

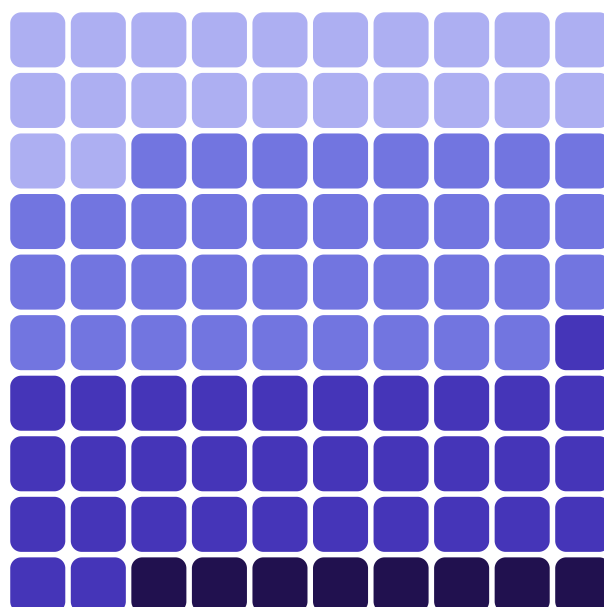
Pricing data report, October 2026

Branding Agency Pricing 2026

Minimum project sizes of 1,282 branding agencies, by country, region and team size

According to Edvido's analysis of 1,282 branding agencies (October 2026), the median minimum project size is \$5,000: 21.5% of firms that publish a minimum start at \$1,000 or less, and 41.6% ask for \$10,000 or more.

Firms analysed	Median minimum
1,282	\$5,000
894 publish a minimum	per project
\$1,000 or less	\$10,000 or more
21.5%	41.6%
of firms with a minimum	8.2% at \$25,000+



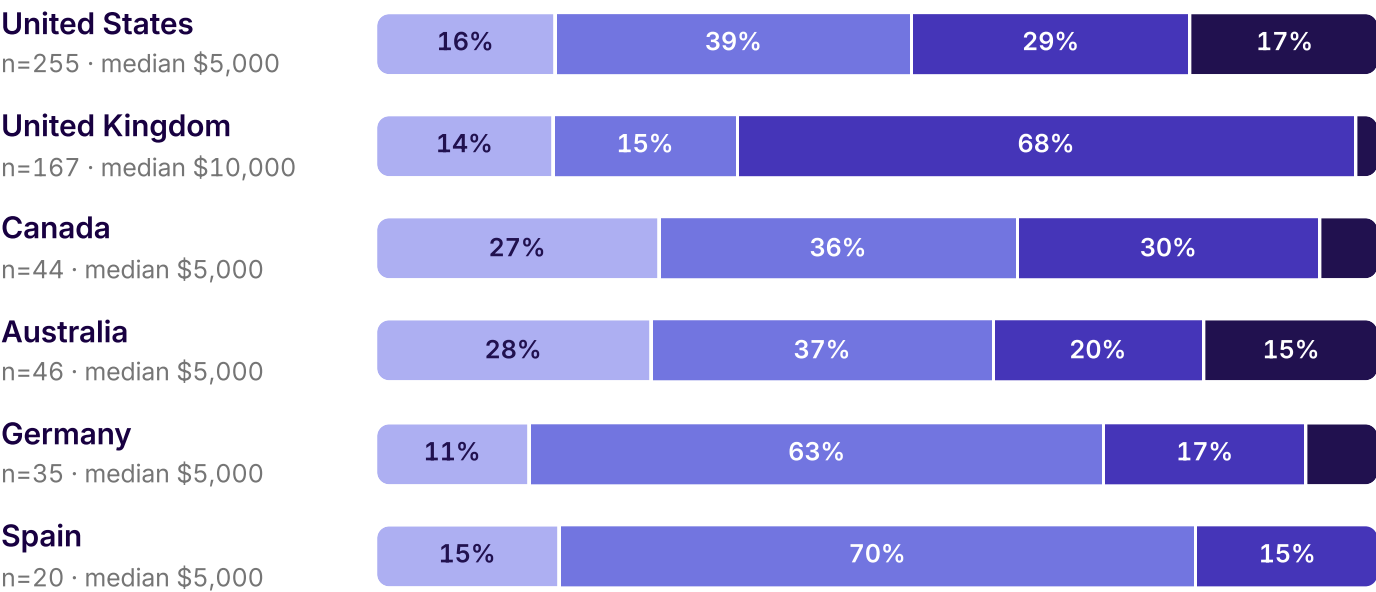
Each square is 1% of the 894 firms that publish a minimum project size.

