



pricing guide

Note: These prices are calculated averages based on the budget, timeline, and expectations of the individuals and small businesses which make up Origami Graphics' most frequent clients.

If you require a more specialised or work-intensive solution, express completion, or a high-priority project with a more generous budget, I encourage you to contact me personally to arrange a bespoke project plan and quote which better fits your needs.

Please note, the prices within this guide are subject to change.

Most recent revision: June 2020

the *basics*

A solid teal horizontal bar is positioned behind the word "basics" in the text "the basics".

logo

\$599

Timeline: 4 weeks

What's included?

- Professional logo design including research, drafting, and delivery
- Industry-standard vector logo files - crystal clear at any size
- Unlimited revisions within allowed project time
- RGB (screen) and CMYK (print) colour versions
- Spot (Pantone) colour on request
- Range of extensions for various uses - .pdf, .png, .eps, .jpg
- Range of layouts and colours for various uses - inline, stacked, text-only, reverse
- Range of sizes for various uses

+ Add a style guide

\$375

- Logos, graphics placements, fonts*, typography and colour palette sourced, supplied and detailed for your business or organisation
- Professional PDF style guide provided to help you keep all design assets cohesive
- Any templates elected for design collapsed into guide for easy access

*Premium fonts will attract licensing fees payable to the font creators

website

from \$925

Timeline: 4-5 weeks

What's included?

- Strategy consultations
- Website and user interface design based on research
- Construction using WordPress, Squarespace or Wix*
- \$925 for the homepage, with extra pages charged at **\$150 each**
- Optimisation for mobile and tablet screens
- Basic SEO
- SSL (Security) certificate
- Connection of your own domain
- Professional photos available for use through Adobe Stock at \$20 each

*Design-only solutions are available for web developers who'd like to partner up on a project.

Notes on websites:

1. Associated hosting, domain and renewal fees will apply dependent on the chosen third-party website provider. This may cost more for eCommerce sites.

2. If your website is built using WordPress, premium plugins and themes may attract extra fees equivalent to their subscription prices.

3. You will need to provide copy (website text) as part of Origami's website design process. If you are not confident, I can assist for an additional \$50/h, or refer you to a copywriter for help.

4. This is a service aimed at small-medium businesses requiring beautiful, functional, and easily-editable websites. If you require more features such as professional copywriting, data storage and manipulation, or custom coding, I can refer you to a business partner from my network of web developers. Prices generally range from \$2000 - \$10000 and service depends on their availability.

branding & promo

from \$75

Timeline: 3-10 days

Business Cards

Single-sided - \$125

Double-sided - \$175

Flyers

Single-sided DL or postcard - \$199

Double-sided DL or postcard - \$275

Brochures

Double-sided, full trifold - \$349

Posters

A1 - A5 sizes - from \$299, case-by-case

Signage and banners

From \$299, case-by-case

Letterheads

Initial document - \$149

Derivative documents - \$25

Invoice Templates

Per document - \$149

Reduce price to \$75 if you already have a letterhead design.

What's included?

- Professional collateral design tailored to your business or event
- PDF files in CMYK colour and high resolution (spot colour on request)
- Professional photos available for use through Adobe Stock at \$20 each

Note: You will need to write your own text as part of Origami's flyer design process. I can help you with this copywriting process for an extra \$50p/h.

Print facilitation:

Print facilitation is available for an additional fee of between \$25 (30 minutes) and \$150 (3 hours) depending on project requirements. If you elect for print facilitation, Origami will arrange the printing and postage on your behalf and the costs will simply be added to your project invoice.

social media



from \$75

Timeline: 1-3 days

Profile picture and cover photo

for use on Facebook, Instagram, LinkedIn, YouTube, etc - \$75

Social assets

Ads, graphics, quotes, testimonial templates - case-by-case and charged at \$50p/h

What's included?

- Professional and clear images to represent your business on social media
- Stock photos available for use through Adobe Stock at \$20 each

other



charged hourly at \$50p/h

Cards and Invitations

Graphs and Infographics

Illustrations

Graphics and game art

Packaging Design

Book Cover Design and Typesetting

Publications

Reports

Proofreading services

E-mail signatures

Website maintenance

What's included?

- Professional design services tailored to your needs
- Creation on the world-standard Adobe Creative Cloud graphics suite

We're Engaged!

PLEASE JOIN ASHLEY AND JAMES IN
CELEBRATING THEIR ENGAGEMENT.

SATURDAY 23RD FEBRUARY, 2019
10 ROBERTS CL, WEST RYDE NSW
FROM 6PM

RSVPs TO ASHLEY ON 0400 000 000 BY FEBRUARY 10



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Alcohol's short-term HEALTH HARMS = Harm from a SINGLE DRINKING SESSION.

What are the harms?



Avoid these harms by having **no more than 4 STANDARD DRINKS** on any occasion.

EVERY DRINK

increases the risk of accident,
injury or adverse outcome.

Reduce risky drinking
create a new norm

fare



RISE ECC Services and Professional Development 2019

Rise ECC have a wide range of exciting
Services & Professional Development. RISE's
vision is to come alongside you, your
business and team to empower you. With
personalised service, a "how can we help"
and a "let's do" attitude, RISE ECC will help
you rise up and reach higher!

