

Starting out or Established We've got you covered.

*Grow bigger, faster with Print Promotion's
professional business services*

Print Promotion specialises in creating, enhancing and contemporising corporate image.

A logo is the most important marketing tool for your business and is vital for its success.

Why? Because at first glance it tells potential customers all about you. Your standards, professionalism and quality. In today's competitive business world it is essential to differentiate your business from your competitors. Print Promotion's contemporary design process ensures we create a strong, professional logo / business brand to get the best response from your target market.

With more than 20 years' commercial experience and over 500 logos supplied to satisfied customers, Print Promotion delivers the goods.



PP **PRINT
PROMOTION**



TRISTAN D. YAN
BSc(Med), MBBS, MS, MD, Ph.D, FRACS
Professor of Cardiovascular & Thoracic Surgery



About Print Promotion

Intellectual Property

Any intellectual property created during a project is the property of the contracting party. We do not charge any additional fees to release source files or intellectual property to the contracting party.

Professional Staff

The designers and programmers that will be working on your project are experienced and qualified industry professionals. You can be assured that your project will be completed with the utmost professionalism.

In-House & On-Site Production

Our production is predominantly done in-house and on-site by Brisbane based company employees.

No Hidden Fees

Our quotations outline all expenses including concept, design and development. The client owns copyright of the final version of the logo.



Key Personnel: Steve Kuebler

Steve has been creating contemporary solutions to help businesses grow for more than 20 years. He has completed an Advanced Diploma in Electronic Design and Interactive Media, covering animation, multimedia, graphic and website design at Box Hill Institute in Victoria.

In 2004, Steve was commissioned to develop design and work on animation for ATM machines in Melbourne. This led to the development of a digital signage project for Chemist Warehouse.

Steve also created over 40 animations and mini TV commercials for Mayne Health, Reckitt Benckiser and Foodworks amongst others. During this time Steve founded Arcane Media, a multimedia design consultancy that specialises in designing and developing 3D animations for video productions, virtual tours and website development.

In 2009, Arcane Media Pty Ltd was commissioned to create a 70-minute 3D animation for Andy Holder Consulting & Training (AHCT). This project led to on-going training animation projects for One Key Resources, an Industry leader in mining services supplying to clients including BHP and Rio Tinto, throughout Australia and overseas.

As premium printing and website development were expanding for Arcane Media, Steve formed a subdivision of the business called Print Promotion to concentrate on these services. Print Promotion specialises in creating Corporate Identities and supplying bespoke printing and website development.



In 2016, Steve co-founded Crawl Media, a business dedicated to revolutionising the hospitality industry. Crawl Media creates innovative time saving solutions that cater for bars, pubs and breweries.

Flagship products include Digital Decals, Wireless Kegscales and Live Menu. See Steve's folio [here](#)

Starting Out Packages

Although any graphic designer, or more recently A.I. can make something look good, there is much more that goes into a professional logo. A professional logo is the most important aspect of your marketing. Visual communication must convey the right message to your target demographic – and your designer should be creating from a marketing perspective.

Starting out packages are tailored for businesses with a small marketing budget in mind. Generally speaking the logos presented are simple in nature; a logo that is predominantly text. Basic shape elements may be included.

Included in selected package:

- Copyright ownership of final logo
- CMYK full colour version of the final logo supplied for use in printing, signage and for the web/internet. File formats include PDF, EPS, JPEG PNG & GIF.

\$499 **\$570 value**
SAVE \$121

- Choose from 2 unique design concepts
- Each concept includes 2 versions to choose from
- Includes 2 design changes

\$649 **\$910 value**
SAVE \$261

- Choose from 3 unique design concepts
- Each concept includes 3 versions to choose from
- Includes 3 design changes

\$749 **\$1,214 value**
SAVE \$465

- Choose from 4 unique design concepts
- Each concept includes 4 versions to choose from
- Includes 4 design changes
- Email Stationery

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- **ADHOC** = \$132 per hour | \$88 minimum charge
 - Additional logo design concept includes 2 versions = \$249
 - Additional design change = \$36
 - Additional design version = \$55
 - Email Stationery BASIC = \$65 | ADVANCED = \$176
 - Additional kind (text detail change for additional person) = \$15

Addons:

- **Facebook & LinkedIn cover page images** = \$55
Your logo with complimentary background image
(please note we recommend purchasing quality stock images from www.istockphoto.com)

Professional Packages

Professional packages are tailored for larger businesses looking to expand their operations. These packages are all inclusive and cover comprehensive market research and reports detailing each provided concept.

Included in selected package:

- Copyright ownership of final logo
- Rationale of each concept including marketing insight report
- Brand guidelines / style guide documents
- Logo set: Brand mark + full logo. Layout variations of your chosen logo for different applications.
- Colour variations for business divisions
- CMYK full colour, Pantone spot colour & greyscale versions supplied

\$2,499 \$3,225 value
SAVE \$726

- Choose from 2 unique design concepts
- Each concept includes 3 versions to choose from
- Includes 5 design changes
- Advanced Email Stationery

\$4,999 \$6,805 value
SAVE \$1,806

- Choose from 6 unique design concepts
- Each concept includes 3 versions to choose from
- Includes 10 design changes
- Advanced Email Stationery
- Business card design

\$8,450 \$12,804 value
SAVE \$4,354

- Choose from 10 unique design concepts
- Each concept includes 3 versions to choose from
- Includes 15 design changes
- 3D visualisation of final logo
- Complete design of Business cards, Letterheads, With Comps and DL, C5 & C4 Envelopes
- Email Stationery
- Word templates