■ \$1,000 or less	21.5%
■ \$1,500 – \$9,999	36.9%
■ \$10,000 – \$24,999	33.4%
■ \$25,000 or more	8.2%

Minimums by country

Countries with at least 20 firms publishing a minimum.

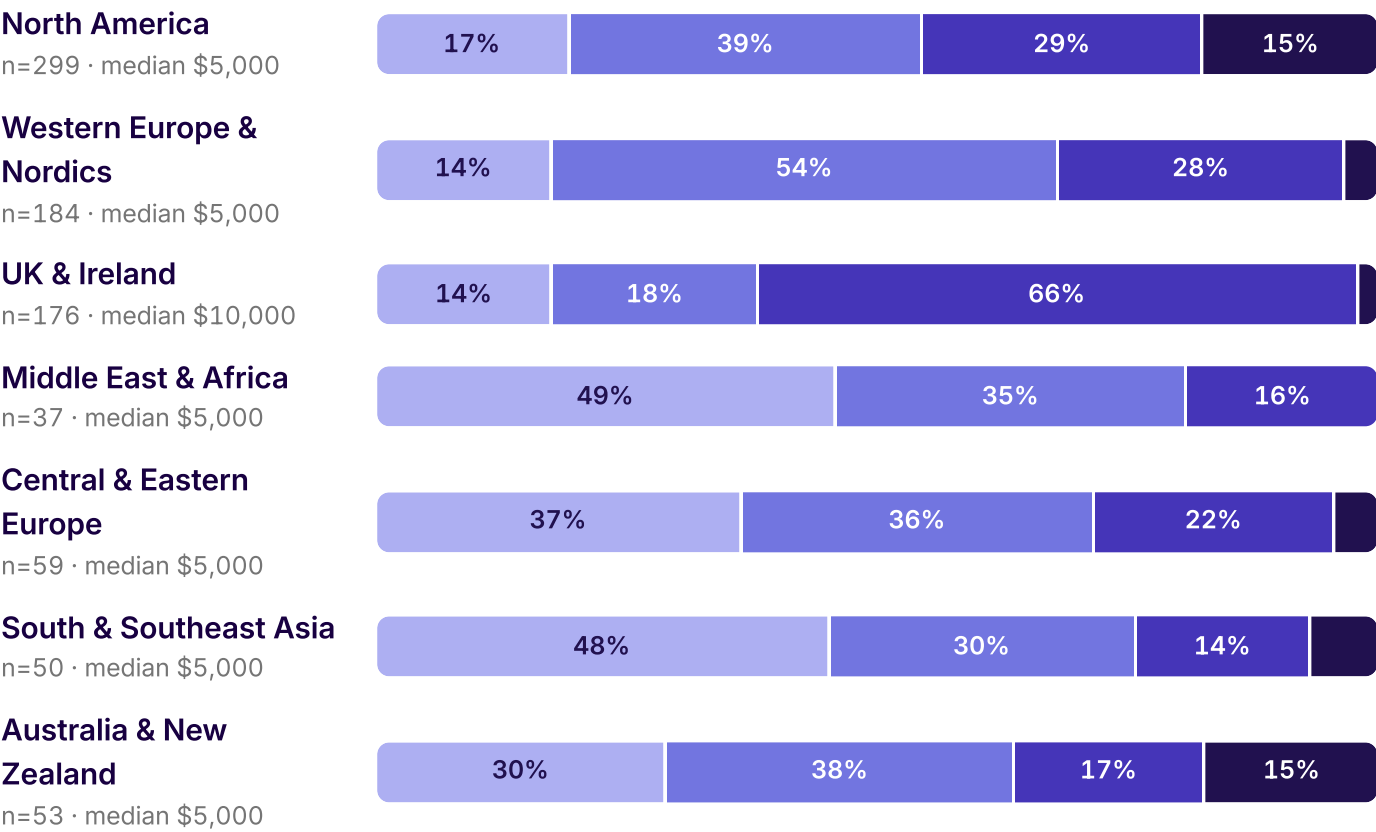
\$1,000 or less
\$1,500 – \$9,999
\$10,000 – \$24,999
\$25,000 or more



