

world**of**print

LOGO DESIGN

BROADWAY STORE



Shop 1, 180 Broadway, BROADWAY NSW 2007
Ph: 9212 4144 Fax: 9281 2701 broadway@worldofprint.com.au

CONTENTS

Logo Design Process / Workflow	01
--------------------------------	----

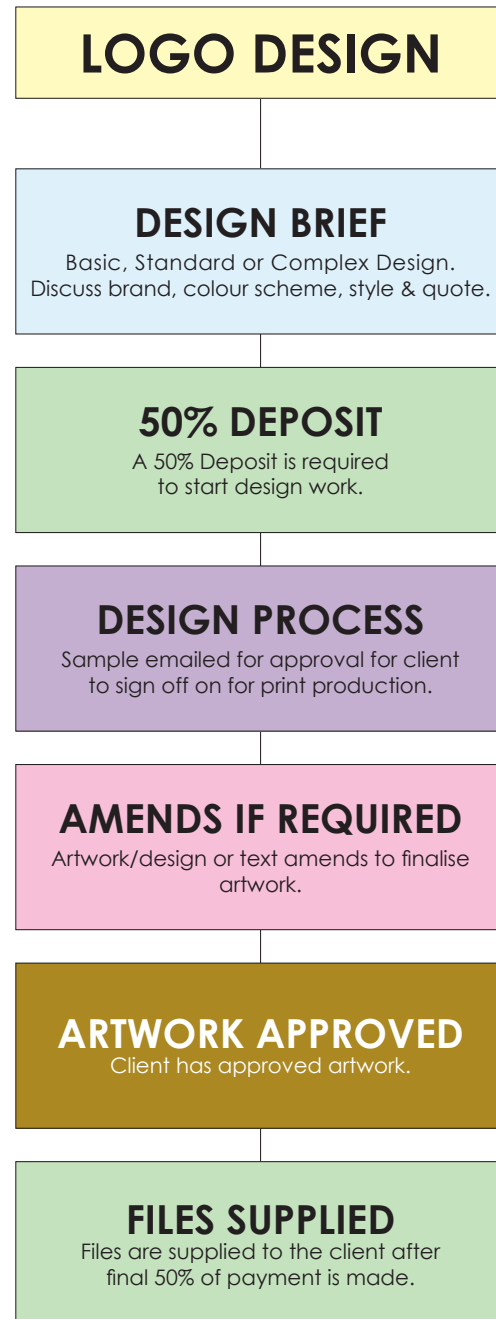
LOGO DESIGN

Logo Design Price Structure	02
<i>Ready-Made Logo Design</i>	03
<i>Basic Logo Design</i>	04
<i>Full Logo Design Package</i>	05

PRINTING + PAYMENT

General Printing Rates	06
Online Payments	07

LOGO PROCESS / WORKFLOW



LOGO DESIGN PRICE STRUCTURE

LOGO DESIGN	BASIC	INFO
READY-MADE	\$49	No Amends Strictly one of the designs listed on ready-made logo designs (page 05) Client to suggest font and supply name or title of business.
BASIC	\$119	Minimal Amends. This option is only if the client has a clear idea of their design and once concept is created the client is only allowed a minimum of 3 changes and or amends. Additional Fees may apply per additional amend.
FULL LOGO DESIGN PACKAGE	\$249	Full Logo Design package from concept through to finish. Client to provide brief and Logo design option will be created.