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- **ADHOC LOGO DESIGN** = \$132 per hour | \$88 minimum charge
 - Additional logo design concept includes 2 versions = \$850
 - Additional design change = \$36
 - Additional design version = \$55
 - Email Stationery BASIC = \$88 | ADVANCED = \$176
 - Word template (from existing letterhead design) = \$55
 - Additional kind (text detail change for additional person) = \$15

Addons:

- **Facebook & LinkedIn cover page images** = \$55
Your logo with complimentary background image
(please note we recommend purchasing quality stock images from www.istockphoto.com)

All prices in this document INCLUDE GST

Logo Options

We design all our professionally designed logos with all output media in mind, e.g. web, print, signage and digital signage. Your logo is able to be scaled for printing on a wide range of material from the size of business cards to vehicle signage, to billboards, with no loss of quality. Your logo can also be converted to 3D.



Logo design process Basic outline :

1. Review client's completed Visual ID Survey
2. Research client competition and background
3. Sketch initial concepts by hand, based on survey responses
4. Identify and select suitable typefaces for logo concepts
5. Convert strongest concept sketches into digital artwork (number varies according to package)
6. Present logo concepts/versions for client's feedback
7. First design change of chosen logo based on client's feedback
8. Present updated logo for client review
9. Further design change(s), according to chosen package/client's needs
10. Final logo presented for client review
11. Once logo is complete; convert to various file formats
12. Deliver logo to client

Which package is right for me?

Consider your timeframe, budget and preferences. If you need a broad selection of designs to choose from and a complete business stationery set, an executive or premium stationery package may be more suited to your requirements. The premium package includes a style guide, which is essential for larger companies. We can also tailor a package to suit your needs, if none appear to match your requirements.

What happens next?

1. Complete the Visual Identity questionnaire and return it to Print Promotion.
2. Select your preferred package option.
3. An invoice will be sent to you for 50% of the total cost and design work will commence on confirmation of payment.
4. Your initial logo concepts will be ready in 3-5 business days.
5. The final logo design will be used as the basis for your business stationery and other marketing material.
6. After selecting the final stationery designs, various printing options will be offered so you can choose quantities and the quality of the stock that best suits your budget.

If you have any questions, please call 1300 669 211 to speak to a consultant.

Please visit our website to view a comprehensive folio.

Packages Explained

Unique design concepts



Concept 1



Concept 2



Concept 3



Concept 4
> **Chosen Concept**

Unique Design Concepts are original designs that are unlike any other. For example, choose a logo design package with 4 design concepts. This means you will receive 4 completely different original logos to choose from, which can then be developed.

Versions



Concept 4
Version 1



Concept 4
Version 2
> **Chosen Version**



Concept 4
Version 3



Concept 4
Version 4

Versions are variations of the initial design concepts. For example, you choose a logo design package with 4 design concepts and 4 versions. This means you will have 8 logos to choose from.

Design Changes



Concept 4, Version 2
> **Design Change 1**

Design Changes are based on your feedback. A set of changes may include colours, fonts, layout and combining of elements from your other logo concepts. A provided design quote stipulates number of concepts / number of versions and number of included design changes.

If you require additional design changes we charge **\$36 per email request**.

What defines 'per email request'? IF you receive the concept, and say want to make 3 changes (example: 1. make text bigger, 2. Change font to xxx, 3. use the attached photo in the background)

- IF these 3 changes are supplied **in a single email**, this is classed as **1x** 'design change' (\$36)
- IF these 3 changes are supplied **in 3 separate emails**, this is classed as **3x** 'design changes' (\$108)

Stationery Packages

With your new corporate identity created you will want to promote it and gain exposure in the marketplace with the use of signage, vehicle signage and stationery. Every time you send correspondence a consistent quality theme should carry through. Professionally designed stationery and business cards printed on quality stock give that extra punch that makes you stand out from competitors and be remembered.

\$176 \$248 value
SAVE \$72

- Business Card Design* (2 designs presented, includes 2 design changes)

\$349 \$584 value
SAVE \$235

- Business Card Design* (3 designs presented, includes 2 design changes)
- Letterhead (2 designs presented, includes 2 design changes)

\$599 \$992 value
SAVE \$393

- Business Card Design* (4 designs presented, includes 2 design changes)
- Letterhead (3 designs presented, includes 2 design changes)
- With Compliments (2 designs presented, includes 2 design changes)

\$849 \$1,957 value
SAVE \$1,108

- Business Card Design* (5 designs presented, includes 4 design changes)
- Letterhead (4 designs presented, includes 4 design changes)
- With Compliments (4 designs presented, includes 4 design changes)
- Envelopes DLX + C4 (3 designs presented, includes 3 design changes)
- Advanced Email Stationery (1 designs presented, includes 3 design changes)
- Word template (from Letterhead design)

** Cards designed ready for print with chosen finishing options such as embossing, foil, spot UV etc

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- **ADHOC - GENERAL GRAPHIC DESIGN** = \$88 per hour | \$55 minimum charge
 - Email Stationery BASIC = \$88 | ADVANCED = \$176
 - Additional kind (text detail change for additional person) = \$15
 - Word template (from existing letterhead design)= \$55
 - Additional design CHANGE = \$36

Addons:

- **Facebook & LinkedIn cover page images** = \$55
Your logo with complimentary background image
(please note we recommend purchasing quality stock images from www.istockphoto.com)

All prices in this document INCLUDE GST



LEVENTE A JURTH KC
BARRISTER - AT-LAW

