

Build your brand with logo design, strategy and style.



Logo Design and Branding Packages

Think bigger than a logo and grow your brand with strategic design and style.

PACKAGE 1

Lite

\$3,360 +GST

A brilliant logo: the beginning of a great brand.

- Branding consultation
- Three unique logo concepts
- Concept refinement
- Specification sheet and logo files in a variety of formats

PACKAGE 2

Standard

\$5,600 +GST

Refine your brand with brand strategy and design.

- Same as lite plus:
- Branding workshop
- Brand strategy including: brand architecture, brand positioning, brand personality, brand promise
- Two items of stationery

PACKAGE 3

Premium

\$8,400 +GST

Brand strategy, design and complete control of style.

- Same as standard plus:
- Extended concept development
- Brand style guide including: logo rules, colour palette, visual style guidelines
- Full brand package

Now let's
take care
of the finer
details...

Branding Consultation

Fill in a branding questionnaire with a range of fun and challenging questions, then discuss your brand and with our creative director who will guide the design process to achieve your vision.

Logo Concepts

Our design team will brainstorm and develop a wide range of ideas in response to the design brief. As many as 100 ideas are thrown around and from this three strong unique concepts are presented. The premium package includes an extended allowance of concept ideation time to allow for enhanced creativity and uniqueness in your logo concepts.

Refinement

Logo concepts can be further developed and refined based on your feedback. One round of refinement is included. Additional concepts or refinement will be charged at a rate of \$140 +GST per hour.

Spec Sheet and Logo Files

Once the final design is approved you will be supplied with a logo specification sheet showing the logo colours and formats. Along with this the logo is provided in a range of file formats for all applications.

Stationery

To get you started our standard and premium packages include two items of stationery. Includes your choice of business card, letterhead, with compliments, envelope, sign, banner, or email signature.

Branding Workshop

The best brands have a crystal-clear vision of their market and positioning. Our in-depth 4-hour branding workshop will help you to clarify and focus your brand and ensure that our team is on board.

Brand Strategy

From the branding workshop a detailed brand strategy is developed. Tools we use include brand architecture, brand positioning statement, brand personality, and brand promise.

Brand Style Guide

A brand style guide will ensure that your brand always looks it's best, regardless of who is working on it. Control the look and feel of your brand and make sure that everyone is presenting it correctly.

Brand Package

Along with the brand style guide comes a comprehensive brand package. This includes your logo in various file formats, brand style guide, and brand assets such as images, fonts and other collateral.

Custom Packages Available

Have unique branding requirements? Need more concepts, additional brand collateral, or even market research? We're more than happy to work out a custom package to meet your needs.

Terms of Service

Definitions

As used herein and throughout this Agreement:

"Agreement" means the entire content of this Basic Terms and Conditions document, the Proposal document(s), Schedule(s), together with any other Supplements designated below, together with any exhibits, schedules or attachments hereto.

"Client" means the organisation that has engaged Creative Revolution to design a logo and brand.

"Content" means all materials, information, photography, writings and other creative content.

"Copyrights" means the property rights in original works of authorship, expressed in a tangible medium of expression, as defined and enforceable under Australian and International Copyright Law.

"Deliverables" means the services and work product specified in the Proposal to be delivered by Creative Revolution, in the form and media specified in the Proposal.

"Services" means all services and the work product to be provided to Client by Creative Revolution as described and otherwise further defined in the Proposal.

"Trademarks" means trade names, words, symbols, designs, logos or other devices or designs used in the final Deliverables.

General Terms

1. Authorisation

By engaging Creative Revolution, Client authorises Creative Revolution to perform the services outlined in this Agreement for Client, which may include, but is not limited to, designing a logo, developing a brand strategy, creating a visual style guide, and designing stationery.

2. Agreement Scope

Services supplied, costs and rates are limited to what is set forth in this agreement. Any additional services will require an additional agreement. We reserve the right to adjust our service and rates after completion of the scope outlined in this agreement.

3. Costs and Fees

3.1 Branding strategy, creative design, and project management are billed at \$140 per hour plus GST for the duration of this agreement. Copywriting, training and administration are billed at \$120 per hour plus GST for the duration of this agreement. Creative Revolution reserves the right to adjust rates after completion of the scope outlined in this agreement. Small tasks are billed in 15-minute blocks.

3.2 Fees for professional services do not include outside purchases such as, but not limited to, software licensing, copyright licensing, printing, photography, colour printouts, laminating, illustrations, shipping and handling or courier service. Expenses are itemized on each invoice. Expenses are subject to GST. Outside purchases will be approved by Client before purchase.

