

JESSE BIRCH
DESIGN+ILLUSTRATION

PRICELI\$T
And Package Deals



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01. Introduction

The prices we provide in this document are our standard prices for the jobs we are most commonly asked to quote on. Our guarantee is to offer a highly competitive service without compromising on quality.

Good quality design work requires time to conceptualise and experiment in order to provide a solution that is aesthetically pleasing and conveys information in a clear, easily accessible way. As such it is up to you, the client, to decide how important the job is to you, and to budget for it accordingly.

The prices contained here are designed to give us enough time to do the job justice, and to produce work that both we and our clients can be proud of. If you are on a tight budget we can offer special deals or discounts, but conversely, if you want something truly special it can be worth budgeting more than the minimum.

We have divided the price-list into the following sections:

- **Branding** (logo design/style guide/secondary graphic elements)
- **Print** (stationery/flyers/leaflets/annual reports/posters/signage/vehicles)
- **Screen** (websites/home pages/handheld device applications/web banners)
- **Illustration** (cartoons/sketches/paintings/maps/diagrams)

Of course, each job is unique, with it's own requirements. For an accurate appraisal of what you need, it is best to email or call us with as much information about the job as possible, such as audience demographics, your position in the marketplace, and the image you wish to project. You can contact us via the details found on the last page of this document or from our website.

02. Branding - Explanation & Logo Prices

'Branding' refers not just to the logo design (although that is obviously a very important element) but to a set of rules that determine the use of associated visual elements such as fonts, colour palettes, secondary graphics and layout.

While a logo is the first step in creating or revitalising your image, a complete set of branding rules ensures consistency throughout printed and screen based materials. We call the document that collates these rules a **Style Guide**.

You can find more information about what to expect from our logo design and branding in our **Logos & Branding PDF**, on the **Resources** page of our website.

Logo Design Option 01

3 x concepts to choose from
1 x concept refined and supplied as:
EPS / JPEG / PNG files in CMYK (print) & RGB (web)

\$660

Logo Design Option 02

2 x concepts to choose from
1 x concept refined and supplied as:
EPS / JPEG / PNG files in CMYK (print) & RGB (web)

\$440

Logo Design Option 03

1 x concept to choose from
1 x concept refined and supplied as:
EPS / JPEG / PNG files in CMYK (print) & RGB (web)

\$220

03. Branding - Style Guide Prices

As explained in the previous page, a Style Guide is the document containing a set of rules that determine the use of associated visual elements such as fonts, colour palettes, secondary graphics and layout.

Style Guide

Creation of a multi page PDF document outlining:

- Rules for logo use (spacing, background, proportions, etc)
- Colour palette with RGB and CMYK breakdowns
- Rules for use of secondary graphic elements
- Rules for font use on screen and in print including Headers / Sub Headers / Body Copy / Quotations etc
- Rules for layout of common elements

\$550

Secondary graphic elements are visual elements that enhance your organisation's branding. A good example is Fifth Leg Wineries use of their dog character, or Coca Cola's dynamic ribbon. These elements can really add impact to your online and printed promotional material.

Secondary Graphic Elements

2 x concepts to choose from

1 x concept refined and supplied as:

CMYK (for print) and RGB (for web) EPS / JPEG / PNG

\$440

04. Print - Stationery Prices

Business Cards

2 x concepts to choose from utilising your logo & branding
1 x concept refined and supplied as:
Print ready PDF / Packaged InDesign file for your archive

\$220

Letterhead

2 x concepts to choose from utilising your logo & branding
1 x concept refined and supplied as:
Print ready PDF / Packaged InDesign file for your archive

\$220

Compliments Slip

2 x concepts to choose from utilising your logo & branding
1 x concept refined and supplied as:
Print ready PDF / Packaged InDesign file for your archive

\$220

Email Signature

2 x concepts to choose from utilising your logo & branding
1 x concept refined and supplied as PNG / JPEG (RGB)

\$110

Complete Stationery Package

Receive all of the items listed above for just:

\$550

05. Print - Miscellaneous Prices

Flyer - DL Size (210mm x 99mm) / 2 Sides

2 x concepts to choose from utilising your logo & branding
1 x concept refined and supplied as:
Print ready PDF / Packaged InDesign file for your archive

from
\$165

Leaflet - A5 Size (210mm x 148mm) / 4 Pages

2 x concepts to choose from utilising your logo & branding
1 x concept refined and supplied as:
Print ready PDF / Packaged InDesign file for your archive

from
\$275

Posters / Billboards / Signage (various sizes)

2 x concepts to choose from utilising your logo & branding
1 x concept refined and supplied as:
Print ready PDF / Packaged InDesign file for your archive

from
\$165

Annual Report (from 20 pages)

2 x concepts to choose from utilising your logo & branding
1 x concept refined and supplied as:
Print ready PDF / Packaged InDesign file for your archive

from
\$770

Vehicle Graphics (various sizes)

2 x concepts to choose from utilising your logo & branding
1 x concept refined and supplied as:
Print ready PDF / Packaged InDesign file for your archive

from
\$330

06. Screen - Miscellaneous Prices

Website

2 x concepts to choose from utilising your logo & branding
1 x concept refined to your satisfaction
Comprehensive coding in standards compliant XHTML
Structured optimised CSS
Testing of the site for all major web browsers
Content Management System allowing you to update site
Comprehensive Search Engine Optimisation

from
\$2,400

Single Web Page

2 x concepts to choose from utilising your logo & branding
1 x concept refined and supplied as:
Layered Photoshop file ready for the developers

from
\$770

Applications & Software (front end design only)

2 x concepts to choose from utilising your logo & branding
1 x concept refined and supplied as:
Layered Photoshop file ready for the developers

from
\$660

Web Banners (simple Flash animation)

2 x concepts to choose from utilising your logo & branding
1 x concept refined and supplied as:
Web ready SWF (Flash animation) file

from
\$440

06. Illustration - Prices

When we talk about illustration, we don't just mean cute cartoon characters! We can provide a number of graphic elements that can help to provide clear, easily accessible information, such as maps, technical drawings, cross sections, floor plans, seating plans and so forth. If you've ever been to a music concert with multiple events over a large area, you will know the value of a basic map!

Because illustration costs vary wildly depending on the styles and technique, it's almost impossible to put a set price on them. A single illustration can be as low as \$77 or up in the thousands! Our rate for illustration is \$77 per hour - just contact us to discuss the details of your job for an accurate quote.

For more examples of our illustration, explanations of styles, and suggestions for how it could work for you, please refer to the "**Illustrate Your Point**" PDF, which can be found in the resources section of our website.



07. Contact Us

We look forwards to hearing from you to discuss your job requirements.

Our operating hours are from 9am to 6pm Monday to Friday Australian Eastern Standard Time (AEST), so it is best to phone within these times. You can email us anytime though - we often work weekends.

Jesse can be contacted by phone, email (or even snail mail!) via the details listed below:

0411 414 913

A: 3/8 Wallen Road, Hawthorn, VIC 3122, Australia

E: enquiries@jessebirch.com.au

