Table 1 below grades the main numbers used in this report by that scheme.

Number	Value	Grade	Source and caveat
Median graphic designer wage	$30.27 per hour; $62,960 per year (May 2025)	Official	BLS Occupational Outlook Handbook and Occupational Employment and Wage Statistics; employees only, self-employed excluded (www.bls.gov)
Benefits share of employer compensation	30.0 percent (June 2026, private industry)	Official	BLS Employer Costs for Employee Compensation; all private-industry workers, not designers specifically (www.bls.gov)
Hours for a full logo project	15 to 30	Vendor estimate	ManyPixels; no named primary source (www.manypixels.co)
Hours for a logo	13 to 15	Vendor estimate	Don't Do It Yourself pricing list; undated, no method stated (ddiy.co)

Number	Value	Grade	Source and caveat
Freelance hourly bands	$25-$45 entry, $45-$85 mid, $85-$150+ senior	Vendor estimate	Attributed to ManyPixels by Zarla (www.zarla.com)
Logo designer hourly rate	$40 to $55	Platform data	Thumbtack, last updated October 2026 (www.thumbtack.com)
Agency hourly rate	$100 to $149	Review-based aggregator	Clutch logo-agency pricing page (clutch.co)
Billable share of the working year	60 percent	Assumption	Chosen by this report; no source
Hours per stage	See Table 2	Assumption	Allocation chosen by this report so the stages sum to the vendor range

The headline hours figure has the weakest provenance and the largest influence on every conclusion. The BLS rows are the only ones with a documented survey method; the vendor rows are mutually consistent in order of magnitude but cannot be audited. The report therefore shows every calculation so a reader can substitute a different rate, billable share or hour count.

Anchoring the Rate: BLS Pay and the Loaded-Rate Formula

What the official statistic says: BLS median pay

BLS reports that the median annual wage for graphic designers was **$62,960** in May 2025 (www.bls.gov). The lowest 10 percent earned less than $39,520 (www.bls.gov) and the highest 10 percent earned more than $104,910 (www.bls.gov). The hourly median of **$30.27** appears in the BLS wage tables (www.bls.gov). The Occupational Outlook Handbook page was last modified on 29 October 2026 (www.bls.gov).

Two limits apply. First, BLS wage data describe employees; the page states that the figures exclude self-employed workers (www.bls.gov). Roughly one in five graphic designers (20 percent) is self-employed according to the same BLS page, so the official median does not describe the rates freelancers set. Second, an employee wage excludes the employer's cost of benefits, equipment and management time. A $30.27 wage is not the price of an hour of a designer's attention.

Aggregators publish alternative hourly figures with weaker methods: Payscale reports an average of $39.37 for US freelance graphic designers (www.payscale.com), Indeed reports $37.47 for freelance designers (www.indeed.com), and an Adobe Express analysis of Upwork profiles reported $49.65 (www.adobe.com). These are self-reported or posted rates, shown only as context.

From wage to bill rate: a transparent formula

A buyer paying a freelancer or agency is paying for the designer's wage plus everything that wage does not cover. The report uses the following chain, with each step labelled:

- **Benefits multiplier (official, with an assumption):** BLS reports total employer compensation of $46.89 per hour worked in private industry in June 2026 (www.bls.gov), of which wages and salaries were $32.82 (www.bls.gov). The ratio 46.89 / 32.82 equals 1.4287, rounded to 1.43 in the text. This applies an all-industry ratio to designers, which is an assumption.
- **Billable share (assumption):** designers do not bill every working hour, because they also prospect, invoice and maintain their own tools. The report uses 60 percent, and shows 50 and 75 percent for sensitivity.
- **Self-employment cost (official rate, assumed treatment):** a self-employed designer pays the whole self-employment tax of 15.3 percent (www.irs.gov), made of 12.4 percent for Social Security (www.irs.gov) plus Medicare. The multiplier above already includes employer payroll costs, so the report does not add the 15.3 percent a second time; a reader who prefers a different treatment can add it as overhead.

