



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

– Henry Ford

carp AND co.

Tradie & Building Industry Packages

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 striking 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 looks. Which is what we're all about! So if you're after a visual identity that not only looks amazing, but also resonates with your clients, 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 work 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 striking brand.

A brand that stands out amongst the crowd.

MBS
DEMOLITION AND EXCAVATION

DOYLEGROUPAU

SGM
BUILDING

BB BOERMA BROS.
CONSTRUCTION

Design Bundles 2019

BASIC DESIGN BUNDLE \$2,600.00

- + Logo Design
- + 2 revisions
- + Business Card Design
- + 200 Premium Business Cards
- + 5 x Branded T-shirts
- + 5 x Hooded Jumpers
- + 5 x Hats

PREMIUM DESIGN BUNDLE \$6000.00*

- + Logo Design
- + 2 revisions
- + Logo Submark
- + Style guide outlining fonts, colours & consistent design elements
- + Business Card Design
- + 500 Premium Business Cards
- + 20 x Branded T-shirts
- + 20 x Hooded Jumpers
- + 20 x Hats
- + Instagram Account Setup
- + Facebook Page Setup
- + Basic Website Design
 - Domain Hosting (annual renewal fee not included)
 - Email & G Suite Setup (annual renewal fee not included)
 - Single landing page OR continuous scrolling website
 - Linked to socials

*additional costs may apply

individual item pricing

LOGO DESIGN ONLY \$950.00

- + Logo Design
- + 2 revisions
- + Style guide outlining fonts, colours & consistent design elements
- + Logo Submark

WEBSITE DESIGN & DEVELOPMENT

BASIC \$1,300.00*

Includes one landing page OR single scrolling website

+ social media links (domain hosting not included) *additional costs may apply

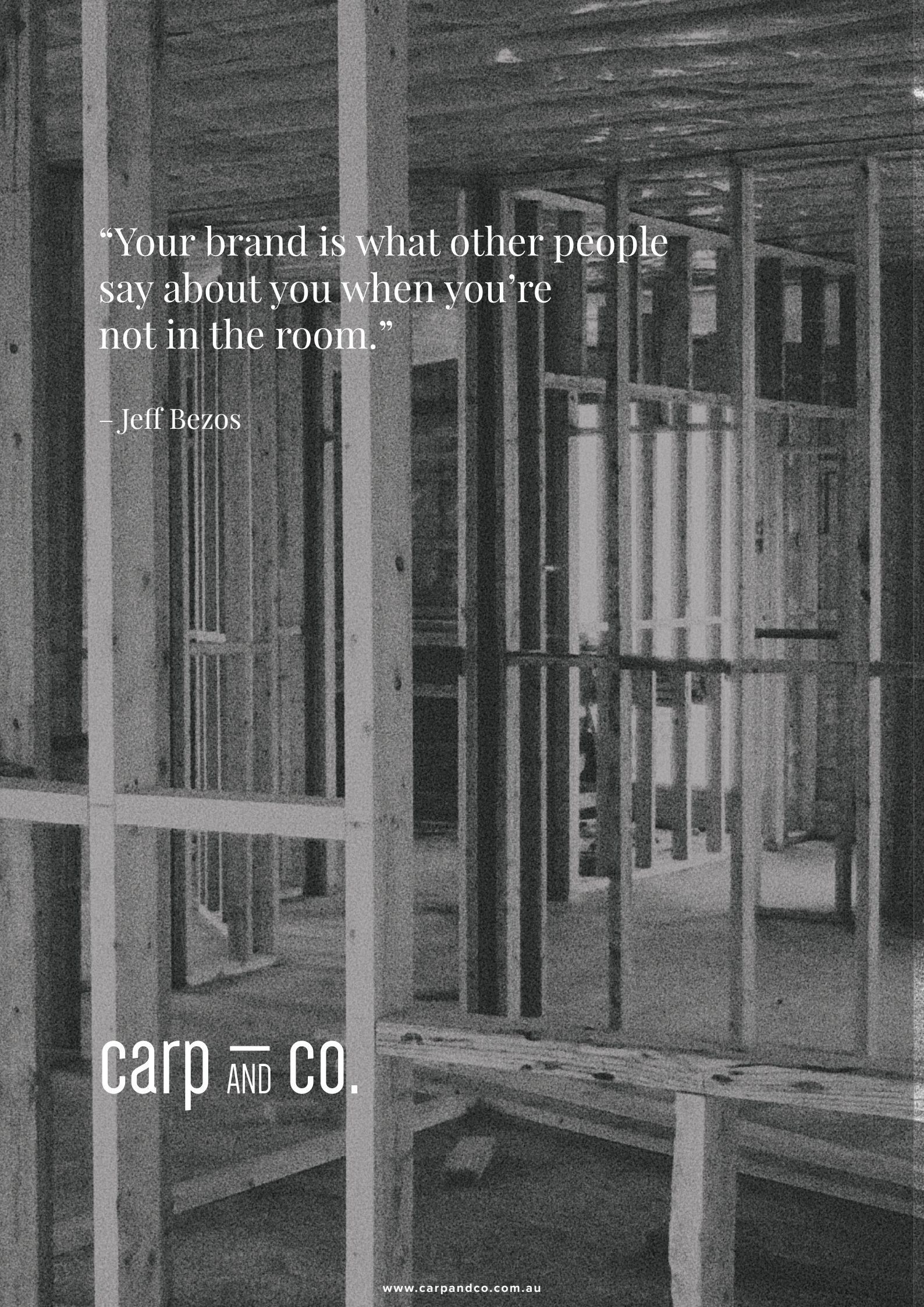
PREMIUM \$4,000.00*

Includes homepage design & 6 sub-page designs

+ social media links (domain hosting not included) *additional costs may apply

ADDITIONAL COLLATERAL

- | | |
|--|-------------------------------|
| + Business Card Design | \$150.00 |
| + Letterhead Design | \$150.00 |
| + Domain Hosting | \$350.00 + annual renewal fee |
| > Email & G Suite Setup | \$150.00 + annual renewal fee |
| + Editable Logo File Release | \$100.00 |
| + Style guide outlining fonts, colours & design elements | \$200.00 |
| + 10 Site Signs (600x900mm) | \$210.00 |
| + 20 Site Signs (600x900mm) | \$350.00 |
| + 100 Stubby Holders | \$400.00 |
| + Facebook Images (profile + header) | \$150.00 |
| + Facebook + Instagram Tile (x6) | \$240.00 |



“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 clients.

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

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 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. 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 and we can get the ball rolling: 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