Lifting up, reaching higher

NEW for 2019, RISE is launching a
Your Membership for \$750 (720 incl GST)
across early childhood 4-14 years. Includes
Mentoring & Coaching, Professional
Development, Updates, Join up during 2019 and
receive an early bird price of \$600.

WIS MCFAWN
Flooring specialist
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canberra@removals.com

CANBERRA
FLOOR REMOVALS
& GRINDING

the *packages*

logo + biz card



\$975

Logo, business card and style guide. Save \$175.

Timeline: 5 weeks

What's included?

- Professional logo design including research, drafting, and delivery
- Vector logo files - crystal clear at any size
- Double-sided business card design
- RGB (screen) and CMYK (print) colour versions; spot colour on request
- Range of extensions for various uses - .ai, .pdf, .png, .eps, .jpg
- Range of layouts for various uses - full, text-only, white version etc
- Range of sizes for various uses
- Logos, graphics placements, fonts, typography and colour palette sourced, supplied and detailed for your business or organisation
- Professional PDF style guide provided to help you keep all design assets cohesive

small business startup

from \$4419*

*plus your own Google/Facebook
ad budget of at least \$1 per day

Logo, business card, style guide, website, 6 months' web maintenance and 6 months' online marketing. Save \$400.

Timeline: 8 weeks + extras

What's included?

- Professional logo design including research, drafting, and delivery of crystal-clear vector files in a range of colour profiles and layouts
- Double-sided business card design
- Website strategy consultations, layout design, and construction using WordPress, Wix or Squarespace
- \$925 for website homepage, with additional web pages charged at **\$125 each**
- SEO, SSL (Security), and multi-device optimisation included
- 5 complimentary Adobe Stock images
- Logos, graphics placements, fonts, typography and colour palette sourced, supplied and detailed for your business or organisation
- Professional PDF style guide provided to help you keep all design assets cohesive
- Website check each month to keep it running smoothly with backups, updates and testing
- Rectifying any errors which may occur, such as broken links or software updates
- Marketing plan developed and implemented over Google, Facebook, Instagram, etc
- Ads and website monitored weekly for quality and success, with monthly reports delivered to you

complete package

from \$7269*

*plus your own Google/Facebook
ad budget of at least \$1 per day

Logo, business card, website, e-mail signature, letterhead design, invoice template, social media identity, style guide, 5 social media templates, 6 months' web maintenance, 6 months' social media management and 6 months' online marketing. Save \$650.

Timeline: 10 weeks + extras

What's included?

- Professional logo design including research, drafting, and delivery of crystal-clear vector files in a range of colour profiles and layouts
- Double-sided business card design with stationery tailored to your brand
- Text-and-image e-mail signature including lifetime hosting with Origami Graphics
- Website strategy consultations, layout design, and construction using WordPress, Wix or Squarespace
- \$925 for website homepage, with additional web pages charged at **\$100 each**
- SEO, SSL (Security) and multi-device optimisation included
- 10 complimentary Adobe Stock images
- Professional and clear profile picture and cover photo to represent your business on social media
- Professional, cohesive social media templates for online presence
- Logos, graphics placements, fonts, typography and colour palette sourced, supplied and detailed for your business or organisation
- Professional PDF style guide provided to help you keep all design assets cohesive
- Website check each month to keep it running smoothly with backups, updates and testing
- Rectifying any errors which may occur, such as broken links or software updates
- Marketing plan developed and implemented over Google, Facebook, Instagram, etc
- Ads and website monitored weekly for quality and success
- 4 on-brand social media posts per week, synced across platforms
- Monthly advertising and social media engagement reports delivered to you

the *extras*



Web maintenance

\$149/ month

Timeline: month-to-month

What's included?

- I check in on your website each month to keep it running smoothly
- Backups, updates, testing
- Check for and rectify any errors which may occur, such as broken links
- Enable the addition of new features, design changes, or help using your site after your initial website project has been completed
- Technical fixes completed in-house or outsourced to associated specialists
- Completed on a convenient month-to-month basis, with costs settled at the end of each calendar month - cancel at any time

Online Marketing

\$299/ month*

*plus your own Google/Facebook
ad budget of at least \$1 per day

Timeline: month-to-month

What's included?

- Marketing plan developed
- Ads run on Google, Facebook, Instagram, etc
- Ads and website monitored for quality and success
- Weekly checkups to improve conversion rate
- Monthly reports direct to you
- Completed on a convenient month-to-month basis, with costs settled at the end of each calendar month - cancel at any time



Social Media Creation & Management

\$499 / month

Timeline: month-to-month

What's included?

- I create social media accounts and post to them on your behalf, creating engagement and building trust with customers
- 4 posts per week synced across all platforms, sharing relevant content to promote your business
- Feed custom curated to suit your branding and values
- Monthly engagement reports and updates delivered to you
- Completed on a convenient month-to-month basis, with costs settled at the end of each calendar month - cancel at any time

anything *else?*

Send me a message and we can chat.

Taylor Eggleton - Graphic Designer

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[Subscribe to my e-mail list](#) for a monthly newsletter and free 30-minute brand planner