The formula block below can be pasted into a spreadsheet. It contains no currency symbols so that it copies cleanly.

```
Loaded cost per hour   = wage x benefits multiplier
                       = 30.27 x 1.4287 = 43.25
Break-even bill rate   = loaded cost / billable share
                       = 43.25 / 0.60 = 72.08 per billed hour
   (sensitivity)       = 43.25 / 0.50 = 86.50
                       = 43.25 / 0.75 = 57.67
Implied hours          = quote / bill rate
Implied rate           = quote / hours
Labour check           = hours x bill rate (+ pass-through costs)
```

At 60 percent billable the break-even rate of about **$72 an hour** falls inside the mid-level band of $45 to $85 that Zarla attributes to ManyPixels (www.zarla.com), above Thumbtack's $40 to $55 range for logo designers (www.thumbtack.com), and below the $100 to $149 agency average reported by Clutch (clutch.co). The result is a cross-check, not a rate card: it shows that a designer who earns the BLS median as an employee would need to bill roughly 2.4 times that wage (72.08 divided by 30.27) to cover benefits and unbilled time.

Hours Behind a Logo: Stage Estimates

What the published estimates say

The hours question has no official statistic. The available estimates are vendor statements:

- **ManyPixels:** a proper discovery call, competitor review, three concepts, two revision rounds and full file handoff is realistically 15 to 30 hours of work. Multiplying that range by the BLS median wage gives about $454 to $908 of labour (15 x 30.27 and 30 x 30.27), before benefits and unbilled time.
- **Zarla:** a design-tool publisher that repeats the 15 to 30 hour figure for a scope of three concepts and two revision rounds (www.zarla.com), and separately reports 13 to 15 hours attributed to Don't Do It Yourself (www.zarla.com).

- **Don't Do It Yourself:** states that a solid logo design takes between 13 and 15 hours without naming an underlying source.
- **Penji:** a subscription design provider that publishes project timelines assuming a maximum of three rounds of review; its table lists 10 to 20 hours for a logo and excludes the ideation phase (penji.co).
- **Upwork:** gives a range of five hours to 20+ hours, possibly over several weeks, in its cost guidance (www.upwork.com).

Taken together the estimates span 5 to 30 hours; the ManyPixels, Penji and Upwork ranges all include 15 to 20 hours, and the Don't Do It Yourself range of 13 to 15 hours touches that span at 15. Elapsed time is a different quantity: Vistaprint notes that a first round of mockups may take at least a week, which says nothing about paid labour hours.

An illustrative stage allocation

No source splits logo hours by stage. *Table 2* below allocates the 15 to 30 hour vendor range across five stages. The split is an assumption chosen for this report so that a buyer can see which line items a quote must cover; it is not measured data.

Stage	Low (hours)	High (hours)	Grade	What the quote should cover
Discovery and brief	2	3	Assumption	Call or questionnaire, audience, positioning, constraints
Research	2	4	Assumption	Competitor and category review, naming or wordmark checks
Concept development	5	10	Assumption	Sketching and digital concepts (vendors cite one to three concepts (www.vistaprint.com))
Revisions	3	6	Assumption	Two to four rounds are a common structure (www.vistaprint.com); rounds beyond two are often billed separately
File handoff	3	7	Assumption	Vector master, colour variants, exports, simple usage sheet
Total	**15**	**30**	Vendor range	Matches the published total by construction

A price that assumes two revision rounds absorbs a third only if the designer has margin elsewhere. One published guide notes that senior designers charge for judgement and fewer wrong turns, not hours (www.manypixels.co), which means a higher rate can coexist with fewer hours.

Decoding the Quotes: What $300, $1,500 and $6,000 Buy

Implied hours by rate

Dividing a quote by an hourly rate gives the labour it can fund. *Table 3* below does this for three quotes and rates drawn from the sources above. The $72.08 row is the break-even rate from the formula; all other rates are published bands.

