

**FEE PROPOSAL FOR  
DESIGN SERVICES**

**360 TECH  
Monbulk VIC**

mercury

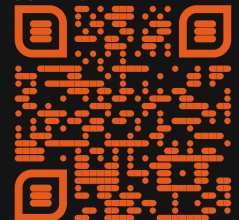
**Presented to:**

Nick  
360 Tech  
26 Main Rd, Monbulk VIC 3793

**Presented by:**

Mercury Creative Design

**JULY 2024**





## Company Overview

Mercury Creative is the passion of seasoned creative, Brent Dakis. With over 20 years of industry experience in Graphic Design, Operations Management, Retail and Large-scale Event Coordination, Brent has refined his broad spectrum of skills and knowledge to provide a truly unique service for clients, helping unify every visual and promotional aspect of a brand.

One of the greatest strengths Brent employs in his design process is the fusion of several skill sets; Creative thinking, visual design aptitude, photography, psychology, marketing, and operations/systems development. By meshing together skills that are usually resigned to individual services, Brent can act as a “one stop shop” for all things branding & design, helping you get the most out of your design budget for the most cost effective investment.



**Brent Dakis**  
Lead Designer





**Liz Gridley - Artist**  
Portraiture Photoshoot, Youtube Intro

## Our Philosophy

**Mercury Creative provides a holistic, end-to-end range of design and operational services to help small business manage everything, all from one source.**

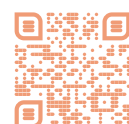
Building your business through striking visual presence in the world can be exciting, cost effective and exceptionally beneficial if you approach it with the right people and the right attitude.

Mercury Creative is built to work hand in hand with you to sharpen the most valuable tools at your disposal, and yield tangible, visible results. Highly effective, impactful design and branding is not reserved only for corporations who can afford entire design teams. Mercury Creative employs creative thinking, careful planning & strategy, and visually striking marketing to push your business to its next level of success and beyond.



**The Confectionery - Retail Space**  
Entire Brand Package  
(Branding, Website, Shop fitting, Signage, Packaging)

# mercury.







## The Skylark Room

Complete Branding Package (Logo, Signage, Print Materials, Promotional Posters, Product & Event Photography)

FRIDAY SEPTEMBER 22ND  
**AN EVENING WITH LEIGH SLOGGETT,  
PATRICK EVANS & THE BOLTONS**  
DINNER: 6PM PERFORMANCE: 7:45PM ENTRY: \$20

SATURDAY SEPTEMBER 23RD  
**GEOFF ACHISON**  
DINNER: 6PM PERFORMANCE: 8:30PM ENTRY: \$20

FRIDAY OCTOBER 6TH   
**BENNY WALKER**  
DINNER: 6PM PERFORMANCE: 8:30PM ENTRY: \$20

SUNDAY OCTOBER 8TH  
**THE SKYLARKS**  
DOORS: 10AM PERFORMANCE: 12PM ENTRY: FREE

FRIDAY OCTOBER 13TH   
**EDDIE COLE + JOHN DUKE**  
DINNER: 6PM PERFORMANCE: 8:30PM ENTRY: \$10

SATURDAY OCTOBER 21ST  
**THE SKYLARKS**  
DINNER: 6PM PERFORMANCE: 8:30PM ENTRY: \$20

FRIDAY NOVEMBER 10TH   
**MANDY CONNELL  
WITH ALISON FERRIER**  
DINNER: 6PM PERFORMANCE: 8:30PM ENTRY: \$10

SUNDAY NOVEMBER 19TH  
**ALEX LEGG MEMORIAL FOUNDATION  
AWARDS NIGHT**  
FEAT. ZAC SABER AND KRISTIAN MIZZI  
DOORS: 4:30PM DINNER: 3:00PM ENTRY: FREE

FRIDAY DECEMBER 1ST  
**AN EVENING WITH MIKE RUDD  
FEAT. 1ST BASE + MICK 'N' BROD**  
DINNER: 6PM PERFORMANCE: 8:30PM ENTRY: \$15

FRIDAY DECEMBER 15TH  
**ANDY COWAN + SPECIAL GUESTS**  
DINNER: 6PM PERFORMANCE: 8:30PM ENTRY: \$20

SATURDAY DECEMBER 16TH  
**THE SKYLARKS**  
DINNER: 6PM PERFORMANCE: 8:30PM ENTRY: \$20

## Terms & Conditions

These terms and conditions are a result of Brent Dakis' work with clients over a period of 20 years, they are specifically designed to manage expectations and outcomes and protect both you "the client" and Mercury Creative Design. Please read them carefully before paying your deposit.