READY-MADE	<ol style="list-style-type: none"> 1. Pre-made logo would consist of Initials or Name within a simple box of shape. (as shown below) 2. Final Logo design will be supplied in the following formats: Greyscale, CMYK, RGB, JPG, PDF files.
BASIC	<ol style="list-style-type: none"> 1. Discuss with Client already thought out logo design concept, selecting font and or logo icon shape. 2. Logo Design concept (3 different designs variations) 3. Client to select logo design and advise on up to 3 variations and/or changes are permitted. Additional fees may be applied for changes beyond this. 5. Final Logo design will be supplied in the following formats: Greyscale, CMYK, RGB, JPG, PDF files.
FULL LOGO DESIGN PACKAGE	<ol style="list-style-type: none"> 1. Discuss with Client the brand - visual style and direction for the design that they are seeking. 2. Logo Design concept (6 different designs for one logo name) (If client is not happy at this stage they can opt out on the full package for a \$99 fee) 3. Client to select logo design and advise on direction of logo design. Up to 4 variations and/or changes are permitted. Additional fees may be applied for changes beyond this. 4. Finalise Logo design and full payment. 5. Final Logo design will be supplied in the following formats: Greyscale, CMYK, RGB, JPG, PDF & EPS Also included will be a logo CMYK and RGB Guideline. <p>Please advise if spot colour are preferred. Spot Colour can be chosen instore. Spot colour selection is probably best made upon completion of Logo Design.</p>
TERMS & CONDITIONS	Any additional amends or image or design alterations may result in additional hourly logo design rate fees.
LOGO DESIGN RATES	\$99 per hour \$55 per half hour

*Please note that for the **Basic** and the **Full Logo Design Package** options the client can opt out of processing the full finished design after the sample designs in step two are provided. However the client must still make a payment of \$99 incl. GST.
The client will not get any files and this is solely for the initial logo design time.
Should the Client proceed past this point then the Client must pay for the whole package fee.

READY-MADE LOGO DESIGN

No Amends Strictly one of the designs listed on ready-made logo designs

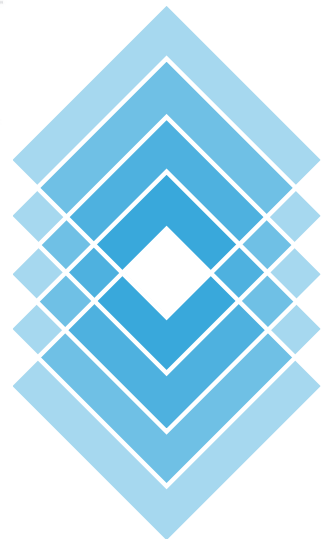
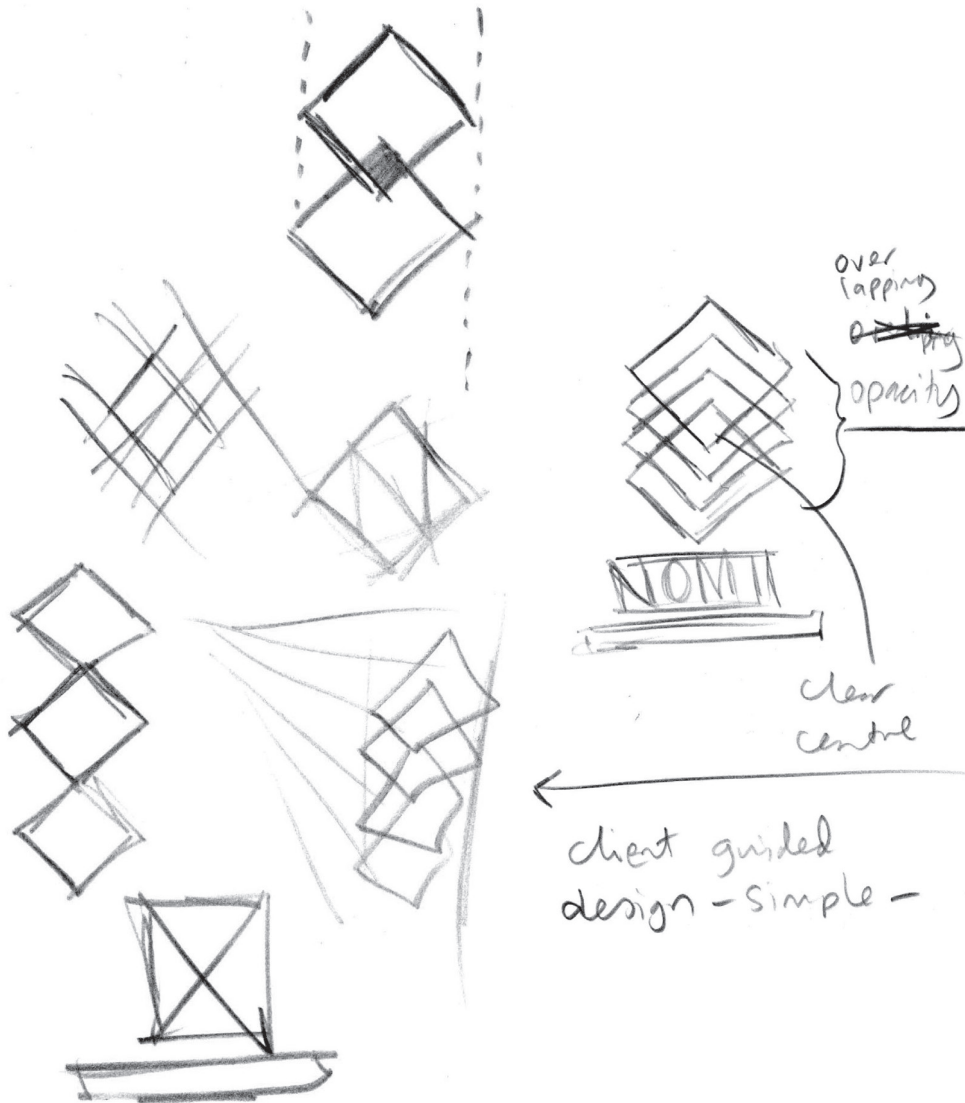
Client to suggest font and supply name or title of business.

