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CELEBRATING 15 YEARS IN  
COMMUNICATION DESIGN

*Welcome!*

Following is our  
*Starter Package for small business*

If you have any questions please  
don't hesitate to get in touch!

[www.studio131.net](http://www.studio131.net)

## Starter Package for small business

### INTRODUCTION

The purpose of this Starter Package is to help small business get off the ground with a professionally designed brand, functional communication items and helpful and practical resources.

**You receive** a professionally tailored identity (logo), a Visual Style Guide prepared specifically for your new brand, two stationery items, a brochure, as well as advice and education to move forward!

**The cost** of this campaign retails at \$12,000, however this entire package is generously priced at only \$3,000. And the great news is you pay for everything over six monthly installments of just \$500.

**This document explains the package in detail** - what is included and also what is not included - so both parties - designer and client - are clear right from the beginning. If you require additional items not mentioned in the package, please let us know and we will gladly quote the items separately for your consideration.

### DESIGN ITEMS (What you get!)

#### Item 1: **Logo**

- Designed over multiple presentations.
- On logo completion we prepare different versions of the final logo for you, including colour, black and white versions, as well as different file types for different uses such as for Word, web and print. These are all provided to you on DVD.

#### Item 2: **Visual Style guide**

- Information publication on how to use the new brand (including do's and don'ts, colour palettes, when to use the different logo file types and more. You receive both a bound publication and PDF.

#### Item 3: **Stationery**

- Business card and letterhead designed
- This package does not include printing. If you would like the stationery printed please let us know what quantities you would like and we will provide quotes for you.
- You receive fully designed print ready files.

#### Item 4: **Brochure (4 pager)**

- A4, A5 or DL sized brochure designed in full colour - your choice of size.
- This package does not include printing prices. If you would like the brochure printed, please let us know what quantities you would like, and we will provide quotes for you.
- You receive fully designed print ready files.

**What *IS* included in the package cost:**

- all design listed overleaf
- full project management
- all artwork file creation and PDF creation for presentations
- all colour outputs for presentations
- all CD and DVD burning
- printing and binding of the Style guide
- copies of all the final files for each item for the client to keep on DVD
- permission (100% freedom) for the client to use all the final files as they wish

**What is *NOT* included in the package cost:**

- printing quotes for Items 3 and 4 (if needed)
- extra presentations above and beyond what is described overleaf

**TIME LINE:**

The schedule to complete the campaign from start to finish is 4-6 weeks. If you would like it sooner, please discuss this with us before design begins.

**PAYMENT**

- When you're ready for us to begin you pay the 1st installment of \$500.00 +gst and we start design.
- For the following five months you pay \$500.00 +gst per month.
- The total over the six months will be \$3,000.00 +gst.
- Payment can be made by cheque or EFT (no credit card facilities).
- We will email tax invoices to indicate when payment is due each month in advance.

**ANY QUESTIONS?**

Please call or email and we would be more than happy to answer any questions you may have.  
Phone: (03) 9600 4999 Email: design@studio131.net www.studio131.net

**HAPPY TO GET STARTED?**

If you're ready for us to dive into brainstorming for your Item 1 (logo), then simply:

- 1 return the authorisation page (last page of this return brief) to us at Studio 131.
- 2 We will initiate your project by setting up your account and organising your 1st installment.
- 3 We will organise a time to discuss your business with you - what makes it unique, your product / service and so forth, so that we can prepare relevant ideas for the logo.
- 4 We will also discuss a realistic time frame with you based around your deadlines.
- 5 Pencil to paper - we begin our brainstorming!



## Item 1 Logo

### Stage 1 Initial design concepts

brainstorming  
different directions developed  
typographic hierarchies  
three different concepts presented to client  
(black and white only at this stage)

### Stage 2 Design refinement

refinement of preferred concept based on client feedback  
(colour palettes introduced)

### Stage 3 Design finalisation

last minute changes and lock in final logo and colours

### Stage 4 Logo creation

final digital artwork prepared for logo  
multiple versions prepared of the logo and burned to DVD for the client  
archiving

### Client changes (OPTIONAL STAGE)

If you require any extra changes/stages than those listed above, we simply keep a time-sheet and charge the relevant minutes, for example 10 min = \$30.00 +gst.  
If this occurs we will notify you after each additional stage with the running cost.

## Item 2 Style guide + Education

### Stage 1 Publication creation

visual style guide containing full usage guidelines for the new logo:

- PDF digital version for client
- bound A4 size publication for client

archiving

walk through the publication section by section with client educating on brand use

## Item 3 Stationery

### Stage 1 Design concepts

different concepts explored based on your logo

- two different concepts presented for both the business card and letterhead

### Stage 2 Design finalisation

last minute changes and lock in final x2 stationary items

### Stage 3 Stationery pre-press

final digital artwork prepared for pre-press, all print ready files

(files include trim marks and bleed and set to CMYK ready for most printers)

archiving

OPTIONAL - we can provide print quotes and paper samples if you like.

