

Amandala Life

CREATED BY
AMANDA REYNOLDS

Graphic Design Pricing Guide

Logo Package - \$500 + GST

Logo designed with 3 revisions included. Final design delivered in multiple file formats.

File Formats Provided

AI : Adobe Illustrator

AI files are vector files used by designers and commercial printers to generate files of different file formats and sizes. An AI file is one of the most preferred formats by printers, promotional product companies, silk screeners, banner and sign companies, and other third party creatives.

EPS: Encapsulated Post Script

Used to transfer a vector file into another application. Some printers want these files instead of an AI file, most are asking for PDF's these days.

PDF: Portable Document Format

A PDF is a universal file format that preserves/embeds the fonts, images, layout and graphics of any source document, regardless of the application used to create it. PDF files can be shared, viewed and printed by anyone with the free Adobe Reader software. Some printing companies prefer an editable PDF over AI or EPS files.

PNG: Portable Network Graphics

Your Logo will be on a transparent background, so you can place the logo on any image or background you wish. PNG's are used for web, email signatures and the like.

JPG: Joint Photographic Experts Group

A JPG file is a compressed image file that does not support a transparent background. The level of compression in JPG files can vary in resolution with high quality for desktop printing, medium quality for web viewing and low quality for email.

Optional Add-ons

Business Card Design +\$100 + GST

Single or Double sided business card, in the dimensions of your choice.

Design Guide+ \$100 +GST

A guide explaining your useage of your logo and branding.

Letterhead + \$100 + GST

A4 letterhead incorporating your logo and branding.

WIX Website Design - Starts at \$800 +GST for design, setup and handover

* Includes support for first month, training on how to manage content and make basic changes.
Content supplied by client.

Freelance Hourly Rate - \$70 +GST per hour

*Please advise if there are any other business documents
or marketing material required and we will work together on a price*

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Startup/Rebrand Package- \$800 +GST

A package for those starting from scratch or looking to rebrand.

Normally valued at over \$900 separately.

- **Logo Design** - 3 revisions, all file formats provided (JPEG, PNG, EPS, AI and PDF).
- **Business Card Design** - Your new logo incorporated into some fresh biz cards
- **Logo Signage** - up to 80cm wide
- **Logo Stamp** - up to 10cm wide
- **Business Card Holder** (can also include a slot for a paypal/square card reader)

Amanda will work with you to create the logo of your dreams. Our process involves a questionnaire to really hone in on your vision for your logo, what you envision for your biz now and in the future.

From there, you will be presented with at least 6 mocks that we will refine and revise until you are 100% satisfied with your logo.

Then it's onto getting your logo onto business cards, a holder for them, a sign and a stamp!



Packages can be tailored to suit the individual businesses, so if there are other items you need or would like to add, just let us know.

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Examples of past Logo Designs



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Examples of past Logo Designs



Alan Myerson
HANDCRAFTED

JOEY
the label



THE COLOUR INN



e83
photography



LOVE THE DAY

