

Forum:[Hack Forums](#)

Thread: [Hosting Company Branding](#)

Don Cezar - November 22, 2025, 3:40 am

I was approached by a small hosting companies, you know, the type with servers and datacenters and all that tech stuff. They wanted a logo for their brand, something to match the pastel style of their website, nothing big.

I was given DigitalOcean as reference, a logo they really liked, so I got to work deconstructing it, understanding what, why and how, and building our own little version.

Below are a few slides from the PDF presentation sent over to them.

vyactor - November 22, 2025, 9:25 pm

Quite a unique idea. Loved how you used the reference soo nicely.

Undead - November 23, 2025, 12:33 am

Nice work, mate. How much do you charge for a logo?

RangoWorld - November 23, 2025, 2:41 am

Nice one. Though I'm not sure I like the shade of the color.

Don Cezar - November 23, 2025, 7:44 am

(Nov 23, 2025 03:41 AM)RangoWorld Wrote: [\[CITE\]](#) Nice one. Though I'm not sure I like the shade of the color.

Yup that's still a work in progress. The attached slides were just the first presentation to get the ok from the client. After that comes phase 2 - working out colors, contrast checking, spacing, text, fonts, multiple variations of the logo, guidelines, the whole 9 yards

(Nov 23, 2025 01:33 AM)Undead Wrote: [\[CITE\]](#) Nice work, mate. How much do you charge for a logo?

For this kind of project, \$200 to \$500, depending on the requirements (more budget - more work hours - more iterations and ideas before settling for one). I've done some for cheaper too, for clients that didn't really need anything big, but I usually try to stay out of those project since the lowest paying clients usually ask for the moon and I end up doing more work than for higher paying clients.

(Nov 22, 2025 10:25 PM)vyactor Wrote: [\[CITE\]](#) Quite a unique idea. Loved how you used the

reference soo nicely.
Thank you all!

JoshAllen - November 23, 2025, 3:42 pm

Looks way better than the reference. You did an amazing job.

completenoob - November 23, 2025, 4:15 pm

(Nov 23, 2025 01:33 AM)Undead Wrote: [\[CITE\]](#) Nice work, mate. How much do you charge for a logo?

Seconding this comment, I'd like to know how much you charged for this. It's crazy to me that logo/branding can be like a \$20 thing up to millions of dollars.

Don Cezar - November 24, 2025, 4:11 am

(Nov 23, 2025 04:42 PM)Josh Allen Wrote: [\[CITE\]](#) Looks way better than the reference. You did an amazing job.Thank you!!

(Nov 23, 2025 05:15 PM)completenoob Wrote: [\[CITE\]](#) Seconding this comment, I'd like to know how much you charged for this. It's crazy to me that logo/branding can be like a \$20 thing up to millions of dollars. (Nov 23, 2025 08:44 AM)Don Cezar Wrote: [\[CITE\]](#) For this kind of project, \$200 to \$500, depending on the requirements (more budget - more work hours - more iterations and ideas before settling for one). I've done some for cheaper too, for clients that didn't really need anything big, but I usually try to stay out of those project since the lowest paying clients usually ask for the moon and I end up doing more work than for higher paying clients.Imo you won't get much for \$20. That's basically a 'fiverr designer with 2 days of experience' zone. I think the prices for a decent logo are ~\$100 to \$200, up to \$500 if you want more versions and the whole guidelines and exploration package for an actual brand rather than just the logo alone. Some designers with more experience than me can charge a few thousands but anything more than I feel like it's just unnecessary for 99.99% of brands.

RangoWorld - November 24, 2025, 4:17 am

(Nov 24, 2025 05:11 AM)Don Cezar Wrote: [\[CITE\]](#) Thank you!!

Imo you won't get much for \$20. That's basically a 'fiverr designer with 2 days of experience' zone. I think the prices for a decent logo are ~\$100 to \$200, up to \$500 if you want more versions and the whole guidelines and exploration package for an actual brand rather than just the logo alone. Some designers with more experience than me can charge a few thousands but anything more than I feel like it's just unnecessary for 99.99% of brands.

How do feel about AI and Canva becoming an option?

Don Cezar - November 24, 2025, 8:38 am

(Nov 24, 2025 05:17 AM)RangoWorld Wrote: [\[CITE\]](#) How do feel about AI and Canva becoming an option?

I tried a few logos with different AI models. I think they all fit under the \$20 fiverr logo category. They're good enough only if you don't care about your logo, or if you need something like those local plumbers with illustrations of men with wrenches and pipes in their hands ?. So far AI hasn't been able to pull off modern, logical logos for me, and certainly not to the point of this project's complexity. I use AI on a daily basis for other image generation things, but for logos it isn't yet there.

Spore - November 26, 2025, 1:37 pm

This looks beautiful. Keeping you in mind

Goatprime05 - December 26, 2025, 9:27 pm

(Nov 22, 2025 04:40 AM)Don Cezar Wrote: [\[CITE\]](#) I was approached by a small hosting companies,

you know, the type with servers and datacenters and all that tech stuff. They wanted a logo for their brand, something to match the pastel style of their website, nothing big.

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Sick,, even with the reference. Goes to say when you passionate about something, you give your all