

“You can't build a reputation on  
what you are *going* to do.”

– Henry Ford



carp AND co.

Start -ups & Business Branding

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



# We are in the age of *authenticity* & change

If you want to make a 'splash' in the world you need great design. But lets be clear - it's not just about 'looking the part'. It's more than just beautiful colours and bang on fonts, you need to dive deeper.

Branding gives your audience a clear sense of purpose and direction - a credible voice that people want to listen to!

It's as much about strategy as it is style. Which is what we're all about! So if you're after a visual identity that not only looks stunning and feels really good, but also resonates with your people, then you've found the right place.

We take the *stress* out of your day,  
that's a win / win situation.

We're here for those who have a vision for their brand and feel ready to collaborate with and invest in a designer. Your new visual identity will be custom to your business and include the essentials to help you develop a cohesive, authentic and beautiful brand.

A brand that is your own, that excites you, that lasts.

# Design Bundles 2019

## **BASIC DESIGN BUNDLE \$1,400.00**

- + Logo Design
- + Style guide outlining fonts, colours & consistent design elements
- + Logo Submark

## **SIGNATURE DESIGN BUNDLE \$2,500.00\***

- + Logo Design
- + Style guide outlining fonts, colours & consistent design elements
- + Logo Submark
- + Your choice of two collateral item designs:  
Business Card, Letterhead, Facebook Page Images, or Email Signature
- + Basic Squarespace Website Design includes website landing page  
(hosting not included) \*additional costs may apply

## **LUXE DESIGN BUNDLE \$5,900.00\***

- + 30 min 1:1 Strategy Session
- + Logo Design
- + Style guide outlining fonts, colours & consistent design elements
- + Logo Submark
- + Editable Ai. Files
- + The following collateral item designs:  
Business Card, Letterhead, Facebook Page Images, & Email Signature
- + Complete Website Design includes, homepage design & six  
sub-page designs + social media links (hosting not included)

\*additional costs may apply



# individual item pricing

## LOGO DESIGN ONLY \$1200.00

- + Logo Designs
- + Style guide outlining fonts, colours & consistent design elements
- + Logo Submark

## WEBSITE DESIGN & DEVELOPMENT \$4,000.00\*

- Includes homepage design & 6 sub-page designs  
+ linked to your socials (hosting not included) \*additional costs may apply

## ADDITIONAL COLLATERAL

- |  |                 |                      |
|--|-----------------|----------------------|
| + Business Card Design                                   | <b>\$150.00</b> |                      |
| + Gift Voucher Design                                    | <b>\$180.00</b> |                      |
| + Facebook Images (profile + timeline)                   | <b>\$150.00</b> |                      |
| + Mini eBook Design (up to 10 pages)                     | <b>\$450.00</b> |                      |
| + Podcast Artwork  | <b>\$120.00</b> |                      |
| + Letterhead Design                                      | <b>\$150.00</b> |                      |
| + Domain Hosting   | <b>\$350.00</b> | + annual renewal fee |
| > Email & G Suite Setup                                  | <b>\$150.00</b> | + annual renewal fee |
| + Editable Logo File Release                             | <b>\$100.00</b> |                      |
| + Style guide outlining fonts, colours & design elements | <b>\$200.00</b> |                      |
| + Facebook Images (profile + header)                     | <b>\$150.00</b> |                      |
| + Facebook + Instagram Tile (x6)                         | <b>\$240.00</b> |                      |



“Your brand is what other people  
say about you when you’re  
not in the room.”

– Jeff Bezos

carp AND CO.



# faq

## **Why does branding design cost so much?**

For starters, branding is much more than a splash of colour. It includes everything you do, or claim to do as a business. Without a well thought out, intentional and aligned brand you will never connect with your 'people'. Plus we think we're pretty great at this, and you will too.

## **What I am after is not on your price list?**

No worries, we design everything & anything. If you need a custom quote for a unique project, email us here for a quote: [hello@carpandco.com.au](mailto:hello@carpandco.com.au)

## **What sort of payments do you offer?**

A deposit of 50% is required prior to starting your project. The remaining balance will be made over two payments via bank deposit. Final files will be handed over after the final instalment has been received.

## **What is the design process?**

Once we have talked dollars and cents and you are happy with your quote we will send over a design proposal that includes a deposit invoice and proposed project timeline. Once you have paid your deposit we will spend some time getting to know you and your business better - via a phone call and questionnaire (depending on your package). We will move onto designing some concepts for you. You will then have the opportunity to give us your feedback (this is usually via email). We will then continue to tweak and refine your design until it is approved. Once everything is approved, finalised and paid for we will send over your final files in various formats for web and print.

## **How long will the design proces take?**

Each job is different. If you have a deadline in mind please let us know at the beginning of the process and we will let you know if it is achievable. When we start working together we will send you a design proposal that outlines your project timeline so you know when you can expect to hear from us and when we expect to hear from you.

## **OK, I am ready! What next?**

Take a big breath! We're going to have some fun, send us an email & we can lock in your branding session and get the ball rolling: [hello@carpandco.com.au](mailto:hello@carpandco.com.au) you'll also get a brief run down on how everything will work so you feel prepared and ready to go

If you are ready to get to work  
send us an email & lets get  
the ball rolling:  
[hello@carpandco.com.au](mailto:hello@carpandco.com.au)

*We had our logo designed by Carp and Co. It's so lovely that a few people have suggested we sell our uniforms as merchandise!*

*So thrilled with it, will definitely recommend to everyone!*

**– @WHIPLASHSYDNEY**

*Carp and Co. were responsible for creating and developing a brand for my pilates business and I can't recommend them enough. An absolute dream to deal with... they understood my brief and turned it into a beautiful, meaningful piece of communication that connects with your customers is so impressive and hard to come by! I could not have asked for more nor engaged a better design agency.*

**– @OSTARAPILATES**