

U PACKAGE COMPARISON IDENTITY

The table below contains the information that you need to know about each of our product ranges and the services we offer for each plan. If you require a specific service that is not listed below please contact us for a quote.

Logo	Mini	Plus	Pro
Level of complexity	Moderate	High	Significant
Word mark (e.g. Duck Soup Designs)	✓	✓	✓
Letter mark (e.g. DSD)	✓	✓	✓
Combination icon and word mark		✓	✓
Combination icon and letter mark		✓	✓
Custom font/typography			✓
Output types	Jpeg, Png, Pdf	Jpeg, Png, Pdf and Tiff	Jpeg, Png, Pdf, Tiff and Eps
Design credits	Up to 30	Up to 30	Up to 30
Price (Excluding GST)	\$295.00	\$495.00	\$795.00

Business Card	Mini	Plus	Pro
Level of complexity	Moderate	High	Significant
Single sided	✓	✓	✓
Double sided		✓	✓
Number of people requiring a business card	Up to 2	Up to 5	Up to 10
Design credits	Up to 10	Up to 10	Up to 10
Price (Excluding GST)	\$195.00	\$295.00	\$595.00

Stationery	Mini	Plus	Pro
Level of complexity	Moderate	High	Significant
Letterhead	✓	✓	✓
Compliments slip	✓	✓	✓
Inclusion of association logos	✓	✓	✓
Thank you cards			✓
Design credits	Up to 20	Up to 20	Up to 20
Price (Excluding GST)	\$195.00	\$295.00	\$595.00

Identity Kit/Style guide	Mini	Plus	Pro
Level of complexity	Moderate	High	Significant
Word mark (e.g. Duck Soup Designs)	✓	✓	✓
Letter mark (e.g. DSD)	✓	✓	✓
Combination icon and word mark		✓	✓
Combination icon and letter mark		✓	✓
Icon design			✓
Logo variations (monotone, reverse .etc)	✓	✓	✓
Swatch library and colour values	✓	✓	✓
Typography guidelines		✓	✓
Design credits	Up to 30	Up to 30	Up to 30
Price (Excluding GST)	\$595.00	\$895.00	\$1595.00

Email signatures	Mini	Plus	Pro
Number of people requiring signature	Up to 2	Up to 5	Up to 10
Firm contact details	✓	✓	✓
Inclusion of social media links		✓	✓
Design credits	Up to 10	Up to 10	Up to 10
Price (Excluding GST)	\$95.00	\$195.00	\$295.00

Explanation of terms	
Design Complexity	<p>Moderate: Straight forward design, predominantly typographic with basic design elements</p> <p>High: Incorporation of sophisticated design elements and typography</p> <p>Significant: Designs with highly complex elements and typography customised to suit your brand</p>
Design credit	<p>A design credit is a unit of monitoring the number of designs prepared for the client.</p> <p>1 Design credit = 1 design presented to the client and 1 Design credit = 1 revision</p>

CONTACT US

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