The majority of designer/client communication is normally via email Mercury Creative Design will not take design instruction or changes via telephone. All work requests must be in clear, concise writing, via email. This means that "The Client" and Mercury Creative Design can look back over emails for clarification if needed.

### Payment:

Upon receipt of this quote "The Client" agrees to pay:

- 75% non-refundable deposit of quoted total costing to commence the design project.
- 25% is due on the day of Delivery, Sign Off, or Live Launch, all content remains the property of Mercury Creative Design until this payment has been made (See Copyright).

The project deposit is non-refundable, and if "The Client" cancels a project, for any reason, the deposit will serve as a cancellation fee, along with a pro rata payment based upon the time spent, if it exceeds 50% of the quoted work.

### Additional work:

This is defined as any work involving additions to the list of items defined in the project quote, or changes to any or all pieces of finished artwork after sign off by an authorised representative of "The Client". From time to time "The Client" will require extra design work during a project, or extra files upon the completion of a project. "The Client" will be informed that the alterations, changes, or additions requested fall outside the project scope estimate. "The Client" must agree in writing to proposed changes at a fee of \$150 per hour for works. Should additional design not initially quoted for be requested during the design process, a progress payment will be payable prior to further work being carried out, alternatively additional costs will be added to the final invoice, payable to the delivery of the design files.

**Approval of final artwork:**

While Mercury Creative Design takes all care to avoid errors, Mercury Creative Design accepts no responsibility for typographical errors, spelling mistakes, or incorrect information on any project committed to print or production. "The Client" is responsible for proofreading and approving all final copy before the production of artwork. The email verification of the Client's Representative shall be conclusive as to the approval of all artwork prior to their release for printing, implementation or installation. No refunds or reprints are given after a final approved design has gone to print due to oversights by The Client's proof reading.

**Printing:**

With all professional printing, there may be colour variations from what has been viewed on a screen or monitor, to what the final product looks like, as well as previous print runs. This is due to the nature of CMYK printing and bulk-run printing system. Printing samples are highly advised and can be sourced through Mercury Creative Design if required. There will be no reprints at the expense of Mercury Creative Design. All print accounts must be settled in full prior to the release of the files to the printer. Costs associated with any other physical goods referenced in a Mercury Creative Design proposal remain the responsibility of The Client.

Mercury has strong partnerships with several commercial services and can facilitate any printing, signage, lighting or equipment needs of "The Client" at their request.

**Copyright:**

In accordance with the Australian Copyright Council the production of any original design work automatically deems Mercury Creative Design the author and therefore the owner of such work. Ownership pertains to all original electronic files only. "The Client" is entitled to use the design work for the purposes for which it was created. Any other usage not discussed will need to be negotiated. If original electronic files are required by the Company it must be negotiated with Mercury Creative Design and will incur additional fees. Mercury Creative Design retains full ownership of design concepts and materials it produces in the course of a project. Once a final concept is delivered to a client and full payment is received the final files will be transferred to the client and they will retain usage and ownership for purposes outlined in the project invoice. Upon full payment, the client shall obtain ownership/usage of the final artwork as specified in the original quote/invoice. Delivery of a completed project consists of the following:

- Supply of final artwork digital files to printer
- On a disk to nominated address
- Via email to nominated email account

Construction files (unused concepts, revision files, fonts, Photoshop or Illustrator files) remain the property of Mercury Creative Design unless otherwise specified in a previous agreement.