3.3 All fees quoted for professional services include one round of changes or corrections as requested by Client. Additional changes or corrections after the second draft are billable at the relevant hourly rate.

4. Meetings and Production Schedules

4.1 Production schedules will be established and adhered to by both Client and Creative Revolution. Where production schedules are not adhered to by Client, final delivery date or dates will be adjusted accordingly. Additional costs may be incurred due to increases in time to manage or deliver the services.

4.2 Creative Revolution reserves the right to adjust project milestones during the project.

4.3 The project milestones set do not factor in extensions of time resulting from Client's internal decision-making/information gathering processes, delays in Client providing information to Creative Revolution, changes requested to the original project proposal, and delays due to absence of Client.

5. Overtime

Estimates are based on a reasonable time schedule, and may be revised to take into consideration Client's requested "priority scheduling". Requested priority schedules that require overtime and weekend work will be subject to 60% mark-up at an hourly rate and need to be agreed to beforehand by both parties.

Overtime is defined as between 6.00pm – 9.00am Monday to Friday, all day Saturday, Sunday and public holidays, unless otherwise agreed.

6. Payment

6.1 Client agrees to pay Creative Revolution in accordance with the terms specified in each proposal/estimate. Client will be required to pay 40% of the project cost before commencement of work. Unless otherwise specified, all subsequent balances due are payable upon commencement of key stages of the project.

6.2 Client is required to pay milestone payments within 14 days of invoicing. Creative Revolution reserves the right to pause work after 7 days upon late payment, pending payment or negotiation.

6.3 Logo files, collateral, and all other finished artwork will be provided to Client upon payment of all project fees.

6.4 In the event of cancellation of the project prior to completion, Client must pay Creative Revolution a fee for work completed, based on the contract price and the expenses already incurred.

7. Confidentiality and Privacy

7.1 Creative Revolution will not disclose to any third party or use, other than for the purposes of this agreement, any knowledge or information imparted to or obtained by it during or in connection with the fulfilment of this Agreement, which is of a secret or confidential nature relating to the business, equipment, processes, products, services or business strategies offered or employed by Client.

7.2 This obligation of confidence will cease to apply in relation to information that Creative Revolution is required to disclose by any law, or which becomes part of the public domain other than as the result of a breach by Creative Revolution of its obligations of confidence under this Agreement.

8. Subcontractors

Creative Revolution reserves the right to assign subcontractors or external suppliers. Any subcontractors or external suppliers will be bound to the terms of this Agreement. Creative Revolution will notify Client of subcontractors working on this project and their role.

9. Promotion

Creative Revolution is confident that Client's expectations will be exceeded and as such is notifying Client that Creative Revolution reserves the right to use Client's logo, associated graphics and any unused ideas and development in the promotion of Creative Revolution services.

10. Copyright

Client is responsible for all trademark, servicemark, copyright and patent infringement clearances. Client is also responsible for arranging, prior to publication, any necessary legal clearance of materials Creative Revolution uses for this project. Client indemnifies Creative Revolution against any loss or damage arising directly or indirectly from any unauthorised use of photographs, text, or other Intellectual Property not under copyright ownership of Client.

11. Project Copyright

After acceptance of the designs and payment of all sums due by Client, Creative Revolution agrees to assign perpetual and unrestricted copyright to use any materials produced by Creative Revolution in accordance with this Agreement to Client including exclusive usage rights to unique graphics.

12. Dispute Resolution

In the event of unresolved disputes between the parties to this Agreement the following dispute resolution procedure will apply:

a) the party claiming that a dispute has arisen in relation to this Agreement shall give the other party written notice specifying the nature of the dispute;

Terms of Service

b) within 10 Business Days of receipt of that notice the parties must hold discussions and negotiations in good faith in order to amicably resolve the dispute; and,

c) in the event that the parties cannot resolve the dispute through discussions and negotiations the parties shall refer the dispute to an independent mediator or expert as agreed or, failing agreement, as appointed by the Chief Executive Officer of Creative Revolution and will use their best endeavours to resolve the dispute in mediation;

d) the cost of submission to an independent mediator or expert will be met equally by the parties.

