

# Foundry.

2024-2025  
SERVICES, PACKAGES & RATES

## WELCOME TO OUR 2024-2025 SERVICES OVERVIEW.

We're pleased to share our updated offerings for the upcoming year. At Foundry, our focus is on providing thoughtful solutions that reflect your unique vision.

This document outlines our range of services and packages, designed to support your creative journey. We invite you to explore what we have to offer and look forward to the opportunity to collaborate with you.

- The Foundry Team.

## FOUNDATIONAL PACKAGES

A foundational package is the perfect solution for small-medium sized businesses, seeking affordable and comprehensive brand identity and social media solutions. All Foundational Packages are paid upfront.

FOUNDATIONAL BRANDING PACKAGES	INTRO STARTUP BRAND PACKAGE \$1,650	ELEVATE STARTUP BRAND PACKAGE \$2,250	PRO STARTUP BRAND PACKAGE \$3,240
CUSTOM DESIGNED LOGO & BRAND SUITE:	✓	✓	✓
INITIAL LOGO CONCEPTS	2	3	3
ROUNDS OF REVISIONS	1	1	3
DESIGN & SUPPLY OF BRAND TOOLKIT <small>INCLUDES BRAND MARKS (ALL VARIATIONS, BOTH VECTOR &amp; RASTER FORMATS). AI   PNG   EPS   JPEG</small>	✓	✓	✓
DESIGN & SUPPLY OF 'MICRO' BRAND GUIDELINES DOCUMENT	×	✓	✓
ESTIMATED TURNAROUND	2 WEEKS	2 WEEKS	2 WEEKS

FOUNDATIONAL BRANDING & SOCIAL MEDIA PACKAGES	INTRO STARTUP BRAND & SOCIAL MEDIA PACKAGE \$3,980	ELEVATE STARTUP BRAND & SOCIAL MEDIA PACKAGE \$4,290	PRO STARTUP BRAND & SOCIAL MEDIA PACKAGE \$4,850
CUSTOM DESIGNED LOGO & BRAND SUITE:	✓	✓	✓
INITIAL LOGO CONCEPTS	2	3	3
ROUNDS OF REVISIONS	3	3	3
DESIGN & SUPPLY OF BRAND TOOLKIT <small>INCLUDES BRAND MARKS (ALL VARIATIONS, BOTH VECTOR &amp; RASTER FORMATS). AI   PNG   EPS   JPEG</small>	✓	✓	✓
DESIGN & SUPPLY OF 'MICRO' BRAND GUIDELINES DOCUMENT	×	✓	✓
DESIGN & SUPPLY OF SOCIAL PROFILE & COVER IMAGES <small>OPTIMISED FOR FACEBOOK, INSTAGRAM &amp; LINKEDIN</small>	×	✓	✓
DESIGN & SUPPLY OF INSTAGRAM TILE TEMPLATES <small>AI, PSD OR CANVA FORMAT</small>	3	3	6
DESIGN & SUPPLY OF INSTAGRAM STORY TEMPLATES <small>AI, PSD OR CANVA FORMAT</small>	×	×	3
DESIGN & SUPPLY OF INSTAGRAM HIGHLIGHT COVERS <small>JPEG</small>	×	3	5
ESTIMATED TURNAROUND	3 WEEKS	3 WEEKS	4 WEEKS

## HIGH LEVEL PACKAGES

Our High Level Packages offer comprehensive solutions for common services without the price tag of engaging a designer at an hourly or daily rate. Upfront payments are required for packages valued up to \$8,000. Packages valued above \$8,000 require a deposit to be paid prior to the commencement of the project.

