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Branding and identity
Prices 2026 · inreallab

5.4 Branding and identity

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Naming	options, availability and domain checks	$380 – $3,800	**from $750**	project
Logo	2–3 concepts, final vector files, mini guidelines	$250 – $1,900 (premium $3,800+)	**from $500 (2 concepts) / from $750 (3 concepts + mini guidelines)**	project
Corporate identity (basic)	logo, palette, fonts, business card, letterhead, presentation	$1,000 – $6,300	**from $1,200 (basic set of carriers) / from $1,700 (full package)**	package
Identity (extended)	logo, patterns, graphics, icon style, carriers	$2,500 – $19,000	**from $3,800**	package
Brand book / guidelines	full set of rules, tone of voice, examples	$1,500 – $21,000 (average ~$8,000, ABKR — Russian branding association, 2026)	**from $2,300**	project
Brand strategy / platform	research, positioning, mission and values	$1,900 – $19,000	**from $3,200**	project
Rebranding	audit, transition strategy, new identity	$3,800 – $31,500	**from $5,700**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Trademark registration (turnkey)	patent attorney fees $190 – $750 + Rospatent state duties ~$420 – $600; turnkey $500 – $1,500	**from $650 (+ state duties)**	application
Preliminary trademark search / name availability check	express search $40 – $130; full search with a legal opinion $130 – $380	**from $100**	check
Slogan / descriptor (separately)	$65 – $1,300 (freelance 5–20k, agency 30–100k); rarely sold separately	**from $250**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Tone of voice / brand voice (verbal identity separately)	$650 – $3,800	**from $1,000**	project
Express logo (1 concept, freelance level)	$40 – $380	**from $320**	project
Refresh / modernisation of an existing logo (without full rebranding)	$190 – $1,300	**from $500**	project
Vectorisation / redrawing a logo in vector	$20 – $150	**from $40**	each
Logo guide (usage rules, clear space, colours)	$190 – $900	**from $380**	project
Brand pattern / ornament	$190 – $1,300	**from $320**	project
Brand icon style (system of branded pictograms)	$380 – $1,900	**from $600**	package
Brand illustration style (branded illustration as a system)	$500 – $3,800	**from $900**	project
Mascot / brand character (design)	$380 – $3,200	**from $750**	project
Business card design	$40 – $320	**from $75**	each
Business stationery set (letterhead, envelope, folder, email signature)	$130 – $750	**from $250**	package
Merch / promotional goods design (branding a set of carriers)	$250 – $1,900	**from $440**	package
Branding of signage / wayfinding / vehicles	$250 – $2,500	**from $500**	object/set
Key visual (core visual for an ad campaign)	$380 – $3,800	**from $650**	project
Brand positioning (as a standalone stage without a full platform)	$1,000 – $6,300	**from $1,500**	project
Brand audit / market and competitor research	$650 – $6,300	**from $1,200**	project
Brand architecture (portfolio, sub-brands, product-line naming)	$1,300 – $10,000	**from $2,300**	project
Digital brand book (interactive web version of the guidelines)	$650 – $3,800	**from $1,200**	project
Audio branding (sound logo / jingle)	$380 – $3,800	**from $650**	project

