

DON'T GIVE YOURSELF A HEADACHE...

Give Them Something To Talk About



RATE SHEET

DESIGN SERVICES

WHAT'S THIS GOING TO COST ME?

A LOT LESS THAN YOU'D THINK

WE'D RATHER DISAGREE OVER TYPE THAN ARGUE OVER MONEY. We're old Skool that way. The discussion of money can make people uncomfortable. We get it, It's not ok our top ten favorite things list. Arguing over money isn't great for us either. It's a distraction from what we love to do.

THAT'S WHY WE DEVELOPED OUR FLAT RATE SYSTEM. Just like you, heck, like any small business, we don't have a ton of disposable income for "perks"...and we're in the "perks" business! It's why we feel great branding, design and marketing doesn't have to be expensive to be amazing! Quality is in the eye not the pocketbook.

FLAT RATES ARE GOOD FOR YOU AND THEY'RE GREAT FOR US! We can do what we love to do and you know it's not going to cost a million dollars. But...

your still not using comic sans on anything...
unless you're an elementary school, then go for it!

GENERAL RATES

GENERAL FEES

Initial Consultation and Quote:	Free
<i>1 hour Initial consultation and recommendation of options.</i>	
Graphic Design Services*	\$62.50
Custom Logo**	\$350.00 – \$1,000.00
Business Card	\$250.00
Postcard	\$250.00
Tri-fold Brochure	\$275.00
One Sheet (Double Sided)	\$275.00
CD, DVD, Blu-ray package design	\$450.00

*1 hour Minimum. Graphic Design services do not include photography or custom illustrations.

Charges for custom work are billed separately.

If we have a stock photo in our library that fits the needs of your project, or if you provide us with photography, there will be no additional charge.

We are more than happy to make a logo for your company, but ask you consider a branding and marketing package....trust us we will!

AVERAGE TURN-AROUND

On average we will have all your work printed and delivered to you in approximately 2 weeks or less. Schedule is dependent on the project and the revisions involved. We provide a reasonable project timeline in all our project proposals.

EXTRA REVISIONS

1 hour minimum billed at hourly rate of \$62.50

RUSH SERVICES

Monday - Friday
24-48 Design turn-around
Additional 30% surcharge per hour
\$125.00 minimum

WEEKENDS - HOLIDAYS

24-48 turn-around
Additional 50% surcharge per hour
\$225.00 minimum

DESIGN SERVICES DOES NOT INCLUDE PRINTING COSTS, unless specifically noted

The Design Office will not provide written content for design work. Any writing will be charged separately at a rate of \$75.00/hour.

All design services require a 50% deposit to begin project. Final payment is due at the time of delivery of the products.

A 1.5% per month surcharge may be added to any invoice not paid within the time period stated.

ALL RATES ARE VALID THROUGH JAN 2018

BUNDLED RATES

NEW BUSINESS A: \$1,000.00

Design and delivery of the following:

Design Consultation (1 hour)

03 Unique Logo design concepts

04 sets of revisions to 01 design choice

Business Card/Letterhead Design

01 Promotional Sales Sheet Design

Printing of the following

500 business cards

250 sheets of letterhead

250 envelopes

250 Sales Sheets

Delivery of custom logo in any/all formats - jpg, tif, ai, eps, pdf. Your logo will be optimized at 72 dpi jpg, high-resolution image 300 tif, as a vector file (eps) for scaling and printing.

NEW BUSINESS B: \$2,500.00

Design and delivery of the following:

Everything in Package A plus:

Basic Website Design (Wordpress)

(Splash page + 02 additional content pages)

Shopping carts and other interactivity are not included in the website design packages.

NEW BUSINESS C: \$4,500.00

Design and delivery of the following:

Everything in Package A plus:

Website Design (Splash page + 05 additional content pages)*

Shopping carts and other interactivity are not included in the website design packages.

CUSTOM PACKAGES:

The Design Office can offer you a custom design package tailored to your business needs and goals.

Give us a call for a free quote!