Hourly rate	Label	$300 quote	$1,500 quote	$6,000 quote
$25	Entry end of vendor bands (manypixels.co)	12.0 h	60.0 h	240.0 h
$40	Low end, Thumbtack logo designers	7.5 h	37.5 h	150.0 h
$55	High end, Thumbtack logo designers	5.5 h	27.3 h	109.1 h
$72.08	Break-even, assumption (60 percent billable)	4.2 h	20.8 h	83.2 h
$85	Top of mid-level band (www.zarla.com)	3.5 h	17.6 h	70.6 h
$100	Low end, Clutch logo agencies (clutch.co)	3.0 h	15.0 h	60.0 h
$149	High end, Clutch logo agencies (clutch.co)	2.0 h	10.1 h	40.3 h
$150	Senior band, vendor (manypixels.co)	2.0 h	10.0 h	40.0 h

The table is read along a row once the buyer knows who is quoting. A freelancer at $55 an hour who quotes $1,500 is pricing about 27 hours, in the middle of the 15 to 30 hour vendor range. An agency at $149 an hour who quotes $6,000 is pricing about 40 hours, above the upper end of the single-logo estimates, so the quote probably includes more than a logo.

The reverse calculation: what rate does the quote imply?

The opposite check is often faster. Divide the quote by the 15 and 30 hour endpoints of the vendor estimate:

- **$300:** 300 / 30 = $10 and 300 / 15 = $20 an hour. Both are below the BLS employee median of $30.27 (www.bls.gov). A $300 quote therefore either assumes far fewer hours (3.5 hours at $85, from Table 3), a template or logo-maker workflow, or a rate set by a lower-cost market. Published price lists do list this tier: ManyPixels puts entry-level designers at $300 to $500 (www.manypixels.co), and Airtasker's US page, last updated in November 2023, gave an average of $300 to $900 (airtasker.com).
- **$1,500:** 1,500 / 30 = $50 and 1,500 / 15 = $100 an hour. This brackets the Thumbtack and mid-level bands and is consistent with a full process. ManyPixels lists mid-level designers at $500 to $1,500.
- **$6,000:** 6,000 / 30 = $200 and 6,000 / 15 = $400 an hour. These rates exceed every hourly band in this report, including the $100 to $149 agency average (clutch.co). The quote must therefore fund more than 15 to 30 hours: strategy, naming, a brand guide, several people, or account management. Design firms are described as starting around $2,500 for logo work in one retail guide (www.shopify.com).

The three results suggest a rule of thumb for review: a quote below roughly $450 implies a labour rate under the BLS median at the vendor's own 15 hour floor (15 x 30.27 = $454), and a quote above about $4,500 exceeds the vendor's own estimate at the top senior rate (30 x 150 = $4,500). Between those figures, the question shifts from price to scope.

Scope that fits each tier

The scope below is an assumption-based checklist, anchored where possible to published descriptions. Vistaprint describes a common structure as one to three initial concepts and two to four revision rounds. Dallas Design Co describes a fair $400 logo as including one concept direction, limited revisions, vector files and commercial rights (dallasdesignco.com), and notes that two or three structured revision rounds are common in fixed-scope projects (dallasdesignco.com). A reasonable reading is that the $300 tier covers a narrowed scope, the $1,500 tier covers the full 15 to 30 hour process, and the $6,000 tier covers a logo plus brand-system work.

What a Logo Quote Should Include (and What It Usually Does Not)

Scope matrix by tier

Table 4 below is a checklist, not a market survey. Entries in the tier columns are assumptions about what to ask for at each price; the right column cites the standard or guidance behind each item.

Scope item	$300 tier (assumed)	$1,500 tier (assumed)	$6,000 tier (assumed)	Why it matters
Discovery and brief	Written questionnaire	Call plus written brief	Workshop and positioning	Hours cannot be priced without a defined audience
Concepts	One direction	Up to three	Several routes, possibly tested	Common structure is one to three concepts
Revision rounds	One or two, stated	Two included, extras priced	Three or four	Two to four rounds is common
Vector master	Ask explicitly	Included	Included	SVG scales to any size without loss of quality (developer.mozilla.org)
Colour specifications	Often absent	HEX plus RGB and CMYK	Full palette rules	Guidelines should include RGB and CMYK values (www.vistaprint.com) and a hex code per colour (www.adobe.com)
Rights transfer	Ask in writing	Written assignment	Written assignment	Commissioned work is work made for hire only if it falls in a listed category and has a signed agreement; a written assignment is safer (www.copyright.gov)