5.5 Graphics, motion, 3D, packaging

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Banner / banner set	concept, adaptation to formats	$40 – $750	**$75 / package from $250**	each/package
Social media design	avatar, cover, post and story templates	$190 – $1,500	**from $380**	package
Content pack of posts (per month)	15–30 mockups in a single style	$320 – $1,900	**from $600**	package/month
Presentation / pitch deck	structure, slide design, infographics	$190 – $5,000	**from $500 (pitch deck from $1,200)**	project
Infographics	data structure, diagram, vector	$150 – $1,300	**from $250**	each
Icon set / illustrations	single style, vector, 10–30 items	$250 – $2,500	**from $500**	package
Logo animation	2D/3D, 3–7 sec	$190 – $1,500	**from $380**	project
Interface motion graphics	transitions, states, micro-interactions	$250 – $750/scene	**from $320/scene**	scene
Explainer / animated video	script, storyboard, animation, sound	$1,300 – $10,000	**from $1,900**	project
3D visualisation / render	modelling, materials, lighting, render	product shots $40 – $100/angle; interior $35 – $75/angle; exterior $65 – $190/frame; project $380 – $3,800	**from $100/angle, project from $650**	angle/project
Packaging design (1 SKU)	structure, concept, print-ready files	$500 – $3,800	**from $750**	SKU
Marketplace product cards	infographics, 5–8 slides, rich content	600 – 900/slide; premium rich/3D up to $750	**from $190/package (≈$25/slide)**	slide/package
AI visuals / neural graphics	generating and finishing images, patterns, backgrounds and product shots with neural networks, manual retouching, brand fit	$15 – $250	**from $100**	package
Email design / master template	design + HTML email markup, responsive layout, ESP block editor	email $100 – $380; master template $500 – $1,900	**email from $150 / master template from $600**	email/template

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Video editing (Reels / Shorts / clip)	$20 – $190 / video, complex edit with graphics $380+	**from $50**	video
Titles, subtitles, kinetic text	500 – $40 / min; subtitle pack for a video $25 – $100	**from $20**	video/min
Video colour grading	$25 – $190 / video	**from $50**	video
Sound design / voice-over for a video	voice talent $20 – $100; sound design and music selection $65 – $380	**from $75**	project
Telegram / WhatsApp sticker pack	$65 – $500 for a set of 15–30 stickers; animated ones cost more	**from $150**	set
AR mask / filter (VK, Spark AR)	$190 – $1,900 depending on interactivity and 3D	**from $320**	project
Lottie animation (web/app, JSON)	$40 – $250 per icon/micro-scene	**from $75**	each
GIF animation / animated banner	$25 – $190 per banner/emoji	**from $65**	each
Outdoor advertising design (billboard, city format, signage)	$65 – $500 / mockup	**from $130**	mockup
Leaflet / flyer / poster	$40 – $250 / mockup	**from $75**	mockup
Booklet / leaflet / catalogue (print)	booklet $100 – $650; catalogue $20 – $65 / page	**from $150 / page from $35**	project/page
Label design	$190 – $1,000 / SKU (separate from packaging structure)	**from $320**	SKU
Photo retouching and clipping	clipping 100 – $20 / photo; complex retouching $15 – $75 / photo	**from 300 / photo**	photo
Redrawing / vectorising an image	$15 – $100 per element/logo in vector	**from $25**	each
Mascot / brand character (illustration)	$250 – $1,900 for a character with emotions/poses	**from $500**	project
Storyboard	$15 – $75 / frame	**from $25 / frame**	frame
3D product modelling (without a final render)	$65 – $750 / model depending on complexity	**from $150**	model
3D character + rigging	$500 – $5,000 depending on detail and animation readiness	**from $1,000**	project
Merch / promotional goods design	$65 – $380 / item (T-shirt, mug, tote bag, stickers)	**from $100**	item
YouTube thumbnails	500 – $65 / each	**from $20**	each
Motion templates for Reels / Stories (presets)	$130 – $750 for a pack of social media templates	**from $250**	package

→ Как начать

Бесплатный разбор задачи. До сметы — созвон и разбор: что реально нужно, что можно не делать сейчас, где деньги. По итогу — фиксированная смета, план по этапам и сроки.

- **Оплата поэтапная:** аванс 30–50%, далее по этапам; абонентские услуги — помесячно.
- **Гарантия:** устранение дефектов бесплатно 3–12 месяцев по договору.
- **Скидка за полный цикл:** сайт + маркетинг + поддержка одной командой — скидка на разработку.
- **Срочность:** +20–50% к базовой цене.
- Рекламный бюджет площадок (Директ, VK, Telegram Ads и т.д.) оплачивается площадке напрямую и в стоимость услуг не входит.
- Все цены — стартовые «от», в рублях, без НДС. Итог зависит от объёма, сложности и сроков.

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Цены в рублях, без НДС · действительны в 2026 году
Финальная смета — после бесплатного разбора задачи