MODERNIZATION: \$1,500.00

Update design and delivery of the following:

Design Consultation (1 hour)

03 Unique re-designs to current logo

04 sets of revisions to 01 design choice

Business Card/Letterhead Design

01 Promotional Sales Sheet Design

Printing of the following

500 business cards

250 sheets of letterhead

250 envelopes

250 Sales Sheets

Delivery of custom logo in any/all formats - jpg, tif, ai, eps, pdf. Your logo will be optimized at 72 dpi jpg, high-resolution image 300 tif, as a vector file (eps) for scaling and printing.

BUSINESS EVENT: \$1,500.00

Design of the following:

Design Consultation (1 hour)

Customized Save the Date postcard design

Custom invitations design

Sign/Banner Design

Event Program

Table Tents & Name Tag (pdf fillable template)

PRINTING:

The Business event package does not include printing of all designed artifacts.

If you do not have a current printer you work with, the Design Office will be happy to provide to you 03 quotes from 03 different printers for all printing we oversee. Printing costs will be supplied under separate cover and billed at cost.

For any printing costs in excess of \$1,000.00, the Design Office will require an additional 50% in advance as a good faith deposit.

REVISIONS:

Each item designed includes 01 major and 02 minor revisions. Any additional revisions or changes will be charged at the hourly rate of \$62.50.

BENEFITS OF DESIGN

PEOPLE DON'T LIKE UGLY!

They don't it's just a fact. You know we're right, when was the last time you looked at the so called "junk mail" in your mailbox? Have you ever bought anything that didn't come in an attractive package? People might not know how to explain it, but they know ugly. We're just saying the cover is just as important as the book, if not maybe a bit more.

PEOPLE DON'T LIKE CHEAP!

It's another fact! They don't, no one does, do you? It doesn't instill the greatest of confidence does it. Are you going to trust someone who cuts corners on business cards? It doesn't say trust me, I'll spend your money wisely, no matter how much you try justify it.

PEOPLE HATE DUMB!

Cheap design talks down to the consumer, an ever more educated and sophisticated consumer. They have expectations and perceptions of what they think things should look like. Getting great quality at affordable prices is just good business, it doesn't mean you have to sacrifice quality.

AT A GLANCE

COMPANY EST.

2005

A FEW OF THE PEOPLE WE WORK WITH

Artists, Designers + Freelancers
Consultants
Dry Cleaners
Home Based Businesses
Real Estate Agents
Retailers & Single Person Storefronts
Sales People
Small Businesses
Switching Careers

BACKGROUND

Every business exists to succeed. No business opens its doors with the intention of closing. This couldn't be more true for your business. Every day you walk the fine line between keeping "the doors open and the lights on" and closing up for good. It's a constant challenge even when the economy is robust, but it's a nightmare when the economy is a rollercoaster.

Stop selling. start branding! is a philosophical change in how you engage and talk about your business. By taking a brand first approach you ensure that every marketing campaign has maximum impact and is always successful. It's an approach that makes marketing and sales easier to maintain and sustain. It gives you something tangible and real to sell and market. You no longer need to feel like your on a marketing treadmill, barely keeping up. We put you in the drivers seat. We put you in control of your business. You run your business, not the other way around...

We help businesses reach their full potential.

WHO KNOWS US

AIGA
BNI
Anaheim Chamber of Commerce
Golden West College Digital Arts Dept.
LeTip International

The **FACTS** JUST THE FACTS

75%

OF NEW BUSINESS FAIL
IN THE FIRST YEAR

That's a fact! Three quarters of all businesses won't survive the first year. The first year!

Why? Well we don't really know why, we aren't here to blame, what we do know is a brand improves the odds, considerably.

That's a fact!

20%

OF THOSE
WON'T SURVIVE

Are you sitting down? If not, sit down, right now. Of that quarter of business' that survive their first year, less than a quarter of those survivors make it to five years.

If you're doing the math...let us know the numbers, math isn't our thing. A brand will help you survive when times are hard.

That's a fact!

04%

WILL CELEBRATE
TEN YEARS

Seriously, are you sure you can handle this? We lost count on the math, we just know brands give you a better than average chance to make it from day one.

A business that brands should be able to survive any and every storm

That's a fact!