Why You Should Increase Your Graphic Design Budget

Knowing when to increase your design budget

The graphic design of your business is intricately tied to your overall company’s image and branding strategies. The last thing you want is to use outdated logos or designs that make you look unprofessional. Let’s face it, though – design work can be expensive. You may already have a design budget and are wondering if or why you should increase it.

Designers spend untold hours creating the perfect balance for your brand. Most businesses are on a budget and working in the extra funding for design is tricky. There are a number of reasons why you should increase your graphic design budget, and things you should keep in mind as you make this important decision about where to spend your business’s cash flow.

1. Branding Matters



You might be able to hire someone off Craigslist to do a logo design, but how will it tie into your overall branding plan? You also may not know how skilled the designer is until you receive the finished project. Good design takes into account every aspect of your brand and your goals for your business. It costs more than just a one-off logo design, because that logo is going to perfectly match all the other aspects of your branding.

For an agency that creates a design focused on your branding, expect to pay between $15,000 and $50,000. Costs might be slightly lower if you hire in-house or use a smaller company or freelancer to do the work. You'll need to increase your budget to reflect this price range, but understand that you're paying for more than just a design. You're also paying for branding, which ties into your marketing.

2. Hourly Rates

Whether you're hiring a professional agency, in-house designers or contracting a freelancer, understand that these services require a lot of skill and are in high demand. The median hourly wage for graphic designers is $22.90 per hour, and one with added experience or skills will command top dollar. Plan to pay the hourly rate that will allow you to hire a designer with at least a few years of experience in the industry. In design, you often get what you pay for.

3. Don't Underestimate Time Involved

Non-designers sometimes have a hard time estimating the time it takes to create a truly brilliant design. There is far more involved than simply throwing a logo together, for example. The designer must spend time studying the brand and getting a feel for the overall messaging and style of the business.

The graphic designer then searches for the perfect font or unique designs for the client. Other elements must be pulled in, and then the entire design will go under a microscope to see what elements need adjusted, how well the positive and negative space balances, and if colors and styles match. Allow the designer to give you a ballpark estimate instead of guessing how much time a project will take.

4. Make a Good First Impression



It takes a lot of work to get visitors to your site. From the second they land on your home page, they are evaluating everything – from how visually pleasing your site is to whether or not you seem trustworthy. In one study, it took a mere 50 milliseconds for people to decide whether they liked the look of your site.

Well-done design explains what your company is and does and leaves visitors with a positive impression. Pay for the best designer you can afford, so your first impression has power.

5. Value Your Time

Imagine that you'd like to create a design for a new website, but you have no idea how to put one together. How many hours would it take you to come up with the perfect design? You'd have to learn coding, figure out how colors work together, choose a palette and a hundred other little things. Your time is worth a lot of money. How much do you value your time? Consider this when planning your graphic design budget. An experienced designer can complete the work in a fraction of

the time it would take you to learn how to use Photoshop.

6. Consistent Look



In today’s competitive marketplace, brand recognition is vital. A brand that is presented with consistency is about three to four times as likely to be seen, likely due to the number of times a consumer has to view your brand before they remember it. Spending more on your graphic designs allows you to ensure everything has a consistent look that aligns with your brand’s goals.

7. Count Design as Marketing

The typical established business sets aside about 10 percent of income toward marketing, and design should be included in that budget. New businesses may want to allot more of their income toward marketing as they work to build a base. One way

to increase your graphic design budget is to look at it as part of your marketing efforts.

8. Color Matters

A professional designer understands the psychology behind color and how people come to recognize and relate to your brand on a subconscious level. Color impacts brand recognition by as much as 80 percent, with colorful logos being more memorable than ones with little personality.

If your brand doesn’t yet have a basic brand color palette, then you’ll want to work closely with a team made up of graphic designers and marketers. This will allow you to choose the color that shows your company’s personality and also speaks to your target audience.

Graphic Design Budget

It’s challenging to figure out how much you need to set aside for graphic design. Costs can vary widely by project type. Make a list of the high-priority projects you’d like completed first, so your graphic designer can focus on those. Adjust your budget as you go along and keep in mind that a designer is experienced at estimating how much time should be spent on a specific project.

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