"The Client" Also agrees to allow Mercury Creative Design to showcase any/all work created in the course of a project as part of Mercury Creative Design's portfolio. We acknowledge the confidential nature of projects and agree to only display project work once the product/site has been publicly launched.

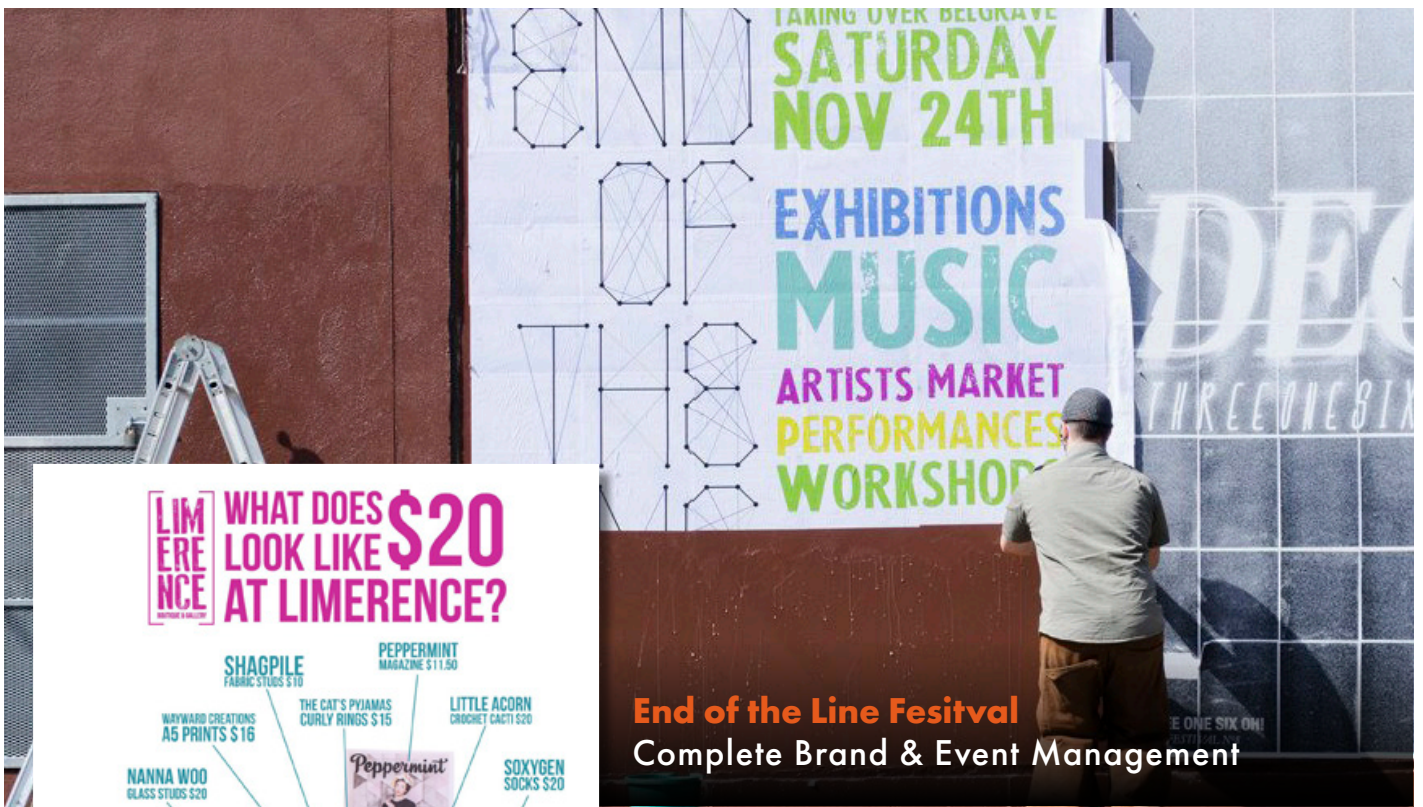
# Fee Proposal

Mercury Creative is pleased to present the following proposal and fee structure for design services.