Country	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
United States	255	\$5,000	15.7%	38.8%	28.6%	16.9%
United Kingdom	167	\$10,000	14.4%	14.9%	68.3%	2.4%
Canada	44	\$5,000	27.3%	36.3%	29.6%	6.8%
Australia	46	\$5,000	28.3%	36.9%	19.6%	15.2%
Germany	35	\$5,000	11.4%	62.9%	17.1%	8.6%
Spain	20	\$5,000	15%	70%	15%	0%

Minimums by region

\$1,000 or less \$1,500 – \$9,999 \$10,000 – \$24,999 \$25,000 or more



Region	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
North America	299	\$5,000	17.4%	38.5%	28.7%	15.4%
Western Europe & Nordics	184	\$5,000	14.1%	54.4%	27.7%	3.8%
UK & Ireland	176	\$10,000	14.2%	17.6%	65.9%	2.3%
Middle East & Africa	37	\$5,000	48.6%	35.2%	16.2%	0%
Central & Eastern Europe	59	\$5,000	37.3%	35.6%	22%	5.1%
South & Southeast Asia	50	\$5,000	48%	30%	14%	8%
Australia & New Zealand	53	\$5,000	30.2%	37.7%	17%	15.1%

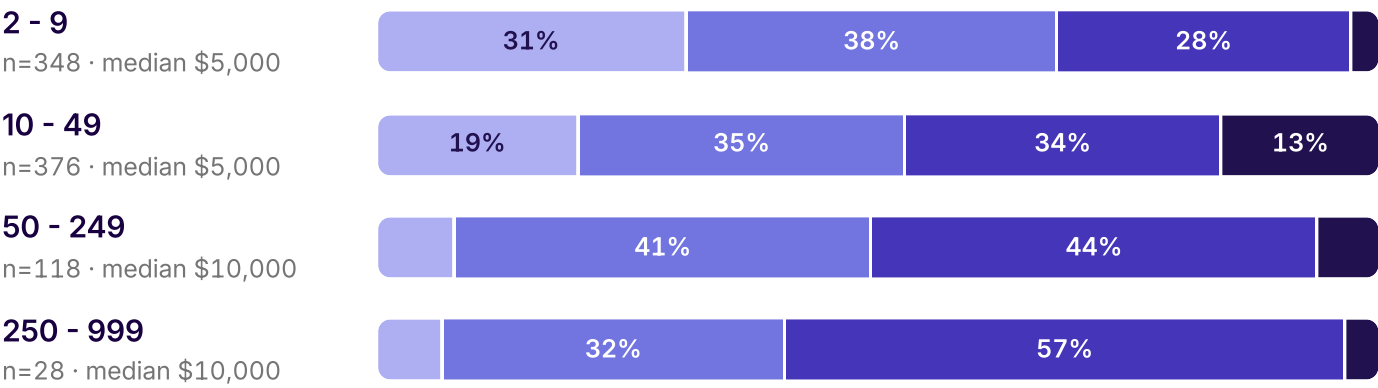
Published minimum bands

Share of the 894 firms that publish a minimum, by the band they publish.



