

IT'S YOURS TO DESIGN. IMAGINE IT, CREATE IT, LOVE IT! WITH US.

KUPKE.

30 HOURS
DESIGN TIME

\$2,640.00

40 HOURS
DESIGN TIME

\$3,300.00

LOCKING IN DESIGN TIME ENABLES THE STUDIO TO BECOME IMMERSSED IN YOUR PROJECT, WE LOVE IT, MORE TIME AND CONCENTRATED TIME.

30 HOURS DESIGN TIME VALUED AT \$3,960.00 FOR \$2,640.00 (\$88.00 p/h)

40 HOURS DESIGN TIME VALUED AT \$5,280.00 FOR \$3,300.00 (\$82.50 p/h)

KD,DT Conditions: 100% paid up front. The time is valid for 12 months from the purchase date and is non-refundable.

Locking in this time enables the studio to become immersed in your project, we love it, more time and concentrated time. Ideal creative conditions. Over the now 20 years I've been designing all projects that work this way are the most enjoyable for all involved and get the best results.

HOURLY RATE

\$120+GST p/h (\$132.00)

Minimum Spend for new clients \$2,640.00

Options.

**ONE OFF 10 HOURS DESIGN TIME
'BUMPER PACKAGE' FOR \$660.00**

TEMPLATE WEBSITE

Template build starts from \$1,980.00
40 HOUR KD,DT can incorporate
a template site

SOCIAL MEDIA / GOOGLE+ (PLACES)

Instagram, Facebook, Twitter, LinkedIn,
Pinterest, Google+ (Places)
Set-up starts from \$660.00 // 'Bumper
Package' often used to set-up

Sample Breakdowns, KD,DT.

PACKAGED KUPKE DESIGN, DESIGN TIME **40 HOURS \$3,300.00**

Aim for the 40 Hours:

BRAND DEVELOPMENT CONCEPT DESIGN:

- STAGE ONE. Multiples of 2 brand concepts designed, to include logo/brand mark, brand elements both individually and applied to some example items. Concepts presented for discussion.
- STAGE TWO. 1 concept refined, to include logo/brand mark, brand elements both individually and applied to some example items. Concept presented for discussion.
- STAGE THREE. Final refined concept presented and approved. >> Application

APPLICATION OF DESIGN:

- Business Card
- Brand and Basic Elements supplied to client as .ai and .pdf files

CAPTIVATE WEBSITE DESIGN:

- 5 Pages only Template Website Build and Launch

--- End of 40 Hours ---

PRODUCTION, NOT INCLUDED IN THE COSTING:

To implement any creative solution, Kupke Design™ is supported by a trusted alliance of like minded specialists. Once production requirements are established, competitive quotes will be provided.

COPY/PHOTOGRAPHY/ ILLUSTRATION, NOT INCLUDED IN THE COSTING:

If required/specified pricing for copy/photography/illustration will be provided.

DOMAIN, HOSTING, SEO & SEM NOT INCLUDED:

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*NOTE: REMOVING THE TEMPLATE WEBSITE DESIGN FROM THIS SAMPLE WOULD REDUCE THE PACKAGE FROM 40 HOURS TO **30 HOURS \$2,640.00 DESIGN TIME.***

PACKAGED KUPKE DESIGN, DESIGN TIME **40 HOURS \$3,300.00***

Aim for the 40 Hours:

APPLICATION OF DESIGN:

- One Resume Writing PPT Presentation that has approximately 75 slides and one Interview Preparation Presentation PPT that has approximately 119 slides.

--- End of 40 Hours ---

PACKAGED KUPKE DESIGN, DESIGN TIME **40 HOURS \$3,300.00***

Aim for the 40 Hours:

BRAND DEVELOPMENT CONCEPT DESIGN:

The design process follows three stages:

- STAGE ONE. Design concept presented for discussion
- STAGE TWO. Refined concept presented for discussion
- STAGE THREE. Refined concept presented and approved >> Application

APPLICATION OF DESIGN

- Either A4 Double Sided Presentation Slip or a Presentation Manilla Style Folder
- Business Card
- Workshop Service Flyer (DL Double-Sided)
- Brand and Basic Elements supplied to client as .ai and .pdf files
- Final, print ready artwork supplied to client as .ai and .pdf files. Print items only.

--- End of 40 Hours ---

*PRODUCTION, NOT INCLUDED IN THE COSTING:

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*COPY/PHOTOGRAPHY/ ILLUSTRATION, NOT INCLUDED IN THE COSTING:

If required/specified pricing for copy/photography/illustration will be provided.

Sample Breakdown, Custom Project.

OVERVIEW OF SERVICES:

- Logo Type & Support Items (Application of Design)
- Website Planning
- Website Design
- Website Development

BRAND DEVELOPMENT CONCEPT DESIGN:

- STAGE ONE. Multiples of 2 brand concepts designed, to include logo/brand mark, brand elements both individually and applied to some example items. Concepts presented for discussion.
- STAGE TWO. 1 concept refined, to include logo/brand mark, brand elements both individually and applied to some example items. Concept presented for discussion.
- STAGE THREE. Final refined concept presented and approved. >> Application

APPLICATION OF DESIGN:

- Business Card
- Postcard
- Brand and Basic Elements supplied to client as .ai and .pdf files

WEBSITE PLANNING, DESIGN & DEVELOPMENT:

WEBSITE PLANNING & DESIGN:

- STAGE ONE. Site-map and Wire-frames presented for discussion
- STAGE TWO. Refined Site-map and Wire-frames presented and approved
- STAGE THREE. Website Design for each of the key layouts presented for discussion
- STAGE FOUR. Refined Website Designs presented for discussion
- STAGE FIVE. Final Website Designs presented and approved, this includes roll-out of upto 10 Web Templates only (.psd files needed for build)

PRODUCTION, NOT INCLUDED IN THE COSTING:

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COPY/PHOTOGRAPHY/ ILLUSTRATION, NOT INCLUDED IN THE COSTING:

If required/specified pricing for copy/photography/illustration will be provided.