PROJECT SPECIFIC SERVICES			
TASK	SUBTASK	NOTES	FEE
Branding Package	Development of Inspiration Palette.		\$1350.00
	Initial logo concepts & development of preliminary Style Guide (colours, fonts, formatting rules).	Examples offered on request	
	Revisions (3 rounds) of logo concept to final design.	Additional rounds of logo edits subject to standard additional fees.	
	Finalisation and supply of logo file in PDF, PNG, EPS and JPG format, supply of finalised Style Guide.		
	Selection of three (3) social media banners utilising final design & environmental photoshoot results.		
	Supply of Instagram and facebook template files (PDF and PNG) that can be used for thematic call to action posts.		
Environment Photoshoot	Equipment Supply	No hired equipment.	\$750.00
	Quarter Day Shoot (2 hours) On site at 26 Main Rd, Monbulk VIC 3793.		
	Proof (unedited) image selection supply and review process with client.		
	Post production processing of up to six (6) images, colour processing and formatted exports.		
	Supply of up to six (6) final high resolution images in JPG and TIFF format.		
OPTIONAL ADDON: Retail Presence Package & Management Service	Development of concept illustrations of interior and exterior of 360 Tech retail space.		\$2750.00
	Selection and consultation of colour palette, paint options, lighting elements and supply of proposed POS furniature.		
	Exterior facade signage design and management of installataion upon approval.	Subject to three (3) revisions, as per logo design.	
	Window signage design and management of installation upon approval.		
	Up to 4 hours additional ad-hoc support on interior and exterior design choices.	Suggested to take this option prior to photoshoot.	
OPTIONAL ADDON: Physical Marketing Materials	Design and supply of print ready (PDF) flyers and posters promoting 360 Tech and its services.		\$550.00
	Management of printing and delivery of phsyical goods.		
ADMINISTRATION			
TASK	SUBTASK	NOTES	FEE
Data Storage	36 months of cloud and physical location storage of all supplied content to The Client.		\$250.00
Administration	Mercury Creative Administrative Fees		
	Client consultation & on-site meetings (1 included)	Additional on-site meetings will incur a charge.	

## Please note:

- Quotes are valid for 30 days from date of submission to The Client. Confirmation is required within this time frame to begin a project. Please read the terms and conditions below before confirming a project, as deposits made are classed as agreement and adherence to said terms.
- Any additional additional works outside the scope of the provided quote are subject to additional fees outlined in the Terms & Conditions.
- Quotes do not include any form of printing expense, or registration fees.
- All rates provided are **not** currently subject to GST.



## Conclusion:

In conclusion to this proposal for design services for this exciting project for Buckley & Phillips, Mercury Creative wishes to impress upon you our unique point of difference.

The culture, passion, and whole intention of Mercury Creative is to work hand in hand with you to ensure the future projects, visual materials, or cohesive branding and strategy documents are done so with care, professionalism and ultimately with the future success of your business in mind.

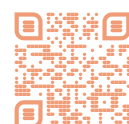
Creating lasting, meaningful design work such as this takes great thought, projection and judgement calls and is only achieved by working closely with everyone involved in this process.

If you have any questions or queries in relation to this proposal, please do not hesitate to contact Brent at any time.

I look forward to hearing from you at your convenience.

**Mercury Creative Design**

**mercury.**





## Acceptance of Proposal:

Name (Print):

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Title:

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Company:

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Signature:

Date:

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### Note:

Variations to the works specified are to be agreed upon by both parties, and recorded in writing.

All agreements are subject to Mercury Creative Terms and Conditions.

All intellectual property remain the property of by Mercury Creative Design until final payment is received.

### Payments:

All payments are to be made 30 days from invoice.

All invoices will be raised as instalments based on the percentage of completed works for each stage of the project within the applicable period.

\*All fees will be reviewed on an annual basis. All price reviews and increases will be in line with CPI.

### Direct deposit to:

**Account:** Brent Dakis  
**Bank:** Bank Australia  
**BSB:** 313 140  
**Account Number:** 12235951

*As description please use your name.*

Mercury Creative Design  
ABN: 15 657 282 309

mercury.