Minimums by team size

■ \$1,000 or less ■ \$1,500 – \$9,999 ■ \$10,000 – \$24,999 ■ \$25,000 or more



Team size	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
2 - 9	348	\$5,000	30.5%	37.9%	28.4%	3.2%
10 - 49	376	\$5,000	18.6%	34.9%	33.5%	13%
50 - 249	118	\$10,000	8.5%	40.7%	44%	6.8%
250 - 999	28	\$10,000	7.1%	32.2%	57.1%	3.6%

Cities

Cities with at least 10 firms publishing a minimum. Small samples: read as indicative.

City	Country	n	Median minimum	\$1,000 or less	\$10,000+	\$25,000+
Bournemouth	United Kingdom	16	\$10,000	12.5%	87.5%	12.5%
Leeds	United Kingdom	14	\$10,000	7.1%	78.6%	0%
Philadelphia	United States	14	\$10,000	0%	78.6%	14.3%
Portland	United States	12	\$10,000	8.3%	75%	25%
Glasgow	United Kingdom	11	\$10,000	18.2%	72.7%	0%

City	Country	n	Median minimum	\$1,000 or less	\$10,000+	\$25,000+
San Diego	United States	11	\$10,000	0%	72.7%	27.3%
Amsterdam	Netherlands	10	\$10,000	10%	70%	10%
Washington D.C.	United States	13	\$10,000	7.7%	69.2%	30.8%
Manchester	United Kingdom	15	\$10,000	13.3%	66.7%	0%
San Francisco	United States	14	\$10,000	0%	64.3%	35.7%
Liverpool	United Kingdom	11	\$10,000	9.1%	54.5%	0%
Athens	Greece	10	\$7,500	30%	50%	10%
Nashville	United States	12	\$7,500	0%	50%	8.3%
Paris	France	14	\$7,500	0%	50%	0%
Dallas	United States	10	\$5,000	20%	40%	10%
Seattle	United States	10	\$5,000	20%	40%	10%
Vancouver	Canada	15	\$5,000	33.3%	40%	13.3%
Helsinki	Finland	11	\$5,000	18.2%	36.4%	0%
Berlin	Germany	16	\$5,000	6.2%	31.2%	12.5%
Detroit	United States	16	\$5,000	6.2%	31.2%	12.5%
Brussels	Belgium	15	\$5,000	20%	26.7%	6.7%
Barcelona	Spain	12	\$5,000	8.3%	25%	0%
Copenhagen	Denmark	13	\$5,000	23.1%	23.1%	0%
Prague	Czech Republic	13	\$5,000	46.2%	23.1%	0%
Vienna	Austria	10	\$5,000	30%	20%	0%
Sacramento	United States	11	\$5,000	36.4%	18.2%	0%
Stockholm	Sweden	11	\$5,000	9.1%	9.1%	0%
Houston	United States	12	\$5,000	41.7%	8.3%	8.3%
Miami	United States	13	\$5,000	46.2%	7.7%	7.7%
New Delhi	India	12	\$3,000	50%	16.7%	8.3%
Hồ Chí Minh	Vietnam	11	\$1,000	54.5%	27.3%	0%

Methodology

Population

Firms listed on 142 Edvigo global city pages (any category) whose public directory profile lists Branding as a service line, collected from the public listing API on 2026-10-21. Edvigo has no separate city pages for branding agencies.

De-duplication

One record per firm (by website, else name); a firm listed in several cities or categories is counted once.

Price field

Minimum project size as published in the firm's public B2B directory profile (such as Clutch and Sortlist), in USD (e.g. "\$5,000+"). Firms without a published minimum are excluded from price statistics.

Country	Country of the Edvido city page the firm is listed on.
Minimum sample	Countries, regions and team-size groups with fewer than 20 firms publishing a minimum are not shown; city rows need at least 10 and are small samples.
Median	Median of the published minimum project sizes (band lower bounds).

Data: 2026-10-21. Licence: CC BY 4.0 — cite as: Edvido, Branding Agency Pricing Data 2026 (<https://www.edvido.com/branding-agencies/pricing>). Full guide and live data: <https://www.edvido.com/branding-agencies/pricing>. Raw data: <https://www.edvido.com/data/pricing/branding-agencies.json>.

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