

# How Much Will That Cost?

## Hiring A Graphic Designer

**A**s a graphic designer, the number one question I am asked is, “how much will that cost?”

“I need a website, how much will that cost?”

“I need a logo, how much will that cost?”

Now, don't get me wrong, budgeting is a very real, very necessary part of any sound business. Creating a marketing budget is often overlooked or lumped into the miscellaneous cost column. However, when you create a realistic line item in your budget for marketing needs, hire a qualified graphic designer, and hand off those tasks to a dedicated professional that will be able to successfully produce quality results; the question should be, “how much will you save me?”

### Budget

A good graphic designer understands that budgets are a reality. Budgets come in all sizes. Abiding by budgetary constraints is not only necessary but can be an creative problem to solve, in its own right. Starting small and growing as you go is the healthiest way to maintain your marketing budget, grow your brewery, and build a strong, lasting relationship with your graphic designer. The longer you work together, the stronger your marketing efforts become.

### Time

We've likely all heard the old adage, “Time is money.” Sometimes doing it yourself is not the best use of your time and will cost you more money in the long run. If you're not familiar with creating a website, design software, layout and typography and various file formats, you could be at it for a while. Even worse, you finally put something together, send it off to the printer and the return product comes back with problems you didn't anticipate. Now you must spend even more precious time and money trying to get it corrected and reprinted. A graphic designer will already possess all the software and infrastructure needed to create quality design and be proficient in its use. Keep in mind, you started your brewery because you are an expert in your field, the same way graphic designers are experts in the design field. If you take advantage of a graphic designer's expertise, you can spend your time doing what you do best, brewing and selling great beer!

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## Plan

Let's face it: we all kind of want what we want when we want it. However, graphic design projects need to be prioritized to create a sound platform upon which all other marketing pieces can be built. Creating design pieces sporadically or piecing them together from multiple sources often ends up disjointed and eventually will require a complete redesign. The time and money it will cost to overhaul your brand can be frustrating enough, plus consider the possible confusion it can cause your customers. A graphic designer knows that creating marketing pieces in a logical order is necessary to ensure a business maintains a consistent brand. Meeting with your graphic designer will allow you to prioritize your projects so they flow seamlessly from one to the next, saving you time, money and frustration.

## Identity

When I was growing up, the last thing my mom would say to us as we walked out the door was, "Act as good as you look!" When it comes to your graphic designer, their job is to make you look as good as you act. Your brewery is amazing, inventive, classic, comfortable, wacky, flawless, visionary. Whatever characteristics you identify with your brewery, your graphic designer will transform these descriptors into imagery to inspire, captivate and create an emotional connection to your product and establishment and THAT is **priceless**.



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*Since 2010, Misty Gordon Creative has been creating strong, visually stimulating designs and providing cohesive marketing pieces across multiple platforms, from logo creation and branding, web design and advertising campaigns to product packaging and merchandise.*