

# Price Guide 2009

[www.handstand.com.au](http://www.handstand.com.au)



love your brand!

## Logos + Branding

### ✂ BRAND NAME DEVELOPMENT

We are specialists in brand naming for your business or product/service. There are 3 stages of naming - strategy, creative & legal protection undertaken to maximise the profits from building a successful brand.

10 names **from \$440**

### ✂ LOGO DESIGN PACKAGES

We offer 4 logo packages to suit your needs. All come with full set of final logo files (.ai, eps, tif, jpeg) & free copyright transfer

#### • BASIC LOGO Package **\$175**

If you're on a tight budget or already have a logo design concept in mind, then this is the package for you.

- 1 logo concept (drawing supplied)
- Up to 3 revisions

#### • ILLUSTRATION Package **\$275**

Same as basic package but an illustrative logo design like a sports team motto with elaborate illustration needed.

- 1 logo concept (drawing supplied)
- Up to 3 revisions

#### • CLASSIC LOGO Package **\$375**

This is our most popular logo package. Now with free bizcard design

- Up to 6 original logo concepts
- Up to 6 revisions

#### ★ PLUS

- FREE bizcard design (single-sided)

#### • MASTERPIECE ID Package **\$775**

Unlimited revisions means we keep designing until you love your brand!

- Up to 12 original logo concepts
- Unlimited revisions of concepts

#### ★ PLUS

- 5 stationery items with new logo

## NEW Marketing

### ✂ BRAND MARKETING & PLANNING

We offer a seamless service of design & marketing so that you not only get great visuals but also a professional marketing plan to ensure the vision for your brand & business profits can become a reality!

Custom quotes **from \$550**

## Presentations

### ✂ DESIGNER STATIONERY

All stationery designs are the same fixed price including: business card, letterhead, envelope, notepads and with compliments slips. Please contact us for printing prices.

Artwork only:  
(1 concept) **from \$65 ea**

### ✂ PRESENTATION FOLDERS

Artwork only:  
(Up to 3 concepts & 3 revisions) **\$295\***

\* Includes image search OR illustration to the value of \$100 if required.

### ✂ FORMS + DOCUMENTS

Including forms for: terms and conditions, quotations, invoices, fax sheets, order forms, expenses, carbon copy forms and more.

Artwork only:  
(1 concept) **from \$65**

## Website Design

### BASIC WEB package **\$770\***

Everything you need to get your first website launched!

- Up to 2hour Web Planning session
- Domain + Hosting included
- 5-7 page web design\*
- Search-engine friendly
- Custom design - no imitations!
- Free email setup (up to 5 addresses)

\* Design includes 1 concept and 2 revisions based on Web Planning session. Includes 1 free domain and basic hosting for 1 year!

### ✂ WEB EXTRAS

Extra web pages (per page) **from \$85**  
GIF Animation **from \$100**  
Flash Animation **from \$150**  
Google Ads (1, 4 & 13 weeks) **from \$180**

### & MUCH MORE...

Please request a quote to arrange a custom web package to suit you.

## Advertising

### ✂ PRINT ADVERTISING ARTWORK

All print ad designs incl. a 30min Ad Art planning session and unlimited design revisions! Final artwork prepared for publisher or printer in following formats - (.pdf, tif, jpeg, eps or other)

Artwork only:  
(3 concepts/revisions) **from \$220**  
(Size Revisions) **\$165**

\* Advertising costs depend on the size of the ad and the setup for the publisher(s).

## Flyers + Brochures

### ✂ FLYER/BROCHURE ARTWORK

All flyer and brochure designs below incl. a 30 min planning session to get a clear design brief, 1 original concept based on design brief and up to 3 design revisions. Extra concepts/revisions from \$55/hr.

Artwork only:  
Single-sided DL flyer **\$165**  
Single-sided flyer (A4/A5) **\$265**  
Double-sided flyer (A4/A5) **\$395**  
4 page brochure (A4 to A5) **\$450**  
4 page brochure (A3 to A4) **\$575**  
8 page brochure (A2 to A4) **\$775**  
6 panel DL brochure **\$295**

## Posters + Signage

### ✂ POSTER/SIGNAGE ARTWORK

Includes file setup for printing. We can recommend printers for your posters and installation of signage if necessary. Includes file setup ready for signage printer.

Artwork only:  
Text-only Poster/Signage **from \$110**  
Text/Image Poster/Signage **fr. \$195**  
(Size Revisions) **\$165**

## Optional Extras

### ✂ ART DIRECTION

If you need some concepts put together to make your artwork sell more effectively or to enhance your ideas please let us know before starting your project.

### ✂ PHOTOGRAPHY/ILLUSTRATION

Some design packages already come with \$100 worth of stock image searching and/or illustration, however, if you need custom photography, retouching or illustration to give your projects an extra visual punch please contact us for a free quote.

### ✂ PRINTING

The effectiveness of a design can be enhanced with a careful selection of paper stocks and finishes. Ask our expert team how to jazz up your corporate prints or provide the most cost effective campaigns.

## Terms + Payment

### ✂ GENERAL TERMS

1. All prices quoted are in Australian dollars and include gst.
2. All prices subject to change.
3. Generally 50% deposit before commencing work.
4. Copyright ownership of designs remains with Handstand Graphics until an Artwork Approval form is completed and full payment received.

### ✂ PAYMENT OPTIONS

We accept all major credit cards via PayPal. Otherwise EFT or company cheque. Please contact us to discuss other options.



HANDSTAND

love your brand

Handstand Graphics ABN 20 065 809 542

ph: 02 8883 4416

fax: 02 8883 4417

email: [info@handstand.com.au](mailto:info@handstand.com.au)

PLEASE NOTE - this is just a price guide - please fill out a quote request on our website so we can customise a package to suit you. Discounts are offered for package deals. Our current hourly rate is \$55-\$75 inc gst.