

GRAPHIC DESIGN FEES:

(if a project is not listed here you're interested in, please advise and I will be able to review and provide an accurate fee for consideration).

- \$300 **LOGO DESIGN** - 3 concepts - revisions until final - see next page for information survey
- \$75 **LETTERHEAD** - your choice - PMS, Full Col, 1 side or 2 side - 1 concept
- \$75 **BUSINESS CARD** - your choice - PMS, Full Col, 1 side or 2 side - 1 concept
- \$45 **No. 10 ENVELOPE** - your choice - PMS, Full Col - NO BLEED (as most printers cannot) - 1 concept
- \$600 **BROCHURE*** - 8.5x11 - 2 fold, 3 panel - Full Color, full bleed
- \$600 **SALES SHEET*** - 8.5x11 - Full Color, full bleed
- \$1200 **NEWSLETTER*** - 11 x 17 - folded to 8.5x11 - Full Color, full bleed
- \$500 **KIT FOLDER*** - 9x12 - w/pocket, 4/4, full bleed
- \$1200 **KIT FOLDER BOOKLET*** - 9x12 - w/pocket, 4/4 (+ up to 8 interior pages), full bleed
- \$500 **POSTER*** - Any Size up to 11x17 - Full Color, 1 side, full bleed
- \$750 **POSTER*** - 22x28 - Full Color, 1 side, full bleed
- \$250 **BANNER*** - TBD - PMS - vinyl adhesive ONLY
- \$1000 **BANNER*** - TBD - Full Color, 1 side, full bleed (inkjet ready)
- \$400 **POSTCARD*** - TBD - Full Color/Black on backside, full bleed
- \$TBD **MAGAZINES/CATALOGUES*** - TBD - we would need to discuss in detail
- \$TBD **TRADE SHOW BOOTHS*** - TBD - we would need to discuss in detail
- \$TBD **WEBSITES:** please review the info below as it pertains to web design, hosting and other web related services
- \$65/hr **CONSULTATION** - applies when applicable - tel conversations, conference calls, meetings - longer than 15 mins

WEBSITE DESIGN FEES:

Your Website design is completely custom designed for you - we have a "no cookie-cutter" policy - it is guaranteed unique and tailored to your requirements putting you in the driver's seat during the design process.

- \$450 **2 PAGES WEB TEMPLATE ONLY**
We design for you a main page and secondary page and provide all support image files, working files and all HTML source files and final files. If you can update and populate your own pages this package is perfect for you.
- \$80ea. **HAVE US BUILD YOUR PAGES AS YOU NEED THEM**
If you are not versed or have time to populate your web pages, we are ready and able to continue the design process and layout of your website. We work very closely with you to ensure that your website will achieve the objectives that you intend for its use - we combine our marketing and design skills to provide you a world class website that will generate results.
- \$TBD **WEB DOMAIN NAMES / WEB HOSTING**
We offer a large selection of web-hosting, site-building, web-promotion, etc services. Simply link to our parent e-biz website **www.gagneassociates.biz** The services are all self-served and require some knowledge of web and web functions. Most clients can work their way through all products offered easily with a little reading. 24/7 telephone Technical Support is included with all services for Gagné +associates e-biz site.

***NOTE:** all text is to be supplied by client ready to place, checked for spelling and grammar in either ASCII or WORD format. We do provide Copywriting services for text generation, editing of existing text and simple enhancement. Copywriting is billed additional and is dependent on the amount of text and the extent of editing required.

***ALL IMAGES:** images are to be provided as HI RESOLUTION files for offset printing purposes. In the best interest of our clients, SOHO will advise if an image will be unacceptable to reproduce in which case if client desires to use, SOHO is not responsible for poor quality reproduction.

***ROYALTY FREE IMAGERY:** SOHO has an extensive collection of over 100,000 high resolution images. If client requests/requires RF Images to be used in printed materials or images are selected during the design process to be used in printed materials, each image is billed at \$50 each to offset SOHO's resource fees. All dollar figures are in USD\$



404 Edward Street, Exeter, Ontario N0M 1S6 Canada
T. 519.235.2321 E. david.gagne@sohocreative.com

LOGO DESIGN PROCESS:

Please read below as it answers your questions and also advises what you can expect from the Hive, our process, etc.

1) Pricing - \$300USD - no additional fees - we provide 3 initial concepts. Unlimited revisions - we design until you have the logo you hired us to do - if we do not deliver on our design, we refund your money. You own complete rights for final approved logo.

2) Turn-around Time: from receipt of your payment in full (\$300USD) - payable by Paypal, cheque or money order, we begin the design process. Within 6 business days you will receive a PDF proof with 3 concepts for your review. You will require Adobe Acrobat Reader 5 or later to review - free to download at: <http://www.adobe.com/products/acrobat/readstep2.html>

3) Delivery - files sent to you by email in ZIP format. Once final logo is approved by you, we provide you with a selection of various file formats for your use: Colour and BW - EPS, TIF, GIF, JPG, PSD and BMP. We email a ZIP file containing all logo files ensuring you have a file for any purpose you may wish to use your new logo for.

NOTE: If the logo is a committee project we also require the following:

- 1) Who will be the key contact for the logo development?
- 2) Please have committee members individually respond to the questionnaire and then collectively review design notes and submit an agreed upon, concise list of notes to forward for SOHO to create initial design concepts.
- 3) Edits to logo must be reviewed and agreed upon before forwarding to SOHO for revisions.

LOGO DESIGN QUESTIONNAIRE:

The following questions must be answered to begin the design process:

- 1) Exact name to be used in your logo?
- 2) A description of your business, product(s), service(s)?
- 3) Please provide more detail regarding your target audience (ie: demographics, geographic, social, salary range, business sector, etc.)?
- 4) What style of logo do you require to reach your target audience?
high tech, contemporary, corporate, traditional, antique, industrial, cutting edge, funky?
- 5) Please state your creative strategy (pointers, ideas or buzzwords)?
- 6) What do you want your logo to communicate to your target audience?
- 7) Do you have a vision statement or mission statement?
- 8) Is there a slogan for your company; do you wish it included in the logo?
- 9) Do you want your logo to include text only, text and graphic or graphic only?
- 10) Do you have any particular point of emphasis you want to see in the design?
- 11) Color preference(s)?
- 12) Font preferences(s)?
- 13) Do you have a website? What is the address if so?

When complete, please send your answers and payment to: david.gagne@sohocreative.com
or

mail to: SOHO Creative
P.O. Box 206
Exeter, Ontario
N0M 1S6 Canada