Scope item	$300 tier (assumed)	$1,500 tier (assumed)	$6,000 tier (assumed)	Why it matters
Favicon and app icons	Usually excluded	Basic set	Full icon system	Installable web apps need 192 by 192 and 512 by 512 pixel icons (web.dev)
Brand guide	Excluded	One-page usage sheet	Full guide	Clear-space rules and minimum sizes belong in guidelines (www.adobe.com) (www.vistaprint.com)
Trademark clearance	Excluded	Excluded	Often excluded	Legal search is separate from design (www.uspto.gov)

The matrix makes the pattern visible: price differences between tiers are mostly differences in how many items in the middle rows are included, not in how much the first concept costs to draw. A buyer comparing a $300 quote with a $1,500 quote should therefore ask for the missing rows to be priced separately before deciding the cheaper quote is cheaper.

Items that are usually outside the quote

- **Trademark clearance and registration.** The USPTO says it strongly recommends searching for conflicting federal marks before filing (www.uspto.gov), states that an attorney can provide a clearance search and interpret the results (www.uspto.gov), and notes that its own examination only determines whether there are conflicting marks in the federal database (www.uspto.gov). The USPTO base application fee is $350 per class, in effect since 18 January 2025 (www.uspto.gov). This is general information, not legal advice; a trademark attorney should handle clearance decisions.
- **A logo as a design mark.** A trademark can be a symbol or design (www.uspto.gov), and a special-form registration protects only the particular depiction filed (www.uspto.gov). A redraw or colour change after registration can therefore matter.
- **Name and tagline.** The US Copyright Office states that names, titles and slogans are not protected by copyright (www.copyright.gov), so a logo quote that sells "ownership" does not settle protection of the wording.
- **Ownership.** The Copyright Office's circular on works made for hire explains that a specially commissioned work qualifies only in listed categories and only with an agreement signed by all parties (www.copyright.gov). Whether a logo falls into a listed category is a legal question; a signed written assignment is the practical way to put ownership in the contract.
- **Logo-maker limits.** Canva states that logos made from its templates cannot be trademarked because the templates can be used by anyone and are not exclusive to the user (www.canva.com).
- **Accessibility of the mark.** Under WCAG 2.2 (Web Content Accessibility Guidelines), text that is part of a logo or brand name has no contrast requirement (www.w3.org), and logos are exempted from non-text contrast (www.w3.org); palette colours used elsewhere in an interface should still be tested.
- **Digital icon set.** Google Search lists the file formats it supports for favicons (developers.google.com), and the manifest specification allows icons designed with a safe zone for masking (developer.mozilla.org). These are handoff tasks, not extras of the logo itself.

Choosing the Route: Freelancer, Subscription, Agency or In-House

Published route prices

Table 5 below summarises each route's published pricing from the provider's own page where available, as retrieved on 13 November 2026. Prices change; a buyer should recheck the linked page before purchase.