\$49 incl. GST

[illegible][illegible]

BASIC LOGO DESIGN

Minimal Amends. This option is only if the client has a clear idea of their design and once concept is created the client is only allowed a minimum of 3 changes and or amends. Additional Fees may apply per additional amend.
\$119incl. GST



N.O.M.I.
Communications

FULL LOGO DESIGN PACKAGE

Full Logo Design package from concept through to finish. Client to provide brief and Logo design option will be created.

\$249 incl. GST

Some Existing Logo Samples:



GENERAL PRINTING RATES

BUSINESS CARD PRINTING

500 Double sided Business Cards on uncoated 300gsm Silk Stock: **\$119 incl. GST**
(1-2 working days to complete)

500 Double sided Business Cards with Matt Celoglaze: **\$99 incl. GST**
(5 working days to complete) - quality is the same as your current business cards.

500 Double sided Business Cards with Gloss Celoglaze: **\$99 incl. GST**
(5 working days to complete)

A4 PRINTING RATES

500 x A4 Colour Single Sided Printing on 100gsm Matt Stock
Printing with a 5mm white border: **\$190 incl. GST**
Printing with image to the edge (with bleed): **\$210 incl. GST**
(5 working days to complete)

All Print jobs require a 50% Deposit payment in order to process your request.
All artwork approval is to be made by the client. Client is responsible for checking spelling and details before confirming to print designs. If any errors or spelling mistakes are missed, we, World of Print, take no responsibility once artwork is approved.

HOW TO PROCESS ONLINE PAYMENTS.

When making a direct payment into our World of Print account please remember to send us a transaction receipt, proof of transfer receipt or screen grab so that we can keep track of invoices and payments.

Email Address: broadway@worldofprint.com.au

Below are our account details:

Bank: Suncorp Metway

BSB Number: 484-799

Account Number: 050094994

Branch: Pitt St, Sydney

Payments can also be made instore via cash, debit or credit card or over the phone via credit card.

Credit Purchases with VISA or MASTERCARD available only.



Broadway Store

Shop 1, 180 Broadway
BROADWAY NSW 2007
Ph: 9212 4144 Fax: 9281 2701
broadway@worldofprint.com.au