

ahmed shakeel.

Brand designer and creative strategist, Lahore.
200+ brands built in Pakistan and abroad.

Services and prices

Branding · Print · Social media · Packaging · A3 studio

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How it works

1. **Tell me what you need** on WhatsApp or email, or build your quote at ahmedshakeel.me
2. **We agree** the scope and the project timeline
3. **50% advance** once the timeline is final, then design starts
4. **Final files** delivered, ready for print and screen

01

Branding

The system your whole brand runs on. Take the complete brand book, or pick only the parts you need.

BEST VALUE

Complete brand book

PKR 200,000

Your whole brand, built as one system and handed over as a full brand book.

- ✓ Logo design
- ✓ Colour palette
- ✓ Typography system
- ✓ Brand patterns
- ✓ Design direction
- ✓ Logo usage guidelines
- ✓ Stationery design
- ✓ 9-post social template
- ✓ Full brand book PDF

Or pick only the parts you need:

Logo design

PKR 50,000

Primary logo, icon version, print and digital files (AI, PNG, JPG).

Includes: Primary logo · Icon version · AI, PNG and JPG files · Print and screen versions

Colour palette

PKR 10,000

Primary and secondary colours with print and screen codes.

Includes: Primary colours · Secondary colours · CMYK for print · HEX and RGB for screen

Typography system

PKR 10,000

Headline and body fonts, sizes and how to pair them.

Includes: Headline font · Body font · Size hierarchy · Pairing rules

Brand patterns

PKR 15,000

A signature pattern set for packaging, posts and print.

Includes: Signature pattern set · For packaging · For posts · For print

Logo usage guidelines

PKR 15,000

Spacing, minimum sizes, colour versions and do's and don'ts.

Includes: Clear space · Minimum sizes · Colour versions · Do's and don'ts

Design direction / moodboard

PKR 10,000

The visual direction the whole brand is built on.

Includes: Moodboard · Visual direction · Reference set

02

Print & stationery

Cards, labels, menus, flyers and large-format print.

Stationery set (5 items)

PKR 40,000

Card, letterhead, envelope, receipt book, pen or mug.

Includes: Business card · Letterhead · Envelope · Receipt book · Pen or mug

Business card

PKR 10,000

Front and back, print-ready.

Includes: Front and back · Print-ready file

Letterhead

PKR 6,000

Print and digital (Word) versions.

Includes: Print file · Editable Word version

Label / tag design

PKR 8,000

Product label, hang tag or price tag.

per design

Includes: Product label · Hang tag · Price tag · Print-ready

Sticker design

PKR 10,000

Die-cut or round sticker, print-ready.

per design

Includes: Die-cut or round · Print-ready

Flyer / pamphlet / standee

PKR 10,000

A3, A4, pamphlet or roll-up standee.

per design

Includes: A3 or A4 flyer · Pamphlet · Roll-up standee

Menu design

PKR 20,000

Restaurant or café menu, print-ready.

per menu

Includes: Restaurant or café menu · Print-ready

Catalogue design

PKR 3,000

Structured pages combining products and information.

per page

Includes: Product pages · Information pages · Print or PDF

Flex / billboard / streamer

PKR 20,000

Large-format designs made for visibility.

per design

Includes: Flex · Billboard · Streamer · Large-format file

03

Social media

Posts, carousels and motion in your brand style.

Static post

Single-frame designed post.

Includes: Single-frame post · Feed size

PKR 5,000

per post

Carousel post

Multi-slide post for informative content.

Includes: Multi-slide post · Connected slides

PKR 7,000

per post

Motion post (30 sec)

Animated post up to 30 seconds, for more impact.

Includes: Animated post · Up to 30 seconds · MP4

PKR 15,000

per post

9-post social template

A grid-ready template set in your brand style.

Includes: 9 designs · Your brand style · Grid-ready

PKR 30,000

Highlight covers

Instagram highlight icon set.

Includes: Icon set · Story highlights

PKR 5,000

Thumbnail design

YouTube or reel cover thumbnail.

Includes: YouTube or reel cover

PKR 3,000

per thumbnail

04

Packaging

Packaging artwork built around your product, shown on a 3D mockup.

Packaging design

Custom artwork on your dieline, with a 3D mockup.

Includes: Artwork on your dieline · 3D mockup · Print-ready files

PKR 20,000

per product

Key visual / campaign artwork

One hero visual for launches and ads.

Includes: One hero visual · For launches and ads

PKR 15,000

05

A3 studio

Run by my studio, A3 Creatives & Films. Priced after a short call, sized to your budget.

Brand reel (shoot + edit)

PKR 25,000

One reel shot and edited by the A3 crew.

per reel

Includes: Shoot · Edit · One reel

Social media management

Quote on call

Monthly retainer: strategy, posts, reels, stories and reporting.

Includes: Strategy · Posts and reels · Stories · Monthly report

Product & lifestyle shoot

Quote on call

Photo and video shoot with the A3 crew.

Includes: Photo · Video · A3 crew

Brand film / ad film

Quote on call

Concept, shoot and edit for campaigns.

Includes: Concept · Shoot · Edit

Website design & build

Quote on call

Designed and built by the A3 team.

Includes: Design · Build · Launch

Paid ads management

Quote on call

Meta ad campaigns, run and reported.

Includes: Meta campaigns · Running · Reporting

06

How to order

Payment

50% advance once the project timeline is final. The rest on delivery.

Prices

All prices in PKR. A3 studio work is quoted after a short call.

Build your quote online

Pick services and see your total at ahmedshakeel.me/#quote

Contact

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