CREATIVE & BRANDING SERVICES

Budget & Expense Template

PROJECT NAME

CLIENT NAME

DATE CREATED

PROJECT MANAGER / LEAD DESIGNER

TOTAL ESTIMATED BUDGET

TOTAL ACTUAL SPEND

TOTAL VARIANCE

1. BRAND STRATEGY & IDENTITY

EXPENSE ITEM DESCRIPTION	ESTIMATED COST	ACTUAL COST	VARIANCE
Brand Discovery & Strategy Session			
Logo Design & Visual Assets			
Typography & Color Palette Curation			
Brand Style Guide / Guidelines PDF			
Subtotal - Brand Strategy & Identity			

2. GRAPHIC DESIGN & MARKETING COLLATERAL

EXPENSE ITEM DESCRIPTION	ESTIMATED COST	ACTUAL COST	VARIANCE
Business Cards & Stationery Design			

EXPENSE ITEM DESCRIPTION	ESTIMATED COST	ACTUAL COST	VARIANCE
Brochures / Marketing Flys			
Social Media Graphic Templates			
Presentation Deck Templates			
Subtotal - Graphic Design & Collateral			

3. DIGITAL ASSETS & WEB UI/UX

EXPENSE ITEM DESCRIPTION	ESTIMATED COST	ACTUAL COST	VARIANCE
Website UI/UX Wireframing & Design			
Custom Iconography & Illustrations			
Email Newsletter Design Templates			
Subtotal - Digital Assets & UI/UX			

4. SOFTWARE, LICENSING & EXTERNAL ASSETS

EXPENSE ITEM DESCRIPTION	ESTIMATED COST	ACTUAL COST	VARIANCE
Premium Font Licenses			
Stock Photography & Video Assets			
Platform / Software Subscriptions			
Subtotal - Software & Licensing			

NOTES & COMMENTS