

# *Hello. Please read the Fine Print*

## Payment, delivery & refunds

- All prices quoted are excluding GST (unless specified otherwise).
- Prior to creative work commencing, an initial deposit of 25-50% is required. (Dependent on the package chosen).
- Payments received via Direct Credit to our bank account (details supplied on request), or Credit Card (PayPal).
- Credit Card/PayPal payments incur an additional 2.5% surcharge.
- Balance due upon acceptance of final proof, prior to delivery of finished artwork or printing; or 30 days following full proof.
- Project delays of more than 30 days may require new agreement.
- Prices based on timely completion of each item.
- Payment plans are available by negotiation prior to commencement of project.
- Package prices are subject to change at any time without notice.
- Our standard hourly rate (unless otherwise specified) is \$85 per hour + GST
- Once work has started and initial concepts have been shown, refunds will not be provided.
- Due to the custom nature of this product, all sales are final and refunds are not given under any circumstances.
- All concepts/proofs are provided electronically (pdf) via email. Hard-copy/printed proofs can be provided by request at an additional cost.
- Upon final approval and sign-off on your new logo, you'll receive digital copies in a variety of appropriate file formats, in full colour, and/or B&W and/or greyscale renderings of your design. Logo files will be supplied as pdf, eps, jpeg and png. Additional file formats can be supplied on request, please discuss your requirements with us.
- Brand Style Guides can be produced on request. Please [enquire](#) for details and associated costs.
- Printed items will be delivered via courier to one address, NZ wide. International shipping will incur additional costs.

## Schedule/Time-frames

Project turn-around is dependent on project parameters. We endeavor to provide initial proofs within 10 working days of receiving your initial payment and order. Your timely viewing and response to proofs and emails is required to keep your project on track. Rush/Urgent jobs available by request – additional fees may apply, please [contact us](#) to discuss your specific needs.

## Logo Design Packages

Logo Design packages include various numbers of concepts and [revisions](#) for each package and element. You can purchase additional rounds of revisions at our standard hourly rate of \$85 per hour + GST.

Please read [What is a Revision](#) and/or [What is a Logo Refresh](#) for definitions of what constitutes a logo refresh and a round of revisions.

### **All Logo Design Packages include:-**

- Standard Client Consultation (via phone, Skype, email or face-to-face)
- Logo concept designs, with development to completed logo from one of these concepts. (If your requirements are beyond this scope, we reserve the right to re-consider our quotation to you.)
- 'Soft' proofs (in pdf format) are sent via email (or DropBox link) after each design concept and round of revisions. The cost of these are included in the package price. 'Hard' proofs (paper proofs), 3D mockups or prototypes will be at an additional charge. Please ask for a quote before commencement.

- Finalised logos supplied electronically in pdf, eps, jpeg and formats. Other formats available on request – some charges may apply – please [enquire](#) for details.
- Full ownership rights of final designs upon completion.
- You may not resell, redistribute, or use this logo in any way other than for your business.
- Package prices are subject to change without notice.

## Printed Materials:-

### **1Business Cards**

Printed business cards are supplied at no charge with certain packages. Fifty Two reserves the right to use the services of a printer of our choice.

The standard specifications for printed business cards included are:-

- Full colour CMYK business cards, printed digitally on 300gsm satin/gloss stock, trimmed to 90mm x 55mm.
- Quantity as specified for various packages.
- Single sided business cards, unless otherwise specified. Double sided business cards may be available at no additional cost for a reduced quantity. Please refer to specific package or [enquire](#) for details.
- One name/kind only will be provided free, no split runs.
- There may be additional charges if you wish to change the quantity, size, and/or the stock of the printed goods from that specified above. Please [enquire](#) for information and pricing.
- No credit or refund given if you choose to arrange your own printing of your business cards, however finished artwork will be provided to you should you wish to do so.

### **5Compliment Slips**

Printed compliment slips are supplied at no charge with certain packages. Fifty Two reserves the right to use the services of a printer of our choice.

The standard specifications for printed compliment slips included are:-

- Full colour CMYK compliment slips, single sided, printed digitally on 150gsm stock, trimmed to DL (210mm x 99mm)
- Quantity as specified under specific packages on our website.
- There may be additional charges if you wish to change the quantity, size, and/or the stock of the printed goods from that specified above. Please [enquire](#) for information and pricing.
- No credit or refund given if you choose to arrange your own printing of your business cards, however finished artwork will be provided to you should you wish to do so.

### **4Printed Letterhead**

Printed letterheads are supplied at no charge with certain packages. Fifty Two reserves the right to use the services of a printer of our choice.

The standard specifications for printed compliment slips included are:-

- Full colour CMYK A4 letterhead, single sided, printed digitally on 150gsm stock, trim size A4 (210mm x 297mm)
- Quantity as specified under specific packages on our website.
- Fifty Two makes no guarantee as to the compatibility of the letterhead with all laser printers. Please ask for more information.
- There may be additional charges if you wish to change the quantity, size, and/or the stock of the printed goods from that specified above. Please [enquire](#) for information and pricing.
- No credit or refund given if you choose to arrange your own printing of your business cards, however finished artwork will be provided to you should you wish to do so.

### <sup>3</sup>Credit towards further Fifty Two web services:-

Some packages include bonus credit which may be used towards web design building/editing services by Fifty Two Graphic Design Services at our standard hourly rate of \$85 per hour. This credit may not be used against other goods or services other than these, and are not transferrable. Credit expires one year after the completion of the Package, unless arranged prior.