Route	Published price or model	Implied labour	Fit for a single logo
Logo maker (tool)	Looka sells a one-time logo package ($35 and $72 on its pricing page) (looka.com); Wix (www.wix.com) and Adobe Express (www.adobe.com) advertise free logo makers	Minutes	Fast, but template-based; see trademark caveat above (www.canva.com)
Contest platform	99designs lists four fixed logo packages, shown from US$249 to US$1,050 to a US visitor (99designs.com)	Not stated	Many concepts, little discovery
Marketplace freelancer	Upwork project ranges from 2025: simple concept $150 to $500, full logo package $500 to $1,500, brand identity $1,500 to $5,000 (www.upwork.com); senior hourly $100 or more (www.upwork.com)	Hourly or fixed	Strong fit; add platform fees (below)
Local services platform	Thumbtack logo average $150 to $484 (www.thumbtack.com)	About 3 to 12 hours at $40 to $55	Fit for simple scopes
Design subscription	ManyPixels: flat monthly pricing, unlimited requests and revisions (www.manypixels.co); Kimp Graphics plan $1,397 a month (www.kimp.io); Flocksy plans start at 2 daily hours (www.flocksy.com); Design Pickle sets the number on a call (www.designpickle.com)	Capacity per day or per month	Fit only if more design work follows
Enterprise creative subscription	Superside subscriptions start at a $15,000 monthly minimum on an annual term (www.superside.com)	Team capacity	Not designed for one logo
Branding or logo agency	Clutch reports $100 to $149 an hour for logo agencies; branding agency averages of $71,651.70 per project from client reviews (clutch.co)	Team hours	Fit for brand-system projects
In-house designer	BLS median $62,960 a year; benefits add about 43 percent on wages	Full-time	Fit for steady daily volume
Tapflare (publisher of this guide)	Flat-rate monthly subscription run by a dedicated project manager; price not quoted here	Daily allotment of hours set by plan	Not suited to a single one-off logo or a brand-strategy engagement; suited to ongoing design and web volume

The table shows three distinct price logics. Freelancers and agencies sell hours or fixed fees for a defined output. Subscriptions sell capacity, so the cost of a logo depends on how much of the month it consumes. In-house sells availability. A single logo is a one-time output, which favours the first logic.

Subscription arithmetic for a logo

Subscription pages state capacity in different units. Penji describes its Essentials plan as equal to 2 to 4 hours of daily work (penji.co), Agency Partner as 5 to 7 hours (penji.co) and Dedicated Team as 10 to 14 hours (penji.co). Flocksy states its plans scale from 2 to 10 daily hours (www.flocksy.com). Assuming 21 business days a month (an assumption), a 2 hour daily block is about 42 hours. A 15 to 30 hour logo would then use roughly 36 to 71 percent of that month (15 / 42 and 30 / 42). At a published Flocksy price of $1,699 for 2 daily hours on monthly billing, the nominal rate is about $40 per hour (1,699 / 42); this ignores that such blocks may include project coordination time, and the vendor's page should be read for what the hours cover.

The comparison favours subscriptions only when more work follows: the second and third deliverables (a social template set, a pitch deck, a landing page) are drawn from the same monthly block. Kimp lists logos under branding and visual identity in its Graphics plan (www.kimp.io), and ManyPixels states that plans include editable source files and full IP transfer (www.manypixels.co). For a buyer who needs only the logo, a one-month subscription costs more than a freelancer's fixed fee in most of the ranges above, and the later months buy capacity the buyer may not use.

Platform fees and deposits

- **Upwork:** the freelancer service fee ranges from 0 percent to 15 percent per contract (support.upwork.com), so it may be priced into the rate.
- **Fiverr:** a buyer fee of 5.5 percent plus $3.50 for orders under $200 (help.fiverr.com); on a $300 order that is about $16.50 (300 x 0.055).
- **Agency deposits:** many agencies require a deposit, often up to 50 percent of the total (www.vistaprint.com).

Where this report ends and other services begin

A single logo with no ongoing design work is better bought from a freelancer or a small studio. Brand strategy engagements (naming, positioning research, multi-market identity systems) belong with branding agencies; Superside, for example, describes a rebrand as an example of work suited to a Project Booster starting at $15,000 (www.superside.com). The publisher of this article sells a flat-rate monthly design and web subscription, which is a different logic from a per-logo fee: it fits teams with recurring design and web requests and does not fit a one-off logo or a strategy engagement.

Data Analysis and Evidence

Published logo price ranges

The following ranges are taken from each publisher's current page unless a date is shown. They differ by method and audience, and none is a random sample.

- **Vistaprint:** $300 to $2,500 most commonly (www.vistaprint.com).
- **Shopify:** freelancers $250 to $2,500 depending on experience (www.shopify.com); design firms start around $2,500 (www.shopify.com).

