

LOGO phases and costs

Phase 1	Research and conceptual development Submission of 6 - 8 options in black only, to indicate creative direction
Allocation of hours	4
Hourly rate ex gst	\$100.00
Subtotal ex gst	\$400.00
Phase 2	Development of preferred option to 2 - 3 final choices Typography options Indicative colour palette swatches
Allocation of hours	2
Hourly rate ex gst	\$100.00
Subtotal ex gst	\$200.00
Phase 3	Colour treatment of chosen logo
Allocation of hours	1
Hourly rate ex gst	\$100.00
Subtotal ex gst	\$100.00
Phase 4	Preparation of all file types required for print and soft copy documents Layout A4 style guide including font usage, colour breakdowns and instructions Supplied on master disc as .eps, .jpeg, .tif, .gif and .ai Full colour, spot colour, greyscale and black and white versions
Allocation of hours	2.5
Hourly rate ex gst	\$100.00
Subtotal ex gst	\$250.00
Master disc and style guide (1)	Delivery of Master disc and (1) colour copy of style guide: \$50.00 ex gst
Total for Phases 1 - 4, ex gst	\$1000.00
Total for Phases 1 - 4, inc gst	\$1100.00

Notes

Prices valid from January 1 - December 31, 2012

Only hours used are billed. A summary of hours will be sent to you for your approval prior to billing.