

Graphic Design

SERVICES

PRICING *I*NFORMATION

FREE 30 MINUTE CONSULTATION

Packer & Associates

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www.packerandassociates.com.au



Led by our Graphic Designer, Finbar

Hi! I'm a Graphic Designer who trained at the University of Brighton, UK graduating with a BA (Hons) Graphic Design in 2021. Since then I have worked professionally as a Graphic Designer developing HTML and CSS skills, useful in Email Marketing and Website Building, to add to a portfolio of Branding, Packaging, Reporting, Logo, Merchandise, Poster/Flyer, and other graphical design.

This document provides a comprehensive overview of our capabilities, and a breakdown of packages and individual design services, suitable for start-ups through to established businesses, highlighting the quality of work you can expect from us.

Brand Packages

First Brand Package

\$1000

- **Brand questionnaire**
- **Logo design**
3 concepts, 2 revisions
- **Logo suite**
Print and web versions, all file formats, uploaded to canva.
- **Style sheet**
Outlining brand fonts and colours

Second Brand Package

\$1450

- **Brand questionnaire**
- **Logo design**
3 concepts, 2 revisions
- **Logo suite**
Print and web versions, all file formats, uploaded to canva.
- **Style sheet**
Outlining brand fonts, colours, graphic elements/patterns.
- **Choice of one:**
Business card, Social media kit*, Letterhead, Email signature.

Third Brand Package

\$2000

- **Brand questionnaire**
- **Logo and logomark design**
3 concepts, 2 revisions. Submark created accompany the main logo.
- **Logo suite**
Print and web versions, all file formats, uploaded to canva.
- **Style sheet**
Outlining brand fonts, colours, graphic elements/patterns, graphical rules, visual direction.
- **Choice of two:**
Business card, Social media kit*, Letterhead, Email signature.

**Social Kit includes: Profile Picture and Social Icon Set (x8) or Banner image*

Individual Items

See overleaf for an in-depth breakdown of the design services we provide.

Business card _____ **\$250**

Letterhead _____ **\$200**

Email signature (image) _____ **\$200**

Custom coded HTML email _____ **\$1150**

Using HTML and CSS and tested to ensure your email is compliant with accessibility standards, reads well on all screen sizes and delivers well to most email clients/versions.

Image based email _____ **\$500**

Logo design _____ **\$500**

3 initial concept, 2 revisions

Social media template pack x8 (In Canva) _____ **\$500**

Additional Canva template _____ **\$150**

Canva support _____ **\$150 per hour**

Extra revisions _____ **\$150 per hour**

Can be applied to package items.

Custom pricing

Contact me for a quote, packages and discounts can be discussed.

- Flyer
- Poster
- Signage
- Brochure
- Packaging
- Invitation
- Menu Design
- Event Graphics
- Pull-up Banner
- Gift Voucher
- Report Design
- Billboard Design
- Website Mockups
- Magazine Layout
- Labels & Stickers
- Whitepaper Design
- Web Banners & Ads
- Letterhead Design
- Vehicle/Bus Wrap
- Book Cover Design
- Brand Guidelines
- Infographic Design
- Business Card Design
- Corporate Stationery
- Video/Animated Slides
- Promotional Materials
- Presentation Templates
- Digital Presentations
- Trade Show Booth Design
- Custom Design Projects
(Enquire for specific needs)



Reporting (Interactive PDFs)

Using info-graphics to summarise and communicate data internally or externally. Interactivity features within the PDF allows navigation of long reports. File optimisation makes sharing larger reports easier.



Email Marketing

Build a custom email (standalone or campaign) from the design phase to HTML and CSS. Manage the execution of a campaign via an ESP. Custom emails allow branding, GIFs and interactivity like countdowns and links to be implemented.



Branding and Identity design

We can create brand identities encompassing logos, colour schemes, and typographic elements. This allows your brand to feel at one between multiple stakeholders and platforms. Variations and considerations for different formats and applications.



