



CREATIVORE™

creativity
/ FOR HUMAN CONSUMPTION /

We specialise in developing striking, articulate + captivating brands for new + emerging start-up companies and existing businesses wanting to rebrand + reposition or consolidate their current corporate identity.

Our brand identity design + management service is customised to work intuitively + efficiently within your business.



CREATIVORE™
BRAND DESIGN + MANAGEMENT STUDIO

creativity
/ FOR HUMAN CONSUMPTION /

/ OUR STUDIO /

SKILLS, SERVICES AND OTHER STUFF

visit. 2/229 Margaret Street
Toowoomba QLD 4350

send. PO Box 7484
Toowoomba South QLD 4350

call. 07 4564 8777

email. ideas@creativore.com.au

web. www.creativore.com.au



Creativore is a full brand design and development studio located in Toowoomba, Queensland; servicing new emerging start-up companies and existing brands wanting to update their corporate identity and positioning. We are **notorious** for our no nonsense and ethical approach to brand design, management and strategy building.

Our signature brand design and development service involves logo and brand design, brand collateral design and printing, web design, organic SEO strategies and guidance, social media strategies and management, marketing strategy development, planning + implementation, advertising + commercial production and scheduling, copy writing, email provider setup and brand print management.

We offer a full **Design-to-Delivery** service where we take our client's brief through the process of concept and sketching, digital design and proofing, quote and supplier management, print production and press checks; we provide quality control and risk management, environmental impact management, through to the delivery of your products directly to your door, without needing anything more than an artwork approval from you...

We believe your time is best spent building your own business, not fighting with Google+ about how to create a business page, sourcing suppliers without knowing what to ask or melting down at midnight because you just don't get how this mad social media stuff actually works!

We get it. And we do it. No more tears.

THE FULL KIT + CABOODLE /

- logo design
- brand design
- web design
- illustration
- brand management
- print management
- brand collateral
- marketing
- advertising
- video production
- social media
- organic seo
- location signage
- vehicle signage
- promotional signage
- marketing plans





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/ LOGO DESIGN /

PROCESS, INNOVATION, COLLABORATION.

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 @the_creativore

Our **logo design** process is a distinctively thorough one and involves these steps:

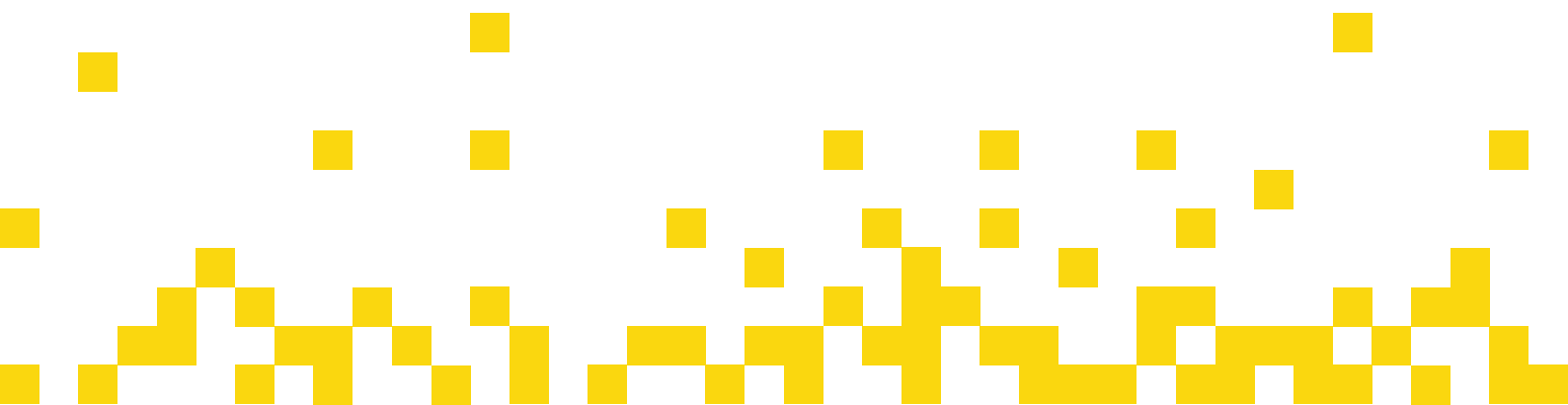
- 1. CLIENT DISCOVERY + ANALYSIS:** Determining the exact requirements of the brief through investigation into business planning, vision, strategy and goals – involving in depth consultations either in person or by phone.
- 2. INDUSTRY ANALYSIS:** This step involves research of competitors both locally and interstate (internationally if required).
- 3. MARKET DISCOVERY:** An investigative collaborative process between the client and **Creativore** which involves determining the appropriate target market in order to take the relevant steps in regards to the design style and application.
- 4. APPLICATION REQUIREMENT ANALYSIS:** This phase of the process is about answering one simple question: “How and where will the logo be used?” This determines the direction of the design technical requirements.
- 5. PROTECTION PHASE:** This important part of the design process involves research of existing logo designs, so to avoid copyright issues and provide a strengthened case for trademark registration. We do not give trademark assurance, though do have industry contacts to assist you through the trademarking application process when and if required.