13. Force Majeure

Client and Creative Revolution shall not be deemed in breach of this Agreement if one party is unable to complete the Services or any portion thereof by reason of fire, earthquake, labour dispute, act of God, death, illness or incapacity or any local, state, federal, national or international law, governmental order or regulation or any other event beyond Creative Revolution or Client's control (collectively, "Force Majeure Event"). Upon occurrence of any Force Majeure Event, the party shall give notice to the other party of its inability to perform or of delay in completing the Services and shall propose revisions to the schedule for completion of the Services.

14. Limitation of Liability

In all circumstances, the maximum liability of its Designers, Directors, Officers, Employees, Design Agents and Affiliates ("Creative Revolution parties"), to Client for damages for any and all causes whatsoever, and Client's maximum remedy, regardless of the form of action, whether in contract, tort or otherwise, shall be limited to the net cost of this project as specified in this Agreement. In no event shall Creative Revolution be liable for any lost data or content, lost profits, business interruption or for any indirect, incidental, special, consequential, exemplary or punitive damages arising out of or relating to the materials or the services provided by Creative Revolution even if Creative Revolution has been advised of the possibility of such damages, and notwithstanding the failure of essential purpose of any limited remedy.

15. Termination

Either party may terminate this Agreement by giving 30 days written notice to the other of such termination. In the event that work is postponed or terminated at the request of Client, Creative Revolution shall have the right to bill pro rata for work completed through to the date of that request, while reserving all rights under this Agreement.

If additional payment is due, this shall be payable within fourteen days of Creative Revolution delivering an invoice to Client after notification by Client to stop work. In the event of termination, Client shall also pay any expenses reasonably incurred by Creative Revolution pursuant to this Agreement.

16. Severance

Part or all of any provision of this Agreement that is illegal or unenforceable may be severed from this Agreement and the remaining provisions of this agreement continue in force.

17. Assignment

Neither party may assign this Agreement or any rights under this Agreement without the prior written consent of the other party, which consent must not be unreasonably withheld.

18. Governing Law and Jurisdiction

This Agreement is governed by the laws of the State of Victoria within the Commonwealth of Australia and each party submits to the non-exclusive jurisdiction of the courts of that State.

19. Copy

All text must be supplied in digital format (TXT, RTF, HTML, MS Word, Open Office, InDesign).

20. Images

Graphics and photographs are to be supplied in digital format to Creative Revolution. Photographs must not exceed a file size of 5mb each (unless by prior arrangement). Larger files may incur an extra cost due to increased time in processing.

21. Branding

All logos and branding must be provided in an industry standard vector format (preferences are: EPS, SVG, PDF, Illustrator).

Schedules

SCHEDULE 1

Client Setup

Creative Revolution assumes that Client has a level of digital business skills that includes:

- Has setup and is fluent using email and attachments
- Has installed and is fluent using an internet browser using the latest version.
- Has installed (with broadband) and is fluent using Google Meet
- Has installed and is fluent using Google Drive

If Client cannot meet any of these expectations, it is assumed that Client will set up these tools and systems themselves, commission an external supplier or commission Creative Revolution to assist them in setting up these tools and processes. Failure to do so will increase project management fees.

SCHEDULE 2

Project Costs and Inclusions

Project costs and inclusions vary depending on the package selected:

Lite Package

Cost: \$3,360.00 +GST

Inclusions: Branding consultation, three unique logo concepts, concept refinement, specification sheet and logo files in a variety of formats.

Standard Package

Cost: \$5,600.00 +GST

Inclusions: Branding workshop, brand strategy (including brand architecture, brand positioning, brand personality, brand promise), three unique logo concepts, concept refinement, two items of stationery, specification sheet, and logo files in a variety of formats.

Premium Package

Cost: \$8,400.00 +GST

Inclusions: Branding workshop, brand strategy (including brand architecture, brand positioning, brand personality, brand promise), three unique logo concepts with extended concept development process, concept refinement, two items of stationery, specification sheet, logo files in a variety of formats, brand style guide (including logo rules, colour palette, visual style guidelines), and full brand package containing all files and collateral.

Additional Fees

If the project requires additional graphic design, strategic planning, or project management Creative Revolution will charge Client the additional time at \$140 +GST per hour. If the project requires additional copywriting, training and administration Creative Revolution will charge Client the additional time at \$120 +GST per hour. Creative Revolution will advise Client in advance of additional to be charged.

SCHEDULE 3

Payment Milestones

Progress payments will be made according to the following schedule:

- 40% Deposit on approval of this Agreement
- 40% On submission of logo concepts
- 20% On completion of project

Any Additional Fees will be charged with the next stage payment.