07 Putting agency quotes in context.

A logo costs anything from 20 to 10,000 euros, and both are called a logo. This list shows what is behind the difference, before you sign.

FOR OWNERS AND MANAGING DIRECTORS BEFORE THEY SIGN

COMPANY _____ DATE _____ OWNER _____

MARKET RATES FOR ORIENTATION, GERMANY

SERVICE	USUAL RANGE, NET
Freelance design, per hour	89 euros on average
Agency, per hour	mostly 100 to 180 euros
German design pay agreement, minimum	105 euros, strategy 120 euros
Logo from an agency	around 3,000 to 10,000 euros
Compact website, agency	around 8,000 to 25,000 euros

01 What exactly is offered

SAME WORD, DIFFERENT SERVICE

- [ ] **Is thinking included?**
  Whoever first asks what your business stands for needs time before drawing.
- [ ] **Are usage rights covered?**
  How exclusive, where, how long and how extensive. An item of its own.
- [ ] **Is responsibility included?**
  Coordination, revisions and final artwork.
- [ ] **Is the price fixed before the start?**
  A fixed price puts the risk with whoever can estimate the effort.

02 Think of the second bill

IT IS IN NO QUOTE

- [ ] **Does the mark work everywhere?**
  Readable on the vehicle, clear on the work jacket, clean on the letterhead.
- [ ] **Is it distinctive?**
  Not built from elements others use as well.
- [ ] **What would replacing it later cost?**
  Vehicles, signs, print, clothing, website.

Market values, not Studio BUBORI prices. As of October 2026, sources in the article.

KEY POINT

The most expensive website is the one that brings no enquiries.

Rather go through it together? Thirty minutes in the free brand check, by video, no sales pitch.
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