Xigen
CREATIVE

PRICE CATALOGUE · USD

The price catalogue.

2026/27

BRANDING · DESIGN · PRINT · WEB & EMAIL

Every rate the studio offers, in one place — bundled kits, design rates, print and signage, websites, business email and the terms that keep projects clear.

01 BUNDLED KITS
02 DESIGN RATES
03 PRINT & SIGNAGE
04 WEB & EMAIL
05 TERMS

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NAVIGATE THE CATALOGUE

Pick a chapter.

Each chapter keeps one job: the rates for that part of the business. Prices match xigencreative.co.zw/pricing.

01 **Bundled kits — Start with a package**
Startup to full digital transformation — clear package prices that skip the line-item guesswork.
FROM $149

02 **Design rates — Creative design rates**
Logos, signatures and stationery, company profiles, publications and other creative services.
FROM $2

03 **Print & signage — Print & signage rates**
Design for flyers, brochures, banners, signage and merchandise — printing quoted per job.
FROM $10

04 **Web & email — Web, email & digital**
Managed business email, websites and hosting, plus social media design and management.
FROM $2

05 **Terms — Terms that keep projects clear**
Deposits, revisions, rush jobs, printing and quotations — in plain terms.
Read first

HOW TO READ RATES

FIXED
Standard design
Listed prices for defined digital design deliverables.

FROM
Complex services
Starting prices for websites, rebrands and larger work.

QUOTED
Print production
Priced per job once quantity, material and supplier costs are confirmed.

TERMS AT A GLANCE

100%
upfront for jobs below $50

50 / 50
deposit, then balance before final delivery — jobs of $50 and above

2
revision rounds unless the package says otherwise

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01

CHAPTER 01 · BUNDLED KITS

Start with a package.

Startup to full digital transformation — clear package prices that skip the line-item guesswork.

01 Four ways to start.

02 Identity, properly built.

PRICES FROM
$149

01.1 PACKAGE DEALS

Four ways to start.

The quickest way to look established — logo, stationery and the first pieces customers see.

01 · STARTUP

Startup Branding Pack

$149

- Logo
- Business card
- Letterhead
- Email signature
- Social media profile assets

02 · LAUNCH

Business Launch Pack

$249

- Logo and brand colours
- Stationery
- 8-page company profile
- One promotional flyer
- Four social post templates

03 · CORPORATE

Corporate Branding Pack

$549

- Complete identity system
- Brand guidelines
- 8-page company profile
- Corporate stationery
- Eight social post templates
- Presentation template

04 · DIGITAL

Digital Presence Pack

$299

- Professional logo
- Four-page website
- .co.zw domain for one year
- First month of hosting
- Five social post designs

Hosting and domain renewals are billed separately after the first term. Managed email is not included.

01.2 CORPORATE BRAND IDENTITY

Identity, properly built.

For businesses that need a full system — guidelines, stationery and templates the whole team can use.

01 · STARTER

Brand Starter

$149

- Professional logo
- Colour palette and typography
- Business card design
- Letterhead
- One email signature template

02 · BUSINESS

Business Identity

$299

- Everything in Brand Starter
- Extended identity variations
- 6-8-page brand guide
- Five social media templates
- Social profile assets

03 · CORPORATE

Corporate Identity

$549

- Premium logo system
- 15–20–page brand guidelines
- Corporate stationery suite
- HTML email signature master
- Eight social templates
- Company profile up to eight pages
- Presentation template

04 · STRATEGY

Complete Brand Strategy & Rebranding

FROM **$899**

- Business discovery and competitor review
- Brand positioning and messaging
- Identity redesign
- Comprehensive guidelines
- Rollout planning

Package prices are once-off and cover design, not physical printing. They are discounted bundles — every item can still be bought on its own from the design rates.

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02

CHAPTER 02 · DESIGN RATES

Creative design rates.

Logos, signatures and stationery, company profiles, publications and other creative services.

