



MEDIA KIT 2018

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the packages

1.

LOGO DESIGN

*custom logo design and
brand foundation*

2.

BRAND DEVELOPMENT

*thoughtfully crafted personalized
brand design experience*

3.

WEBSITE DESIGN

*Innovative website design
for a branded online experience*

4.

INDIVIDUAL DESIGN ITEMS

*design services offered for single items
include flyers, postcards, business cards,
product packaging, booklets, catalogues etc.*





THANK YOU

FOR YOUR INTEREST IN OUR DESIGN SERVICES

EKLEKTIK CREATIVE IS A GRAPHIC DESIGN STUDIO BASED IN SUNNY SYDNEY AUSTRALIA WITH A PASSION FOR BEAUTIFUL DESIGN.

Eklektik has been operating for over ten years and during that time has established an outstanding reputation for its unique 'artistic aesthetic' approach to design.

Many design companies create off the shelf, 'cookie cutter' designs which may be low in cost but fail to establish any sense of distinctiveness or quality. Other design studios have a "look" to their work and all their material ends up looking the same.

We are not one of these run of the mill design studios. Through our desire to always expand our design capabilities and push the boundaries of what we think is possible, our work is always unique and rarely looks the same.

The two managing partners in the business are Alex Woolcott and Yossy Obadia. Alex has an Arts Degree from Sydney University and a Diploma in Design from the University of the Arts, London. Prior to establishing Eklektik she has worked in a number of senior design roles in Australia and Canada, her most recent position being Creative Director for a major Canadian homewares company with responsibility for their showroom on 5th Ave, New York.

With close to 30 years experience in graphic design Yossy's expertise brings creative concepts through to print ready artwork to Eklektik Creative. An expert on the intricacies of packaging and branding, Yossy has produced many projects in a wide range of industries. A graduate of design from Dawson College in Montreal, Yossy worked as art director for Multimax, one of Montreal's first multimedia companies before establishing the very successful Blink Graphix design studio.

We pride ourselves on providing a personalised service and really give our all to each design job we take on. Each brand, logo, packaging design or website is special and is hand crafted with lot's of care and love from it's creators! And we have been told many times that this is evident in our work.

We have had clients actually shed a few tears when they receive their first proof and this makes what we do all worth while.





1. LOGO DESIGN

custom logo design and brand foundation

The Eklektik Logo Design Package is a personal and thoughtful logo design experience for your business. Through this package we will develop a logo that will perfectly suit your business. A fully collaborative process where we will be corresponding with you every step of the way to ensure we deliver an end result that will suit your business for years to come. All logo packages come with an .eps vector file as well as a variety of file formats that you will require to move forward with your business.

LOGO PACKAGE

Includes:

- 1. logo consultation*
- 2. client questionnaire and brief*
- 3. logo inspiration and colour board*
- 4. 3-5 main logo concepts*
- 5. client feedback session with revisions*
- 6. final logo package provided*

POPULAR ADD ONS

Any of the below can be added on to your package at a discounted 10% off their usual price

- 1. business cards*
- 2. notecards or letterhead and envelope*
- 3. sticker/stamp design*
- 4. social media profile images*
- 5. twitter and facebook cover/banner designs*
- 5. hang tag/swing tag*

ALL FINAL LOGO PACKAGES DELIVERED VIA WETRANSFER DOWNLOAD

2-3 week process

\$1,200

INVESTMENT

2.

BRAND DEVELOPMENT

thoughtfully crafted personalised brand design experience

The Eklektik Brand Development Package is a personal and thoughtful brand development experience for your business. Whether you are a new business and looking to create a presence or an established player in search of a new look, this package has what you need to stand out. Our goal is to create a final product that reflects your business while delivering an effective marketing tool for years to come. This package includes a full brand design experience along with matching print collateral and a complete social media kit with brand launch material to make a splash.

BRAND FOUNDATION

Includes:

- 1. brand consultation*
- 2. client questionnaire and brief*
- 3. brand inspiration and color board*
- 4. 3-5 main logo concepts*
- 5. client feedback with revisions*
- 6. brand build out around the main logo selection*
- 7. submark and logo variation*
- 8. font recommendations & brand color guide*

THE BRANDED GOODS

Include:

- 1. business cards*
- 2. notecards or letterhead and envelope*
- 3. sticker/stamp design*
- 4. social media profile images*
- 5. twitter and facebook cover/banner designs*
- 5. email marketing template*

PRINTING OF BRANDED GOODS NOT INCLUDED

we are happy to arrange printing and delivery of all branded goods through our print partners at an additional cost.

4-6 week process

\$4,500
INVESTMENT



3. WEBSITE DESIGN

Innovative website design for a branded online experience

The perfect brand is always pulled together with a seamlessly designed online experience. We take your new brand and carefully craft a custom website design to compliment your new look. With easy navigation and mobile viewing in mind, we deliver a website design package that will have you up and running in no time. If you just want a template to take to your own developer we can do that too. To assist in accomodating your specific needs, we offer a full site design package or the simpler home page + 1 internal page design package.

FULL SITE DESIGN

Includes:

1. *website consultation and evaluation*
2. *client website questionnaire*
3. *design of home page and 4 additional interior styled pages (eg. contact, about, portfolio, services etc.)**
4. *blog design and a full width page design*
4. *client feedback session with one revision*
5. *responsive design for mobile and tablets*
6. *development of designs using chosen CMS (we suggest Wordpress)*
7. *soft launch of site -client feedback*
8. *LIVE launch of site*
9. *2 week post launch technical support*

**Additional page designs and features can be added for an additional cost. Please contact Eklektik Creative for a custom quote.*

HOME PAGE + 1 INTERNAL PAGE

1. *website consultation and evaluation*
2. *client website questionnaire*
3. *design of home page and internal page*
4. *client feedback session with one revision*
6. *final design files delivered for your development*

starting at \$5,000

4 - 6 WEEKS

\$1,500

2 - 3 WEEKS



4. INDIVIDUAL DESIGN ITEMS

design services offered for single items include flyers, postcards, business cards, product packaging, booklets, catalogues etc.

Whilst we do offer discounts when purchasing one of our packages, we understand that sometimes the need arises for a more a la carte design progression which is why we offer one off design prices for a range of design items.

We at Eklektik can design pretty much anything you can think of so if your desired item is not on the list below email us at info@eklektikcreative.com and we will provide a custom quote for you.

<i>1. email marketing campaign template</i>	<i>from \$350</i>
<i>2. brochures (a document of 4 or more pages)</i>	<i>from \$500</i>
<i>3. flyer (classically 1 - 4 pages)</i>	<i>from \$250</i>
<i>4. social media banners</i>	<i>\$150 per banner</i>
<i>5. business cards</i>	<i>\$125</i>
<i>6. letterhead</i>	<i>\$125</i>
<i>7. catalogue</i>	<i>from \$800</i>
<i>8. packaging</i>	<i>from \$250</i>
<i>9. hang tag/swing tag</i>	<i>\$125</i>
<i>10. POS pull up banner</i>	<i>\$275</i>
<i>11. facebook ads</i>	<i>\$200 for 4 ads</i>