- **ManyPixels logo guide:** $300 to $2,000+ across experience levels (www.manypixels.co).
- **ManyPixels price list:** a logo runs $200 to $800 per project (manypixels.co). The two ManyPixels pages therefore give different ranges for the same deliverable, a reminder that even one publisher's figures depend on scope definition.
- **Don't Do It Yourself:** freelancers on fixed rates typically charge $300 to $800 (ddiy.co).
- **Thumbtack:** $150 to $484 average from platform data.
- **Airtasker (US page, November 2023):** about $300 to $900 (airtasker.com).
- **Upwork (2025 projects):** simple concept $150 to $500; full logo package $500 to $1,500 (www.upwork.com).
- **Fabrik Brands (2022):** $1,000 to $10,000 from a branding agency for a logo alone (fabrikbrands.com).

The central tendency across the freelancer-oriented sources is roughly $300 to $1,500, with the $150 to $484 platform average at the bottom and agency figures at $1,000 and above. That centre of mass coincides with the labour arithmetic: at the 15 to 30 hour vendor range, hourly bands of $25 to $85 produce $375 to $2,550.

Hourly rate evidence

- **Vendor bands:** $25 to $150 per hour for freelance graphic designers, according to ManyPixels (manypixels.co) and Don't Do It Yourself (ddiy.co).
- **Platform data:** $40 to $55 for logo designers; Thumbtack notes that logo designers often charge by the hour because project time varies.
- **Marketplace:** Upwork's logo-designer page gives a headline of $15 to $30 an hour (www.upwork.com), while its cost page gives a typical range in which most designers fall in the $35 to $50 band (www.upwork.com).
- **Agencies:** $100 to $149 an hour.
- **Official employee wage:** $30.27 median (www.bls.gov).

The six-fold dispersion ($25 to $150) is why the report converts each quote at several rates rather than one average.

Labour market context

BLS counted about 253,100 graphic design jobs in 2025 (www.bls.gov) and projects employment to decline 2 percent from 2025 to 2035 (www.bls.gov). The Graphic Artists Guild publishes a handbook with pricing benchmarks and salary data across creative disciplines (graphicartistsguild.org), which is a paid reference a buyer can consult for named-survey rates beyond the web sources used here.

Limits of the evidence

- **No independent hours dataset.** All logo hours estimates here are vendor or publisher statements; ManyPixels, Zarla and Don't Do It Yourself overlap, and Zarla cites ManyPixels.
- **Dates vary.** Some pages carry no date (Don't Do It Yourself), one is from 2022 (Fabrik Brands), and one from November 2023 (Airtasker). The ManyPixels guide is treated as an autumn 2026 source.
- **Currency and geography.** 99designs shows prices in local currency, so a non-US visitor may see different amounts; BLS data describe the United States only.

Worked Example and Calculation Sheet

Reading three quotes (Hypothetical Example)

A founder receives three quotes for a logo and a basic brand sheet. The numbers below are hypothetical; the rates and benchmarks are the published ones above.

1. **Quote A, $300, a freelancer on a local services platform.** At the Thumbtack band of $40 to $55 an hour, $300 buys 5.5 to 7.5 hours. Check: 300 / 55 = 5.5 and 300 / 40 = 7.5. That is between 37 and 50 percent of the 15 hour lower estimate, so the founder should confirm the scope is one concept, one or two revisions and a vector file, as in the $400 description from Dallas Design Co (dallasdesignco.com).
2. **Quote B, $1,500, a mid-level freelancer.** At $72.08 (the break-even assumption) the quote buys 20.8 hours (1,500 / 72.08). That sits inside the 15 to 30 hour range. The founder should ask for the three-concept, two-round structure and the file list in Table 4.
3. **Quote C, $6,000, a small studio at $125 an hour.** The rate is inside the Clutch agency band, and 6,000 / 125 = 48 hours. That is 18 hours above the top of the vendor logo range, so 18 to 33 hours (48 minus 30, and 48 minus 15) are presumably for something other than the logo: a brand guide, applications, or strategy. The founder should ask for an itemised list.