01 Logo design

02 Email signatures & corporate stationery

03 Company profiles, reports & publications

04 Other creative services

PRICES FROM
$2

02.1 LOGO DESIGN

Logo design

Three clear levels — from a single sharp mark to a logo system with a mini brand guide.

01 · STARTER

Starter Logo

$49

- 1 original concept
- 2 revision rounds
- PNG and JPG files
- Transparent background

02 · PROFESSIONAL

Professional Logo

$99

- 2 concepts
- 3 revision rounds
- Vector files
- Colour and monochrome versions

03 · PREMIUM

Premium Logo

$179

- 3 concepts
- 3 revision rounds
- Primary and secondary logos
- Brand mark and colour palette
- Mini brand guide

02.2 SIGNATURES & STATIONERY

Email signatures & corporate stationery

The documents your business sends every day, designed to match.

Static Email Signature Design	$10
Additional Employee Signature Personalisation	$3 /USER
Business Card Design Front and back	$15
Letterhead Design Print-ready PDF	$15
Invoice Template	$15
Receipt Template	$15
Delivery Note Template	$15
Compliment Slip	$10
Certificate Design	$15
Clickable HTML Email Signature Template	$20
Signature Installation Only	$3 /DEVICE
Additional Employee Business Card Variation	$3 /PERSON
Letterhead with Editable Word Template	$20
Quotation Template	$15
Purchase Order Template	$15
Envelope Design	$15
Employee ID Card Design	$12
Complete Corporate Stationery Pack Business card · letterhead · invoice · quotation · receipt · HTML signature	$75

WORKED EXAMPLE

Ten employees with clickable signatures: one HTML template **$20** + nine personalisations at $3 **$27** = **$47**.

> Signature installation is free when we are already setting up the mailbox on that device.

02.3 PROFILES & PUBLICATIONS

Company profiles, reports & publications

Design prices by page count. You supply company information and photographs unless writing is included.

Company Profile — 4 Pages	$59
Company Profile — 8 Pages	$99
Company Profile — 12 Pages	$139
Company Profile — 16 Pages	$179
Additional Company Profile Page	$10 /PAGE
Company Profile Redesign	FROM $50
Product Catalogue — 8 Pages	FROM $99
Additional Catalogue Page	$10 /PAGE
Company Magazine — 16 Pages	$179
Company Magazine — 24 Pages	$259
Company Magazine — 32 Pages	$329
Additional Magazine Page	$9 /PAGE
Corporate Annual Report — 20 Pages	FROM $249
Company Newsletter — 4 Pages	$49
Business Proposal — Up to 5 Pages	$59
Corporate Presentation — 10 Slides	$79
Additional Presentation Slide	$7
Digital E-book — 10 Pages	$99

Magazines and annual reports assume you supply approved text and images. Writing, interviews, photography, illustration and complex data visualisation are quoted separately.

02.4 MORE CREATIVE

Other creative services

Useful extras that keep the brand consistent wherever customers meet it.

Brand Audit & Recommendations	FROM $49
Brand Guidelines for an Existing Logo	FROM $99
Logo Vectorisation / Redraw	FROM $20
Professional CV Design	$20
LinkedIn Profile & Banner Branding	$25
WhatsApp Business Profile Setup	$15
Google Business Profile Setup	FROM $30
Email Newsletter Design	FROM $25
Digital Ad Creative	$15
Motion Graphic Advert	FROM $35
Infographic Design	FROM $30
Product Image Background Removal	$2 /IMAGE
Product Photo Retouching	FROM $5 /IMAGE
Photo Slideshow Video	FROM $25
Custom Icon Set — 5 Icons	FROM $35
Digital Business Card with QR Code	$20
Branded QR Code Design	$10

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03

CHAPTER 03 · PRINT & SIGNAGE

Print & signage rates.

Design for flyers, brochures, banners, signage and merchandise — printing quoted per job.

