

## **\*\*Swel Pay Lar Overview\*\***

Swel Pay Lar is a professional graphic design service renowned for its speed, affordability, and commitment to delivering high-quality work. The company's name, Swel Pay Lar—a Burmese phrase that translates to “Can you draw?”—reflects its creative roots and dedication to artistic expression. Specializing in a diverse range of design solutions, Swel Pay Lar offers services such as logo design, social media graphics, and print materials, catering to businesses, entrepreneurs, and individuals seeking impactful visuals.

Whether it's crafting a brand identity through custom logos, creating engaging visuals for digital platforms, or producing high-quality print designs, Swel Pay Lar ensures every project aligns with the client's unique vision and objectives. The name itself embodies the spirit of curiosity, innovation, and artistry, resonating with clients who value creativity and precision.

With a strong emphasis on customer satisfaction, fast turnaround times, and competitive pricing, Swel Pay Lar has established itself as a trusted partner for clients from various industries. By combining traditional artistic principles with modern design techniques, the team continues to create designs that are not only visually appealing but also highly effective in achieving their clients' goals.

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## **\*\*About the Founders\*\***

The founders of Swel Pay Lar are Si Thu Lin Htet, Min Thant Kyaw and Aung Kyaw Hein

Si Thu Lin Htet, the Chief Executive Officer (CEO) and Founder of the company, is a visionary leader with a deep passion and exceptional talent for design theories and concepts. His creativity and dedication are at the heart of the company's success. He is in a relationship with Khin Khin Su. Min Thant Kyaw, the Co-founder and Chief Operating Officer (COO) of SPL (Swel Pay Lar), is a proficient professional with a strong aptitude for technology and innovative problem-solving, making him an indispensable asset to the team. He is in a relationship with Su Hlaing Htwe. Aung Kyaw Hein, also a Co-founder and the Chief Commercial Officer (CCO) of SPL, excels in content writing, content planning, and UI/UX design, demonstrating his expertise in crafting engaging and user-friendly experiences. Together, their combined skills and leadership form the backbone of SPL's continued growth and success.

## **\*\*Logo Design Pricing\*\***

The cost of logo design varies depending on the complexity, size of the business, and the level of detail provided by the client. Prices start at 50,000 kyats for startups and gamers, scaling up to 400,000 kyats for larger businesses requiring intricate designs. Each logo option is priced individually, and additional options cost 50% of the original logo price.

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### **\*\*Social Media and Printing Design Pricing\*\***

Social media ads begin at 20,000 kyats, with an extra charge of 5,000 kyats for template-based designs requiring minor edits. Printing designs such as coupons, vouchers, and stickers have a base price of 25,000 kyats. Vinyl and billboard designs are priced by size:

- Below 5 feet: 25,000 kyats
- Between 5–10 feet: 50,000 kyats
- Above 10 feet: 100,000 kyats

Pamphlets are priced as follows:

- Bi-fold/3-fold: 80,000 kyats
- 4-fold (legal size): 100,000 kyats

Additional charges apply for content planning (50,000 kyats) and revisions beyond the first two, which cost 5,000 kyats each. Printing services are also available.

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### **\*\*Service Packages\*\***

#### **\*\*Logo Packages:\*\***

- **\*\*Startup Pack (70,000 kyats):\*\*** Includes a basic logo, one logo option, one cover photo, and source files.
- **\*\*Standard Pack (200,000 kyats):\*\*** Includes a standard logo, two logo options, one cover photo, one business card, one invoice, and source files.
- **\*\*Business Pack (400,000 kyats):\*\*** Includes an advanced logo, two logo options, one cover photo, one business card, one invoice, one letterhead, one logo reveal video, logo guidelines, one Zoom background, and source files.

#### **\*\*Social Ads Packages:\*\***

These packages function like mobile data plans with a one-month duration:

- 4 photos: 80,000 kyats
- 8 photos: 140,000 kyats (20,000 kyats discount)
- 15 photos: 250,000 kyats (50,000 kyats discount)

Unused photos expire after one month. Payments require a 50% deposit upfront and the balance within 15 days.

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#### **\*\*Revisions and Information Requirements\*\***

- **\*\*Minor revisions:\*\*** Free for the first two, then 5,000 kyats per revision.
- **\*\*Major revisions:\*\*** Cost 15,000 kyats per revision and include significant design changes.

Clients need to provide specific details for designs, including orientation, size, logos, themes, and any specific preferences or restrictions.

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#### Information Required for Design Projects

##### For Printing Design:

Specify the orientation (landscape or portrait) and the size of the design.

Provide detailed data or information you want included in the design.

Submit your logo file (in PNG or AI format).

Indicate if you have a specific theme in mind.

Mention any colors you prefer to avoid.

Highlight any specific elements you want to be most visible in the design.

##### For Logo Design:

Provide the logo name.

Specify colors you want to use and any you want to avoid.

Indicate the style you prefer (e.g., Luxury, Modern, Cute, Minimal, Gaming).

Share any detailed ideas for the logo (e.g., "I want a picture of a cat incorporated in the word 'Cat'").

For Social Media Design:

Provide the content if available.

Specify the detailed data you want included in the next post (e.g., tagline, date, etc.).

Submit your logo file (in PNG or AI format).

Let us know if you have a theme in mind.

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#### **\*\*Payment Methods\*\***

Swel Pay Lar accepts the following payment options:

- K Pay, Wave, CB Pay: 09768079667 (Si Thu Lin Htet)
- KBZ Bank: 07630107601379001 (Si Thu Lin Htet)
- CB mBanking: 0072-1009-0001-2408

#### **\*\*Contact Us\*\***

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