

TECHNIQUE *graphics*

RATES EFFECTIVE WINTER 2023/24 (Rates going up in April 2024)

FOCUS-1 Logo Design/Core Brand Identity

Option 1-

Pricing Ranges from \$500 to \$1000 for a small business that will use the logo w/minimal applications (this refers to how many ways the logo will be used: Stationery suite, etc.). At this price 3 to 7 "looks", concepts, or different styles are created for the client to choose from. From these, the one look/direction is chosen. If needed, final revisions are made (font, color, etc.) on that chosen design until the client is satisfied. If more of the provided styles are desired, they can be purchased for an additional fee. IF further development is desired on multiple concepts or if more looks are required to reach the desired objective, an hourly design rate of \$75 per hr. will be applied.

Option 2-

Pricing Ranges from \$1000 to \$5000 for a large business that will use the logo w/unlimited applications (this refers to how many ways the logo will be used: T-shirts, Side of co. vehicles, Stationery suite, etc.). At this price 8 to 12 "looks", concepts, or different styles are created for the client to choose from. From these, the one look/direction is chosen. If needed, final revisions are made (font, color, etc.) on that chosen design until the client is satisfied. If more of the provided styles are desired, they can be purchased for an additional fee. IF further development is desired on multiple concepts or if more looks are required to reach the desired objective, an hourly design rate of \$75 per hr. will be applied. * Following the initial presentation of concepts, this option also includes Photoshop comping to assist in visualizing chosen logo designs within the context of their potential applications.

Other Details-

In each of the above options, the final price is chosen from the ranges by determining how many "looks"/concepts the client would like to see and how many revision sessions occur. All payments are C.O.D. due upon approval of chosen work. Please make checks payable to "Technique Graphics" or VENMO to @Eric-Keawekane. Upon receipt of payment, you will receive a signed Release and chosen logo(s) will be provided to the client in a variety of industry standard formats (both vector and raster-ie. .eps, .jpg, .pdf, .ai, etc.) for use in a variety of applications (print, web, social media, etc.). If legal trademarking of logos is desired, it is the responsibility of the client.

FOCUS 2- Business Cards

Part 1-Business Card Layout/Typesetting with Logo Placed in Context \$75 hr.

Part 2- Designs will be provided to clients for printing in whatever format the chosen printer requires. If the client prefers printing to be handled by Technique Graphics as well this service can be negotiated for an additional fee.

FOCUS 3- Photography (product and model shots)

Hourly Rate-\$75 or Flat Project \$ Amount To Be Negotiated

FOCUS 4- Advertising & Marketing

Brochures, Posters, Signage, Point of Purchase Displays, and Social Media pieces Hourly Rate-\$75 or Flat Project \$ Amount To Be Negotiated

FOCUS 5- Website

Option #1: Includes wp/template and any necessary plug-ins or basic widgets, the designing of banners, buttons, and other elements, initial stock photography/graphics, as well as all "back-end" coding. Does NOT include domain and hosting fees or ongoing perpetual site maintenance/support. Estimated Project Cost: \$2000+

Option #2: Includes everything in option 1 with the addition of full e-commerce functionality (set-up for shopping cart payment options). Does NOT include domain fees, hosting fees, or any start-up or ongoing fees associated with payment companies/services/brands or ongoing perpetual site maintenance/support. Estimated Project Cost: \$4000+

Eric Keawekane, DBA Technique Graphics - 949-456-1019 - ekeawekane@yahoo.com
<http://www.techniquegraphics.com>