01 Flyers, pamphlets, brochures & marketing materials

02 Banners, signage & event branding

03 T-shirts, apparel & promotional merchandise

04 Printing, quoted per job

PRICES FROM
$10

03.1 MARKETING MATERIALS

Flyers, pamphlets, brochures & marketing materials

Design for the things customers pick up, read and keep.

Promotional Flyer — Single Side	$15	Promotional Flyer — Double Side	$25
Event Flyer	$20	A3 / A2 Poster	$20
Bi-fold Pamphlet	$25	Tri-fold Pamphlet	$30
Brochure — 4 Pages	$45	Brochure — 8 Pages	$85
Restaurant Menu — Up to 2 Pages	$25	Digital Price List — Up to 2 Pages	$25
Digital Invitation	$15	Wedding / Event Programme — Up to 4 Pages	$45
Product Label Design	FROM $15	Packaging Design	FROM $50
Product Sticker Design	$10		

Prices are for digital or print-ready design files. Physical printing is quoted separately.

03.2 BANNERS & SIGNAGE

Banners, signage & event branding

Artwork sized and prepared for the printer or fabricator.

Pull-up Banner Artwork	$25	Teardrop Flag Artwork	$25
PVC Banner Artwork	$20	Shop Signage Design	FROM $35
Billboard Design	FROM $60	Exhibition Backdrop Artwork	FROM $45
Gazebo Branding Artwork	FROM $40	Vehicle Door Branding	FROM $40
Full Vehicle Wrap Design	FROM $120	Event Backdrop Design	FROM $40
Directional Signage Design	$15	Event Ticket Design	FROM $15

03.3 APPAREL & MERCHANDISE

T-shirts, apparel & promotional merchandise

Branding artwork for uniforms, gifts and giveaways.

T-shirt Branding Design	$15	Polo Shirt Branding Design	$15
Cap Branding Artwork	$10	Hoodie Branding Artwork	$20

Uniform Branding Layout	FROM $25	Branded Mug Artwork	$10
Branded Pen Artwork	$10	Branded Notebook Artwork	$15
Branded Tote Bag Artwork	$15	Gift Box Branding Design	FROM $25

Embroidery, screen printing, heat transfer, garment supply and merchandise production are quoted separately.

03.4 PRINTING & PRODUCTION

Printing, quoted per job

Print prices depend on quantity, material and finishing, so we quote each job once supplier costs are confirmed.

01 Tell us the job
Quantity, size, material and finish — or send a sample of what you have used before.

02 One clear quotation
We confirm production with our print partners and send a single price: production plus any artwork fee.

03 Approve and print
You sign off the final proof and pay the production deposit; we place the order and manage it to delivery.

EXAMPLE QUOTATION

Print production	$39.00
Artwork fee	$15.00
Your quotation	$54.00

Excludes delivery and any applicable taxes or extra production charges.

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04

CHAPTER 04 · WEB & EMAIL

Web, email & digital.

Managed business email, websites and hosting, plus social media design and management.

01 Email installation & setup

02 Email hosting subscriptions

03 Email security

04 Example: 5 mailboxes, 5 employees

05 Websites, hosting & domains

06 Social media branding & design

07 Monthly social media design

08 Social media management

PRICES FROM

$2

04.1 EMAIL SETUP

Email installation & setup

Once-off work to connect your domain, create mailboxes and set up each person's devices.

Email Hosting Installation Per organisation / domain	$50
Additional Mailbox Implementation Above 5 mailboxes	$5 /MAILBOX
Additional Device Configuration Same user	$3 /DEVICE
Email Migration	FROM $10 /MAILBOX
Mailbox Implementation First 1–5 mailboxes	$30
First Device Configuration Per user	$5
On-site Configuration	FROM $20 /VISIT

Installation includes domain integration, MX, SPF, DKIM, basic DMARC, SSL/TLS and email delivery testing.

Implementation includes mailbox creation, storage allocation, access credentials, basic account security and webmail testing.

Device configuration includes Outlook, laptop, desktop or smartphone setup, secure IMAP/SMTP configuration and send/receive testing.