WEBSITE DEVELOPMENT:

- The website will be built using Magento CMS
- Adding a cache/performance plug-in to speed up your website
- Responsive website, meaning the website will re-size to be viewable on mobile devices
- The CMS includes product and user management, coupons, cart, account and check-out functionality as well as an intuitive administration interface
- Accept credit card payments:
 - The client will need to setup a merchant account with your preferred bank
 - And, a payment gateway that connects the website to your bank - we recommend eWay. *Client to set-up and supply their log-ins.*
- Installing payment and shipping modules
- User login and forms
- Setting up a development site on our server for testing and training
- Browser testing and deployment
- Set-up domain and hosting (we recommend VentralP). *Client to set-up and supply their log-ins.*
 - Note: We recommend a SSL security certificate to ensure credit card and customer details are protected
- Testing website on Desktop, Mobile and Tablet
- Integration to the following plugins:
 - Xero. *Client to set-up and supply their log-ins*
 - Google Analytics
 - Social Media integration (Like, Share, Tweet, Pin). *Client to set-up and supply their log-ins.*
- Post-launch support for one month
- Basic SEO - Headings, Titles and Meta included in site build
- Three hours of training either via phone or in person.

Please note the above does NOT include uploading the content (including text and images) unless otherwise stated in the price breakdown.

[^]Excludes Plug-in Costs for Xero and eWay.

DOMAIN, HOSTING, SEO & SEM NOT INCLUDED:

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Expertise.

OVER THE YEARS KUPKE DESIGN'S SUCCESS HAS AND IS BASED ON DEVELOPING UNIQUE, VISUAL COMMUNICATION THAT CONNECTS PEOPLE WITH BRANDS.

WE OFFER A FULL GRAPHIC DESIGN SERVICE; IN THAT KUPKE PLAN, MANAGE, DESIGN, PRODUCE AND DELIVER ALL THINGS GRAPHIC DESIGN - THIS CAN BE ONE OR A COMBINATION OF THE LISTS ON THIS PAGE AND MORE.



- Brand Identity
- Branded Environment
- Brand Mark Design
- Brand Strategies
- Brand Style Guides
- Brand Roll-out



- Annual Reports
- Apparel
- Brochures/Flyer's
- Character Development
- Corporate Collateral
- Display & Point of Sale
- Illustration
- Packaging
- Posters/Banners
- Re-Marketing Banners
- Sign-age & Billboards
- Stationery
- Trade Promotions
- Website Design



- Planning (UX)
- Interface Design (UI)
- Content Management Systems (CMS)
- eCommerce
- API Integration
- Digital Marketing
- Search Engine Optimisation (SEO)
- Google Adwords Campaigns
- Google Analytics
- Google Places
- Reporting
- Assistance & Training



- Creative Advertising, Concepts & Ideas
- Copywriting
- Direct Mail
- Online Advertising
- Press Advertising
- Photography
- Sales Kits
- Social Media: Facebook, Twitter, Instagram, Pinterest, LinkedIn & Google+
- Video Production

"Kupke has been assisting CFS with graphic design for 10 years now. Catherine is easy to communicate our ideas to and her design skills are superb. We have been delighted with Kupke's work."
- Court Financial Services

"Kupke exceeded our expectations with their innovative logo design for Lachlan Capital Partners. The stationery Kupke designed was clean and easy to work with." - Lachlan Group

"Amazing customer service and results!"
- Cosh Living

"A terrific and creative designer that listened and worked with me to set out the platform for my company's identity. Would not hesitate to recommend Catherine Kupke and the team to anyone looking to engage their services." - iAdvocates

"I worked with Kupke to produce an engaging and informative Healthy Lunch Box Resource for the Department of Health and Human Services. I would recommend Kupke to anyone else seeking a designer who is able to contribute professional expertise towards the design, meet extremely tight deadlines and integrate numerous ideas and feedback into a striking resource that speaks clearly to the end user." - Nutrition Australia



"As the recipient of a wonderful brand 'makeover' I can vouch that Kupke delivers what she says. Catherine did a brilliant job transforming my tired, bland brand into a fresh, versatile, authentic new look. She quickly understood what I do and where my business is heading and used her creativity, technical knowledge and professionalism to create a whole package of images, style-guide and website design. Thx again Catherine!"
#happycustomer - Caroline Cameron

"Kupke Design have grown and developed our brand with innovative and creative ideas. Meeting impossible deadlines all with a smile and amazing service, I don't know how they do it, but they never disappoint."
- Adbri Masonry

Sleepmaker's Fusion range wins 'best new product' at Snooze Gala Awards. "A great recognition of our hard work on this range. Thanks for all your help with it!"
- Sleepmaker Marketing Team

Dunlopillo stocked in David Jones for the first time in 15 years. "The best presentation we have ever seen." - David Jones Buyer

"Great with branding and web development. I used Kupke design to create my full brand which included initial concepts, logos, character development and personality, fliers and web development. I have had many comments on my business and how I have nailed the brand - thanks to Kupke."
- Little Rockers Radio

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The Details.

Phone: 0404 860 702

Email: mail@kupkedesign.com.au

Website: <http://kupkedesign.com.au>

TRADING HOURS

Strictly by Appointment

Monday - Friday 9:00AM to 5:00PM

Saturday 10:00AM to 1:00PM

Sunday Closed

MEETING PLACE

Porgie & Mr. Jones

291 Auburn Rd, Hawthorn VIC 3122



FOR MORE