6. SKETCH PHASE: Crucial in the development of a logo design with longevity. With a comprehensive brainstorming sketch phase, a number of ideas will then proceed to draft logo designs. All brand designs are subject to strict brief guidelines developed in phase 1.

7. DRAFT LOGO DESIGN: After the sketching process is complete, a selection of designs are chosen to be digitised in vector format. During this phase, it is possible that new solutions and ideas are brought in to the process as well as removed. You will be presented with up to 2 logo designs at this stage that fulfill the brief appropriately for you to choose from.

8. REFINEMENT PHASE: The refinement stage is then the longest and most collaborative aspect of the logo design process. After being presented with unrefined logo designs, the client then has the opportunity to input ideas and direction for refinement or review. At the end of this phase, you will be presented with your logo in vector format.

Creativore supplies your final logo in the following formats: .ai, .eps and .pdf formats for printing and embroidering (a simplified design of the final logo if required) and a high resolution .jpg for web/digital programs and applications.





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THE POWER OF LOVE

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Creativore also offers a full **brand identity development** and **management** service designed to fulfill your brand design, digital presence, marketing + advertising, printing, budget and collateral requirements. We invest in your business and its success, focusing on efficient, effective, and ethical solutions for the benefit of your brand. Our industry experience, skills + network cuts through the layers of coordination and management required for a consistent and impactful brand identity.

This service is always customised though usually involves the design and supply of branding material such as logo design, business stationery, web design and development, marketing graphics and strategies, advertising + commercial production and scheduling, organic seo strategies, social media graphics, indoor/outdoor/promotional signage, staff uniforms, vehicle branding and print management as required.

At the end of the identity development process, if included in the initial quote, you will be presented with a 'brand guideline booklet' that can be used to assist you and your company to continue applying the constructed identity in a consistent manner, helping to solidify your new brand identity and support your business brand recognition.

We also offer our newly developed **Brand-Aid™** service for existing businesses needing to update, modernise or develop their brand to better reflect their mission, values, market and goals. In this service, we design new brand identities and plan strategies for these clients to be able to transition to their new brand smoothly, economically and with impact."

**CREATIVORE
RELEASES COPYRIGHT
ONCE THE LOGO IS
PAID IN FULL.
WE RESERVE THE RIGHT
TO USE ANY DESIGN,
FINAL OR OTHERWISE; IN
OUR OWN PRINTED AND
WEB MARKETING AND
PROMOTION. WE DO NOT
SUPPLY ORIGINAL WORKING
FILES TO CLIENTS.**





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/ BRAND PLAN /

INVESTING IN YOUR BRAND

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logo design

\$1870.00 inc GST

Pricing includes the logo design information and process outlined in this document.

complex logo design

Starting from **\$2550.00** inc GST

(such as hand-drawn/illustrated/hand rendered).

brand packages

(inclusions negotiable)

Starting from **\$3300.00** inc GST

Includes: Logo Design, Business Card Design, Email set up & Signature, and Social Media profile and Cover photo

brand aid™

(strict conditions apply)

Starting from **\$4850.00** inc GST

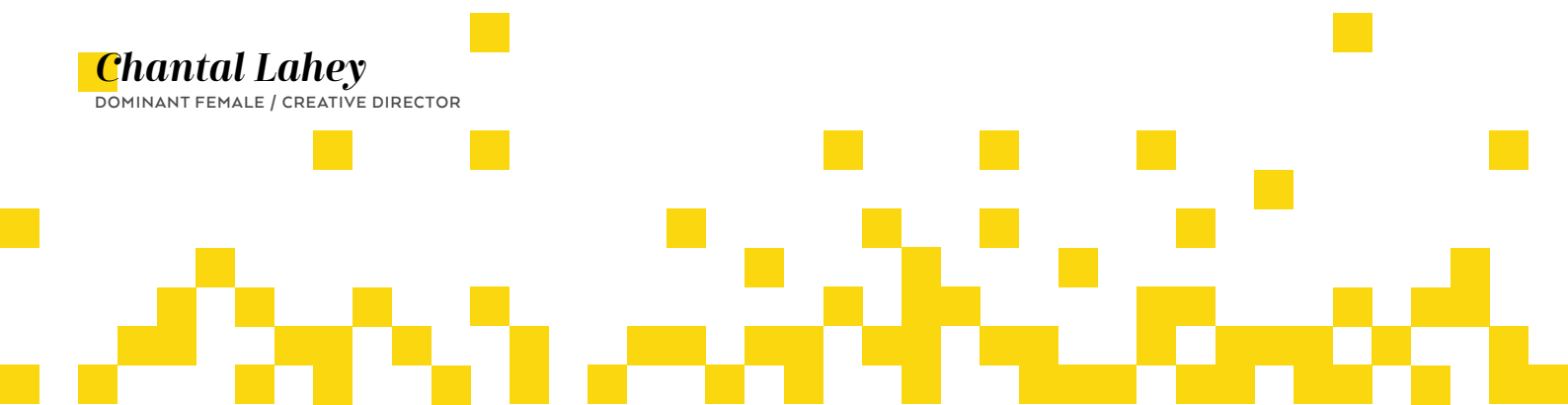
Includes logo update, web design, business card design, letterhead, WC slip, signage x 2, email signature x 2, SM graphics x 2,