Copyable calculation sheet

Paste the following rows into a spreadsheet, replacing the three input values in the first block.

```
INPUTS (change these)
quote_total            = 1500
bill_rate              = 72.08
scope_hours_low        = 15
scope_hours_high       = 30

CHECKS
implied_hours          = quote_total / bill_rate
implied_rate_at_low    = quote_total / scope_hours_low
implied_rate_at_high   = quote_total / scope_hours_high
labour_at_low          = scope_hours_low  x bill_rate
labour_at_high         = scope_hours_high x bill_rate
gap_vs_labour_high     = quote_total - labour_at_high

SCOPE QUESTIONS TO ASK
1 concepts included?       2 revision rounds included?
3 vector master + exports? 4 colour specs (HEX, RGB, CMYK)?
5 written rights assignment? 6 favicon / app icon set?
7 brand guide pages?       8 trademark clearance (excluded)?
```

For Quote B the sheet returns implied_hours 20.8, implied_rate_at_low 100, implied_rate_at_high 50, labour_at_low 1,081.20, labour_at_high 2,162.40 and gap_vs_labour_high of minus 662.40. The negative gap means the quote is below the break-even labour cost at the top of the hour range, which is a prompt to ask whether the scope is at the low or high end of 15 to 30 hours.

Frequently Asked Questions (FAQs)

How much does a logo cost, and how much should a logo cost for a small business?

Published ranges concentrate between $300 and $2,500, and the right figure follows from hours times rate: a 15 to 30 hour process at $45 to $85 an hour is $675 to $2,550.

What are the logo design pricing tiers?

A common split is entry-level at $300 to $500, mid-level at $500 to $1,500 and senior at $1,500 or more, with design firms above that.

What is a logo designer or graphic designer hourly rate?

BLS reports a $30.27 employee median. Vendor-quoted freelance rates run from $25 to $150, and Thumbtack reports $40 to $55 for logo designers.

How many hours does it take to design a logo?

Estimates run from five hours to 20+ hours (www.upwork.com) up to 15 to 30 hours; elapsed time is longer than labour time.

What is included in a logo design package, and what do freelancers charge?

See Table 4 for scope. Freelance logo designer pricing cited by publishers includes $250 to $2,500 (www.shopify.com) and $300 to $800 on fixed rates (ddiy.co).

Implications and Future Directions

The central implication is that a logo price is a statement about scope, and that scope can be audited with arithmetic. A buyer who knows the rate band of the seller and the 15 to 30 hour range can classify a quote as narrow, standard or bundled before discussing design. Three consequences follow.

First, the cheapest quotes require the closest reading. A $300 quote is below the BLS employee median rate at the vendor's own 15 hour floor, so the buyer should ask which stages have been removed. Logo-maker routes are valid for some uses, but template-based logos carry the trademark limitation stated by Canva (www.canva.com).

Second, the premium tiers should itemise. A quote of $6,000 or more implies labour above the single-logo estimates at every hourly band reviewed, so it should arrive with a scope list showing what accounts for the extra hours (guides, applications, strategy).

Third, ongoing demand changes the maths. Where a company needs a logo and then a steady stream of social, presentation and web assets, capacity-based subscriptions price design differently from per-logo fees, and the comparison in Table 5 is more favourable. Where a logo is the only job, it is not.

Evidence quality is the main constraint on future work: no public dataset of logo project hours with sample sizes, rates and scope fields exists in the sources reviewed, so hours estimates remain vendor statements. Readers should re-run the calculation sheet when rates, vendor price lists or BLS data change.

Conclusion

A logo quote can be read as hours times rate plus scope. The official anchor is a **$30.27** median hourly wage for employed graphic designers in May 2025, which becomes about **$43.25** an hour once the BLS ratio of total compensation to wages is applied, and about **$72.08** a billed hour under a 60 percent billable-share assumption. Vendor estimates place a complete logo process at 15 to 30 hours, with other vendors at 13 to 15 hours and five to 20+ hours (www.upwork.com).