04.2 EMAIL HOSTING

Email hosting subscriptions

Billed by groups of five mailboxes. Pay monthly, or a year at a time.

1–5 Mailboxes $180 a year	$15 /MONTH
11–15 Mailboxes $540 a year	$45 /MONTH
21–25 Mailboxes $900 a year	$75 /MONTH
31–35 Mailboxes $1,260 a year	$105 /MONTH
41–45 Mailboxes $1,620 a year	$135 /MONTH
6–10 Mailboxes $360 a year	$30 /MONTH
16–20 Mailboxes $720 a year	$60 /MONTH
26–30 Mailboxes $1,080 a year	$90 /MONTH
36–40 Mailboxes $1,440 a year	$120 /MONTH
46–50 Mailboxes $1,800 a year	$150 /MONTH

Each additional group of five mailboxes costs $15/month. Annual prices are 12 months, without a discount.

04.3 EMAIL SECURITY

Email security

Basic protection comes with every plan. Add advanced set-up once, and managed security monthly.

Basic Email Security In your monthly subscription	Included
Managed Security — 1–5 Mailboxes	$10 /MONTH
Advanced Email Security Implementation Once-off per organisation	$150
Managed Security — 6–10 Mailboxes	$15 /MONTH

Managed Security — 11–15 Mailboxes	$20 /MONTH
Managed Security — 16–20 Mailboxes	$25 /MONTH
Managed Security — 21–25 Mailboxes	$30 /MONTH

Basic security: TLS encryption, SPF, DKIM, basic DMARC, standard spam filtering and secure authentication.
Advanced security: organisation-wide assessment, enhanced anti-spoofing configuration, security hardening and security policies.
Managed security: periodic checks, security alert review, authentication monitoring and policy maintenance.
Advanced protections depend on the hosting provider's capabilities; third-party licences, if required, are charged separately.

04.4 EXAMPLE

Example: 5 mailboxes, 5 employees

Each employee has email on a laptop and a phone. This is how a first invoice adds up.

01 Installation once
Charged once per organisation or domain.

02 Mailboxes you use
Implementation is charged only for mailboxes actually created.

03 Per device
Each person's first device is $5; every additional device for the same person is $3.

EXAMPLE INVOICE

Installation	$50
Implementation (5 mailboxes)	$30
First device configuration (5 × $5)	$25
Additional device configuration (5 × $3)	$15
First month subscription	$15
Initial total — standard	$135

With optional advanced security (+$150) and first-month managed security (+$10): $295. After that, $15 a month standard, or $25 with managed security.

04.5 WEBSITES

Websites, hosting & domains

Packages assume agreed content, standard functionality and a defined revision process. Paid plugins and third-party charges are separate unless stated in the quotation.

Landing Page	$99
Basic Website	$199
Business Website	$349
Corporate Website	$699
E-commerce Website	$899
Custom Web System	FROM $1,500
Online Booking Website	FROM $650
School / Institution Website	FROM $650
Website Redesign	FROM $250
Additional Website Page	$40 –$75
Contact Form Integration	$25
WhatsApp Chat Integration	$15

Basic SEO Setup	$75
Google Search Console Setup	$25
Website Security Review	FROM $75
Website Migration	FROM $75
Managed Hosting & Maintenance	$40 /MONTH
.co.zw Domain	$7.99 /YEAR
Other Standard Domains	$25.99 /YEAR
Google Analytics Setup	$25
Website Speed Optimisation	FROM $60
Website Content Updates	FROM $15
Website Hosting	FROM $5.99 /MONTH
Premium Website Care	$75 /MONTH
.com Domain	$27.99 /YEAR

Website development, domains and hosting are billed separately, each with its own renewal terms.

04.6 SOCIAL MEDIA DESIGN

Social media branding & design

Single pieces and profile branding, priced per design.

