

LOGO PRICING

HOW MUCH SHOULD A LOGO COST IN THE UK?

Realistic UK price ranges — from DIY to strategic brand identity —
and what you get at each level.



UK logo pricing, honestly

Most trading businesses pay £800–£5,000. Match spend to the lifespan and risk of the brand, not the lowest quote.

TIER	TYPICAL PRICE	WHAT YOU GET
DIY & logo generators	£0–£50	Templated mark, PNG/JPG, often no vector. Fast and cheap; weak scalability, no strategy.
Marketplaces & contests	£30–£250	Multiple quick concepts, mixed quality, basic files. Low originality, unclear rights.
Freelance, logo-only	£300–£1,500	Discovery call, 1–3 routes, 1–3 revisions, vector masters, colour values, basic guidance.
MOST POPULAR Small studio package	£1,200–£5,000	Discovery workshop, competitor review, strategic routes, full logo kit, colour & type, RGB/CMYK/HEX + vectors.
Strategic brand identity	£3,000–£15,000+	Research & positioning, brand strategy, logo suite, colour, type, imagery, motion, iconography, guidelines.

Source: Berlew Design Studio UK logo pricing benchmarks, 2025.



Logo-only or full identity?

Choose logo-only when

- You need a fast, tidy mark for a pilot, MVP or micro business.
- You have strong internal direction on colour and type, and few touchpoints.
- You're budget-constrained and plan to invest more once traction proves out.

Choose full identity when

- You sell across multiple channels where consistency drives trust.
- You're rebranding or entering a crowded market and need strategy-backed distinctiveness.
- You want a system that scales into web, social, packaging, signage and motion.
- Your team needs guidance to produce assets without constant design oversight.

WHAT MOVES THE PRICE

research depth · number of routes · revisions · guidelines · usage rights
· deliverables · timelines · team

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