

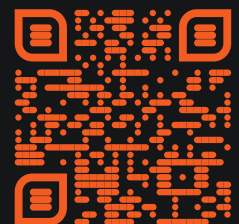
**FEE PROPOSAL FOR
DESIGN SERVICES**
STRAPGEAR
Digital Promotional Pack

mercury

Presented to:
Penny McMillan
Strapgear

Presented by:
Mercury Creative Design

JULY 2024



Fleming's Nurseries

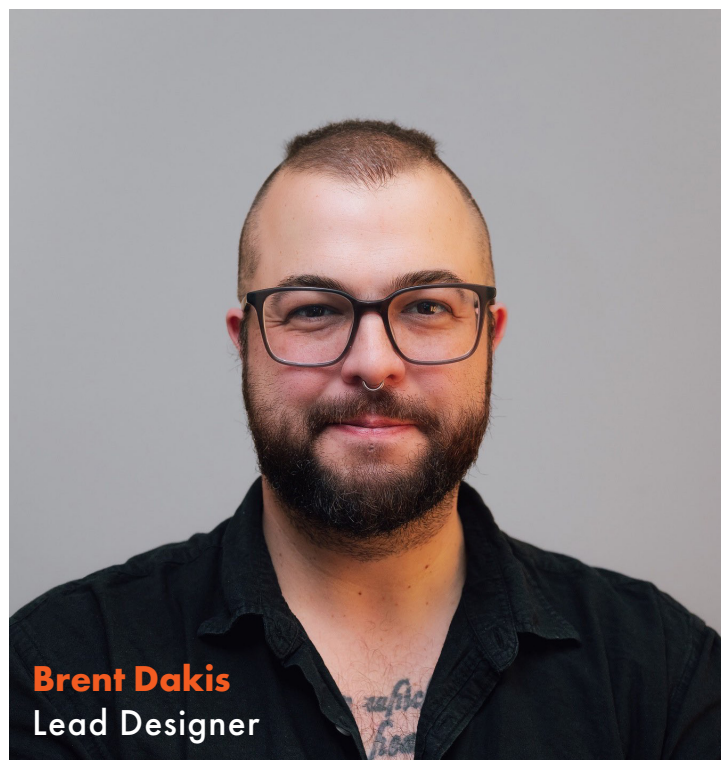
Truck Curtain Design



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



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.

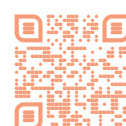


The Confectionery - Retail Space

Entire Brand Package

(Branding, Website, Shop fitting, Signage, Packaging)

mercury.





Bruce McLean
Air BnB Promotional Photoshoot

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:

- 50% non-refundable deposit of quoted total costing to commence the design project.
- 25% is due after 2 round of changes/revisions have been completed and
- 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.

Mercury has strong partnerships with various commercial printing services and can facilitate any printing 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' 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
Website Redesign	Simple 1-2 page website, straight to the point, clear, bold. Should include instructional/promotional video, clear branding, easy purchasing, Must include effective contact details for wholesale, customer reviews section.	Additional expense for client (Subscription to Squarespace).	\$850.00
	Two rounds of revisions through draft approval process.	Additional pages subject to additional hourly rate.	
	Supply, launch & 2 hour training session.		
Product Photoshoot (Studio), Quarter Day	Equipment Supply.	No hired equipment.	\$300.00
	Studio photoshoot of the Strapgear product for promotional use.	Anticipate 5-8 images of product, documenting colour options and various angles.	
	Post production processing and supply of up to ten (10) images, colour processing and formatted exports.	High res transparent PNG.	
Product Photoshoot (On-site), Half Day	Equipment Supply.	No hired equipment. required.	\$450.00
	On-site Photoshoot of Strapgear use in context.	Anticipate 10-15 images of product, documenting colour options and various angles.	
	Post production processing and supply of up to ten (20) images, colour processing and formatted exports.	High res JPG files.	
Promotional Video (On-site), Half Day	Equipment Supply.	No hired equipment. required.	\$650.00
	On-site Videography of Strapgear use in context, instructional video & promotional video.	B-Roll Footage & Promotional/ Instructional video.	
	Post production editing, cutting, voiceover, music (if required) and supply of a 1-2 minute instructional/ promotional video supplied as web-size MPG file for web use, and high res 1080p mov file for TV/Display stand (events & shows) display.		
Instruction Booklet	Design and supply of doubled sided A4/A5 document of product instructions.	One side simple instructions, rear side increased detail.	\$300.00
	Two rounds of revisions through draft approval process.		
	Supply high resolution print-ready PDF artwork for production.		
ADMINISTRATION			
Task	Subtask	Notes	Fee
Data Storage	36 months of cloud and physical location storage of all supplied content to The Client.		\$150.00
Administration	Mercury Creative Administrative Fees		
	Client consultation & on-site meetings (1 included)	Additional on-site meetings will incur a charge.	
COMMUNITY DISCOUNT			
Detail	Item	Rate	Total Reduction
Friend Discount	Discounted Design Rate	65%	\$1755.00
PACKAGE TOTAL			\$945.00

Please note:

- Quotes are valid for 30 days from authoring date. 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.

Acceptance of Proposal:

Name (Print):

Title:

Company:

Signature:

Date:

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.