Social Media Design

We can enhance your social media accounts with custom graphics and content across LinkedIn, Facebook, Instagram, X and more. Provide the designs as templates in Canva for your teams to edit and creating rolling variations.



Promotional Material

Business cards, posters, flyers, brochures, merchandise, displays and other advertising in print or digital formats, we can design material to boost the presence of your brand.



Presentations

In PDF format, pre-recorded video to allow for animation and motion graphics or as PowerPoint templates so your team can make adjustments and use them for the future. Could be used for internal communications or external events.



Printed Material

Packaging for your products can be created keeping to brand guidelines or with creative control. Vinyl and sticker design. Banners, signage and other collateral for events or occasions.



Photo Editing

Photo touch ups including removing objects or subjects and colour correction. Photo manipulation for creative purposes. Broader edits with graphic elements, collaging or labelling for online or print use. AI image generation which can be combined with existing images or standalone.



With our fluency in Adobe Suite, Canva, and HTML, your design projects can be completed to a professional level within tight deadlines. We use Adobe Photoshop for photo editing and retouching, Adobe Illustrator for vector artworks such as logos, Adobe After Effects for motion graphics and video editing, Adobe InDesign for document creation such as presentations and brochures, and HTML, CSS, and an ESP like MailChimp for the creation of bespoke emails and the management of campaigns, including sending, scheduling, and reporting. Canva is also utilised for quick, flexible design tasks and creating engaging visuals.

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FAQs

What is the difference between a logo design and a brand identity?

A logo is a visual element designed to be recognisable, memorable and legible at various sizes, representing the brand's core essence. Brand identity is broader, encapsulating your logo, colour palette, typography, imagery, style, and brand voice and messaging.

What if what I am after is not on your price list or packages?

If you need something not listed, contact us for a custom quote.

What sort of payment plan do you offer?

A 50% deposit is required to start, with the rest due before final files are delivered.

How many revisions can I make?

2 revisions are included in the fixed pricing. Additional changes are charged hourly. (See next pages).

What is the design process?

After confirming pricing, we'll send a brand questionnaire, invoice, and contract. We'll research your business and sector and may ask additional questions to gather potential design directions. We will provide 3+ directions via a mood board. Once you choose a direction, we'll design and refine based on your feedback until approved. Two revisions are included; further changes are hourly. This process may differ slightly in some cases. Final files are sent after approval and payment.

What information do you need from me to get started?

We need details about your business, goals for the design, existing branding materials, and your style and tone preferences.

How long will the design process take?

The timeline depends on the project's complexity. Let us know your deadline, and we'll confirm if it's achievable.

What file formats will I receive for the final designs?

You'll receive files in AI, EPS, PDF, PNG, and JPEG formats, in various resolutions for different applications. If you need others, let us know.

Can you help with printing the designs?

We can provide print-ready files and printer recommendations but don't handle printing directly. There will be no cost for revisions required by a printer (excluding e.g. sizing, colour, specifications etc. that differ from our initial discussions).

Do you offer any rush services for tight deadlines?

Yes, we can accommodate rush projects depending on our schedule. Contact us with your deadline, and we'll confirm if it's feasible and any extra fees.

How do you handle copyright and ownership of the final designs?

Upon full payment, you'll own the final designs. We retain the right to use them in our portfolio and for promotion, censoring private information if needed and unless otherwise agreed.

Can you redesign an existing logo or brand identity?

Yes, we can redesign logos or brand identities to fit your current needs or refresh your brand.

Do you offer ongoing support after the project is completed?

Some fixed pricing includes ongoing support, if it doesn't then support will be charged at an hourly rate.

How do I provide feedback during the design process?

We are very contactable, email or voice notes, formal or informal, however you feel easiest. We'll ask for specific feedback on drafts to ensure your vision is met.

What happens if I am not satisfied with the final design?

We aim for satisfaction through the design process and revisions. If you're not satisfied after the included revisions, we can discuss further adjustments. Additional work may incur extra charges. If you are not satisfied due to an error or oversight on our part, we will work to make it right at no additional cost.

Thank you!

**FINBAR SKITINI
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