Instagram / Facebook Post	$8
WhatsApp Status Graphic	$6
Additional Carousel Slide	$3
Short Video / Reel Editing — Up to 30 sec	FROM $25
Social Profile Picture Design	$8
Social Media Branding — 3 Platforms	$49
Instagram / Facebook Story	$6
Carousel — Up to 5 Slides	$20
Reel Cover / Thumbnail	$8
Facebook Cover Design	$12
Social Media Branding — 1 Platform	$20
Additional Size / Format Adaptation	$2

The three-platform branding package includes profile assets, cover artwork where supported and one consistent visual direction. It does not include a new logo.

04.7 DESIGN SUBSCRIPTIONS

Monthly social media design

A steady flow of on-brand graphics, without briefing every piece from scratch.

01 · ESSENTIAL

Essential Design Subscription

$59 /MONTH

- 8 designs a month
- Static social graphics
- Uses your existing brand identity

02 · GROWTH

Growth Design Subscription

$109 /MONTH

- 16 designs a month
- Posts, stories and promotional graphics

03 · CORPORATE

Corporate Design Subscription

$159 /MONTH

- 25 designs a month
- Regular brand creative
- Campaign graphics

Design only. Each design is one original static layout in one format. Extra formats, multi-slide carousels, video and account management are billed separately.

04.8 SOCIAL MANAGEMENT

Social media management

We plan, design, write and schedule — you approve and stay focused on the business.

01 · STARTER

Social Starter

$119 /MONTH

- 12 static posts
- Captions and scheduling
- 2 platforms

02 · GROWTH

Social Growth

$219 /MONTH

- 16 static posts
- 2 short edited videos
- Captions and scheduling
- 3 platforms
- Monthly reporting

03 · PREMIUM

Social Premium

$379 /MONTH

- 20 static posts
- 4 short edited videos
- 3 platforms
- Limited community management
- Monthly reporting

You supply product information and raw media. Photoshoots, larger video production and advertising spend are not included.

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05

CHAPTER 05 · TERMS

Terms that keep projects clear.

Deposits, revisions, rush jobs, printing and quotations — in plain terms.

01 Currency & prices
02 Jobs below $50
03 Jobs of $50 and above
04 Revisions
05 Additional revisions
06 Urgent / rush jobs
07 Printing
08 Approval

BEFORE YOU START

Read first

05 PRICING TERMS & CONDITIONS

The fine print, in plain terms.

Every quotation and invoice follows these terms unless a signed agreement says otherwise.

Currency & prices

All prices are in United States Dollars (USD) and are reviewed periodically. Listed prices are standard rates; final quotations depend on scope, complexity, quantity and agreed deliverables.

Jobs of $50 and above

A 50% deposit to begin, with the remaining 50% payable before final delivery.

Additional revisions

Charged at $15 per hour, or quoted for larger changes to an approved brief.

Printing

Print is quoted per job once specifications and supplier pricing are confirmed. A production deposit is due before we place the supplier order.

Source files

Included where the package or quotation says so; otherwise agreed in the quotation.

Third-party costs

Licences, domain registrations, paid software, advertising budgets, external production costs and applicable taxes are billed separately.

Hosting

Email and website hosting are billed in advance. Storage, usage, support and renewal terms are set out in the service agreement.

Quotation validity

Quotations are valid for 14 days unless otherwise stated.

Jobs below $50

Paid 100% upfront.

Revisions

Two revision rounds are included unless the package states otherwise.

Urgent / rush jobs

A 25–50% surcharge applies, subject to availability.

Approval

Final artwork and specifications must be approved before printing. Reprints caused by errors in approved artwork may cost extra.

Content writing

Quoted separately unless explicitly included. You supply accurate company information, photographs, logos and other materials.

Final delivery

Final files are released after full payment.

Custom projects

Large corporate projects, bulk printing, installation, custom software and specialised branding are priced by quotation.

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Good design.
Good business.

Use the catalogue as a guide, then tell us what you need — we'll quote your exact scope. Quotations are valid for 14 days unless otherwise stated.

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