## Complete Business Packages and Logo + Website Packages

Specifications for logo and stationery design and print (if applicable) is the same as for the Logo Design Packages. Details on the additional elements are below.

### Website details:-

#### **One-page WordPress site** *(Included in Bronze Business Package)*

Single page placeholder website showing your company logo and contact details.

#### **Includes:**

- 1 year domain name registration and 1 year web hosting with Fifty-Two Graphic Design Ltd. (Note: Commencement date for these contracts is from the start of the website build project, not the site 'Go Live' date.)
- Basic WordPress installation, setup and configuration
- Site set-up and build of a single page WordPress site, with your logo and contact details only.

#### **Does NOT include:**

- SEO
- On-going Site Management, Site Backups or Maintenance (unless arranged – [contact us](#) about these and other add-on services)

#### **Multiple page 'Populated' WordPress (CMS) site**

*(Included in Silver, Gold and Platinum Business Packages and 'Get Online', 'Start Up' and 'Accelerator' Logo and Website packages)*

WordPress website designed to your brief. Your website will be built using a premium WordPress theme. We will build the framework of pages and populate with your text and images, as supplied by you. This is a Content Management Site (CMS) so we will supply you with your own login and password so you can also do your own updates via WordPress, as well as add and edit pages and upload photos.

#### **Includes:**

- 1 year domain name registration and 1 year web hosting with Fifty-Two Graphic Design Ltd<sup>3</sup> is included with our premium web packages. Note: Commencement date for these contracts is from the start of the website build project, not the site 'Go Live' date.
- Basic WordPress installation, setup and configuration
- Multi page CMS WordPress site, (number of pages as specified in each package) populated with your text and images, as supplied by you.
- 3 - 5 royalty free stock library images<sup>9</sup>
- Select and install free basic WordPress plugins (eg: anti-spam and security)
- 1 hour Skype/Phone consultation on "How to edit your website"
- Basic SEO practice (speak to us for more details)

#### **Not included:**

- On-going Site Management, Site Backups or Maintenance after the completion of the project (unless arranged – [contact us](#) about these and other add-on services we can offer)
- Set-up of Analytics or Web Master tools

**NOTE:** If you wish for us to provide additional web services, add additional pages, content or functionality to your website for you, this will incur additional charges on a time based charge-out rate of \$85 per hour. Please ask us for an estimate.

### <sup>3</sup>Domain Name Registration and Web Hosting

Some packages include 1 year (12 months) Domain Name registration and Web Hosting services. We can provide advice and assistance with choosing your Domain Name however Fifty Two can not guarantee your first choice of domain name will be available. Commencement of the 12 months is from date of registration of domain name and hosting, not the sites Go-Live date. Prior to the anniversary of your renewal dates we will send you a reminder and opportunity to renew with us for the next term.

### <sup>9</sup>Royalty-Free Stock Library Images

Some packages include a number royalty-free stock library images. Please refer to package details for number of images included with each package. These will be sourced from stock libraries that Fifty-Two Graphic Design subscribes to. In some cases we will provide you with access to a site to search for images of your choice, or as suggested by us. Low-resolution 'comping' images will be provided initially for your acceptance. Due to the nature of stock library image purchases, there will be no refunds once a high-resolution image has been purchased. At the completion of your design project, the stock images can be provided to you in their original format for your use.

Additional images can be purchased if required. Please ask us for pricing and availability.

### Social Media Account configuration *(Included in Gold, Platinum and Accelerator Packages)*

Some packages include the set-up and configuration of Facebook and Twitter accounts.

**This includes:**

- Facebook and Twitter account set-up and configuration.
- Completing info page (from information supplied by you)
- Uploading a custom cover photo (banner) to your Facebook (your logo or other image)
- Uploading a custom header photo to your Twitter (your logo or other image)

### MailChimp Newsletter Account Set-up and Template design

*(Included in Gold and Platinum Business Packages)*

We will configure a free MailChimp account for you and design a newsletter template including your logo and placeholder images for you. We can also install and configure the MailChimp plugin and integrate a sign-up form with your WordPress website (if applicable).

### Custom design projects

If your project falls outside the scope of one of our Packages, your project and subsequent revisions will normally be charged at our standard hourly rate of \$85 per hour + GST. Certain projects may be pre-quoted or be negotiated as a fixed price contract. This must be arranged and agreed upon prior to the commencement of any creative work.

If you'd like further clarification of what the creative industry considers a 'revision', [please refer here](#).

## Definitions:

### ° **What is a 'Revision'?**

The term "Revision" or a "Round of Revisions" means a one time editing session or proof done by Designer. For example: a text change and a photo edit requested at a single time (rather than separately) counts as one round of revisions. Likewise, the opposite is also true: a text change requested at a certain time followed by a photo edit request later constitutes as two rounds of revisions. It is the Client's responsibility to note all changes or edits before requesting them to consolidate Revisions.

Note: See individual design package descriptions for number of concepts and revisions allotted for each package and element. You can purchase additional rounds of revisions at our standard hourly rate of \$85 per hour + GST.

### # **What is a logo 'refresh'?**

A logo refresh is not a re-brand or re-design - consider this option when you want your logo to have a facelift whilst maintaining existing brand equity.

If you have a tired, out-dated looking logo but you do not wish to stray far from the overall concept then this is for you. Sometimes brands need to be refreshed so they still bear the resemblance of their former identity. We can take your logo and redesign it in a modern style so it no longer looks like a brand made in Microsoft Publisher in 1995.

Please [contact us](#) if you require any further clarification or have any additional questions.