### Client changes (OPTIONAL STAGE)

If you require any extra changes/stages than those listed above, we simply keep

a time-sheet and charge the relevant minutes, for example 10 min = \$30.00 +gst.

If this occurs we will notify you after each additional stage with the running cost.

## Item 4 Brochure

Sizes to choose from: **A4** (up to 4 pages) 210 x 297 mm when folded  
**A5** (up to 6 pages) 210 x 148 mm when folded  
**DL** (up to 8 pages) 210 x 99 mm when folded

CONTENT: you can provide us a Word document with the text content.  
If you have existing photography, please provide us your imagery on USB / disc.  
If you don't have imagery we can source options for you with stock photography which you can choose to pay for if you like the images after the design is complete.

### Stage 1 Design concepts

brainstorming different ideas to flow on from stationery  
- typographic hierarchies  
- colours  
- grids and layouts  
- image exploration - vector graphics, photography and textures  
- two different concepts presented for consideration

### Stage 2 Design changes

client changes to preferred design (incl content)

### Stage 3 Design finalisation

last minute changes and lock in final brochure

### Stage 4 Brochure pre-press

final digital artwork prepared for pre-press, all print ready  
(files include trim marks and bleed and set to CMYK ready for most printers)  
archiving  
OPTIONAL - we can provide print quotes and paper samples if you like.

### Client changes (OPTIONAL STAGE)

If you require any extra changes/stages than those listed above, we simply keep a time-sheet and charge the relevant minutes, for example 10 min = \$30.00 +gst.  
If this occurs we will notify you after each additional stage with the running cost.



## terms and rates

Any additional client changes, over and above those referred to in this quote, will be charged at 6 minute intervals based on the hourly rate (see below) by time sheet. If this occurs we will notify you before each stage with the cost for your reference. Any additional items you require such as couriers, colour outputs or stock photography will be charged to you.

All final proof-reading and spell-checking is to be done by you. Printer's proofs must be signed off before going to print. Print estimates have turnaround times which need to be considered in your scheduling (if we are asked to rush a print job through in less time than the printer's recommended turnaround time, then we are not responsible for inaccuracies in colour or quality).

This job may be terminated at any time by either party by a notice in writing to the other party's last known address. If this occurs, Studio 131 will invoice for the design item in progress, all prior items, as well as any expenses that have been incurred. Value of items if this occurs: Item 1: \$1,500. Item 2: \$500. Item 3: \$500. Item 4: \$500.

This quote is valid for 30 days. Once begun, if a client puts a job on hold for more than 28 days, an invoice will be sent for any design work done to date.

Studio 131 retains copyright to design and artwork created. The client retains copyright to any imagery that they supply us and already own. (The client is responsible for any copyright infringement resulting from any imagery or text supplied.)

Payment can be made by cash, cheque or EFT. If payment is not received within the given time frame, the client is liable for any administrative and debt recovery costs. Following are our rates and disbursements (before gst).

### Hourly rate

Standard graphic design: \$150.00

Services include:

project management, layouts,  
image creation, product creation

Conceptual: \$180.00

Services include:

brainstorming, strategy,  
copywriting

**After hours rate:** If you require us to work outside of our trading hours, the *After hours rate* is one and a half times the *Hourly rate*. After hours includes weekends, public holidays, and outside the business hours of 8.30am to 6.00pm.

**Drop Everything rate:** If you have an urgent project that requires us to 'drop what we're doing' and begin your project with priority, our *Drop Everything rate* is one and a half times the *Hourly rate*.

### Print outs

A4 colour: \$4.00

A3 colour: \$8.00

### PDF file creation

complimentary

### CD & DVD burning

complimentary



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COMMUNICATION DESIGN

ABN 29 267 840 242

## authorisation

If you would like to proceed with this package, please fill in and return this authorisation page to Studio 131 via post or email (design@studio131.net). Thank you.

**To:** Studio 131    **Email:** design@studio131.net    **Subject:** Starter Package go ahead

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Business name: \_\_\_\_\_ ABN: \_\_\_\_\_

Address: \_\_\_\_\_

Contact (your name in full): \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Confirmation and approval to proceed with the Starter Package. I agree that I will be paying Studio 131 \$3,300.00 (incl gst). This payment will be made up of 6 monthly instalments of \$500.00 +gst. I understand that this amount does not include any printing of stationery items or brochures. Furthermore there may be additional costs if I require extra design work as is listed as 'Client changes (OPTIONAL STAGE)' in this quote, however I will be notified of such costs if they are needed.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

We will be in touch shortly to set up your account. If you have any questions in the mean time you can contact us on (03) 9600 4999 or email design@studio131.net. We look forward to working with you!