Against those anchors, $300 funds a narrow scope, $1,500 funds the standard process at a mid-level rate, and $6,000 funds a logo plus brand-system work. In every tier the buyer should confirm the written rights assignment (www.copyright.gov), vector files (developer.mozilla.org), icon sizes (web.dev) and the exclusion of trademark clearance (www.uspto.gov). A single logo with no follow-on design work is best bought from a freelancer or a small studio; subscriptions and agencies answer different resourcing questions. The calculation sheet above lets any reader substitute their own rate, hours and scope and see what the number means.

Source links

Links cited in this article, in order of first appearance. Full addresses are provided for readers using extracted text.

1. https://www.vistaprint.com/hub/logo-design-cost
2. https://www.shopify.com/blog/how-much-does-a-logo-cost
3. https://www.thumbtack.com/p/graphic-design-prices
4. https://fabrikbrands.com/insights/branding/how-much-does-branding-cost-for-a-small-business
5. https://www.manypixels.co/blog/brand-design/logo-design-cost-guide
6. https://ddiy.co/graphic-design-pricing-list
7. https://www.upwork.com/en-gb/hire/graphic-designers/cost
8. https://www.bls.gov/ooh/arts-and-design/graphic-designers.htm
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11. https://manypixels.co/blog/get-a-designer/graphic-design-price
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14. https://www.uspto.gov/trademarks/fees-payment-information/summary-2025-trademark-fee-changes
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20. https://www.irs.gov/businesses/small-businesses-self-employed/self-employment-tax-social-security-and-medicare-taxes
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26. https://www.adobe.com/creativecloud/business/teams/resources/how-to/brand-guide.html
27. https://web.dev/articles/add-manifest
28. https://www.adobe.com/express/learn/blog/why-you-need-brand-guidelines
29. https://www.uspto.gov/trademarks/search/comprehensive-clearance-search-similar-trademarks
30. https://www.uspto.gov/trademarks/basics/what-trademark
31. https://www.uspto.gov/trademarks/basics/mark-drawings-trademarks
32. https://www.copyright.gov/circs/circ33.pdf
33. https://www.canva.com/logos
34. https://www.w3.org/WAI/WCAG22/Understanding/contrast-minimum.html
35. https://www.w3.org/WAI/WCAG22/Understanding/non-text-contrast.html
36. https://developers.google.com/search/docs/appearance/favicon-in-search
37. https://developer.mozilla.org/en-US/docs/Web/Progressive_web_apps/Manifest/Reference/icons
38. https://looka.com/pricing
39. https://www.wix.com/logo/maker
40. https://www.adobe.com/express/create/logo
41. https://99designs.com/pricing
42. https://www.upwork.com/hire/logo-designers
43. https://www.manypixels.co/pricing
44. https://www.kimp.io/kimp-pricing-explained
45. https://www.flocksy.com/pricing
46. https://www.designpickle.com/pricing
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48. https://clutch.co/agencies/branding/pricing
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50. https://support.upwork.com/hc/en-us/articles/211062538-Freelancer-Service-Fee
51. https://help.fiverr.com/hc/en-us/articles/360050216133-Paying-for-orders-extras-or-custom-offers
52. https://www.upwork.com/hire/logo-designers/cost
53. https://graphicartistsguild.org/product/the-graphic-artists-guild-handbook-pricing-ethical-guidelines

THE PUBLISHER

About Tapflare

Tapflare gives companies an on-demand design and web team for a flat monthly fee.

How it works

Each subscriber has a dedicated project manager who learns the brand, assigns every request to a senior specialist in that kind of work, and reviews the result before it is delivered. Requests are submitted and discussed in the Tapflare portal, each plan includes a daily allotment of design or development time, and the client keeps full ownership of the export and source files.

What it covers

Graphic design, custom illustration, presentation design, logos and brand guides, video editing and motion graphics, website and mobile-app mockups, and website development, from design mockups to HTML, to drag-and-drop builders or custom code.

What it is not

Tapflare is not a marketing agency, a media-buying, SEO or copywriting service, a software product or a freelance marketplace. Where a reader needs one of those, the honest answer is to say so.

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