Thank you for taking the effort to contact **Creativore** regarding your new brand design project, we appreciate your business and genuinely hope we can assist you in your new endeavour. Please be aware that we take bookings for Brand Design and Development projects, ensuring we have an appropriate amount of production time allocated for the best possible result. We encourage you to make a booking and secure your spot with a deposit. **Please call our studio on 07 4564 8777** to discuss the details contained in this services outline.

Kind and Creative Regards,

Chantal Lahey

DOMINANT FEMALE / CREATIVE DIRECTOR





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/ TERMS /

+ CONDITIONS

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- 1. Pricing only contains artwork or products as specified.**
- 2. Creativore may revise Quote:** Unless Creativore and the Client agree otherwise, the Quote may, at any time before the Order is completed, be amended by Creativore to take into account any rise or fall in the cost of performing the Order.
- 3. Artwork:** Any changes requested by the Client after the final approval of artwork will be charged at Clients expense.
- 4. Artwork:** Changes to the brief after acceptance of the quote or after artwork has commenced will be subject to a review and resubmission of the Quote. Any work completed up to this point will be charged a Revision Fee at the rate of \$110.00 plus hours already worked charged at \$165.00 per hour.
- 5. Artwork:** Order Cancellation Fee of \$165.00 is payable if you cancel an order after paying any portion, or if Creativore has proofed any artwork. This covers our admin, accounts and artwork costs. Unless agreed otherwise; all orders are to be paid in full upon confirmation of your print proof and prior to printing. Orders over \$1000.00 incur a \$275.00 Order Cancellation Fee.
- 6. When accepting artwork proofs from Creativore,** you are held fully responsible for checking/proofing all content. This includes design, spelling, grammar, numbers, layout and all other content. We will print exactly what is accepted in the final proof. Creativore will not be liable for any errors not picked up in the proofing stage.
- 7. A 50% deposit is required before any work begins on any project.** Payment of the deposit by the Client indicates acceptance of the entire project as specified in the quote. The Client accepts responsibility for the full payment of the quote as specified - any cancellation of the project will incur a 10% of project cancellation fee + all completed artwork charged at the rate of \$165.00 per hour or full payment of the invoice (whichever is the greatest).
- 8. When supplying Print Ready artwork,** it is your responsibility to ensure there is no breach of copyright within your design. Creativore will not be responsible for breaches of copyright for supplied designs.
- 9. Final Approval** of any design must be indicated in writing - no responsibility for dissatisfaction, change of mind, errors or other variations will be accepted by Creativore after final approval has been received.
- 10. Acceptance by Client:** When Creativore has given the Client the Quote/ Final Artwork:
 - (a)** Creativore will not commence work/production until the Quote/Final Artwork has been accepted by the Client in writing.
 - (b)** The Client may accept the Quote/Final Artwork by instructing Creativore to commence work/approve final.
 - (c)** Acceptance by the Client of the Quote will constitute acceptance by the Client of these Terms and Conditions.
- 11. Quote evidence of Instructions:** If a written Quote is accepted by the Client, the written Quote will be conclusive proof of the Client's instructions and the Order. Changes to this Order may result in additional charges.
- 12. Unless Creativore and the customer agree otherwise, the customer must, within 7 days of receiving Creativore invoice,** pay to Creativore the total set out in the invoice. Production of physical products require payment prior to production.
- 13. Products:** If there is a problem with our product that is our doing, return it within 7 days and we'll fix the problem and send you another product. Concerns raised outside of 7 days are subject to our discretion.
- 14. If Creativore has not previously done work for the customer,** we will issue an invoice for the amount of the Quote before commencing the Order; payable prior to commencing the Order or a portion of the Quote as agreed between Creativore and the Client.
- 15. If completion of the brief and/or order is estimated to take more than a month,** at any time before completion, we will issue one or more invoices for a portion of the amount of the Quote (the portion to be at Creativore's discretion) or require a portion of the Quote to be paid in advance of any work being done.
- 16. No reprints at our expense will be printed.**
- 17. All workup designs remain the exclusive property of Creativore. As the creator, Creativore is recognised as the copyright holder indefinitely although the final design will become the property of the client upon payment to Creativore.** Creativore reserves the right to use any design in any promotional marketing including our website.