<b>LARGE-SCALE BRANDING SCHEME</b>	<p><b>DESCRIPTION:</b> Comprehensive branding solution for larger organisations.</p> <p><b>INCLUSIONS:</b> Brand strategy and positioning Logo design and variations Comprehensive brand guidelines (typography, colour palettes, imagery, tone of voice, usage guidelines) Business Cards &amp; Stationery (1x Master Business Card Design, Corporate Letterhead and Envelope Treatment) Up to 4x rounds of revisions for logomarks and visual brand language 1x round of revisions for stationery</p> <p>ESTIMATED TURNAROUND: 8-16 weeks</p>	<b>\$9,500</b>
<b>INTEGRATED MARKETING CAMPAIGN SCHEME</b>	<p><b>DESCRIPTION:</b> Completes look and feel for integrated marketing campaigns.</p> <p><b>INCLUSIONS:</b> Campaign moodboards and conceptualisation Campaign Visual Creative / Campaign Lockup Visual assets for digital and social (3x Social Tiles, up to 6x static digital display assets or 3x 3-frame gif digital assets for in-page ads/google ads) Visual Creative / Campaign Lockup Revision Rounds: 4</p> <p>ESTIMATED TURNAROUND: 4-6 weeks</p>	<b>\$2,500</b>
<b>LARGE-SCALE OOH ADVERTISING/BILLBOARD DESIGN PACKAGE</b>	<p><b>DESCRIPTION:</b> High-impact billboard design for outdoor advertising.</p> <p><b>SINGLE DESIGN:</b> \$1,500 Includes 2x revision rounds and one primary design. Design Iterations: \$600 per additional format or rescaling for different applications.</p> <p>ESTIMATED TURNAROUND: 2-3 weeks per design</p>	<b>\$1,500</b>
<b>SOCIAL MEDIA DESIGN PACKAGE</b>	<p><b>DESCRIPTION:</b> Tailored design assets for social media platforms.</p> <p><b>INCLUSIONS:</b> Template designs for 9x 1.1 (1080x1080) posts and 5x stories Suite of 10x Instagram Story Highlight Covers Revision Rounds: 2</p> <p>ESTIMATED TURNAROUND: 2-3 weeks</p>	<b>\$3,000</b>
<b>DIGITAL DISPLAY ADS PACKAGE</b>	<p><b>DESCRIPTION:</b> Visual assets for digital advertising.</p> <p><b>INCLUSIONS:</b> up to 10x static digital display assets or 5x 3-frame gif digital assets for in-page ads/google ads 1x Animated 1:1 (1080x1080) Social Ad Format Revision Rounds: 2</p> <p>ESTIMATED TURNAROUND: 2 weeks</p>	<b>\$1,500</b>
<b>BRAND ACTIVATIONS /EVENTS PACKAGE</b>	<p><b>DESCRIPTION:</b> Creative solutions for brand activations and events.</p> <p><b>INCLUSIONS:</b> Design of Event Stand / Kiosk Design of activation props and components Marketing materials for the event Revision Rounds: 3</p> <p>ESTIMATED TURNAROUND: 4-6 weeks</p>	<b>\$3,500</b>
<b>CORPORATE MASTER DECK TEMPLATE PACKAGE</b>	<p><b>DESCRIPTION:</b> Branded Corporate Presentation Template</p> <p><b>FORMAT:</b> Microsoft Powerpoint or Google Slides 20-30 Slides 2x Rounds of Revisions</p> <p>ESTIMATED TURNAROUND: 2 weeks</p>	<b>\$2,500</b>

## SERVICE ADD ONS

Prices are not explicit and may vary depending on the nature of the revision or addition.

<b>ADDITIONAL REVISION - LOGO / BRANDING</b>	BILLING PER ADDITIONAL ROUND OF REVISIONS TO ONE LOGO / VBL	<b>\$110</b>
<b>ADDITIONAL REVISION - MICRO STYLEGUIDE</b>	BILLING PER ADDITIONAL ROUND OF REVISIONS TO MICRO STYLEGUIDE	<b>\$150</b>
<b>ADDITIONAL REVISION - SOCIAL TILE / TILE TEMPLATE</b>	BILLING PER ADDITIONAL ROUND OF REVISIONS TO (UP TO 5) STATIC SOCIAL TILES / TILE TEMPLATES	<b>\$50</b>
<b>ADDITIONAL REVISION - CAMPAIGN CREATIVE / LOCKUP</b>	BILLING PER ADDITIONAL ROUND OF REVISIONS TO ONE CAMPAIGN CREATIVE / LOCKUP	<b>\$50</b>
<b>ADDITIONAL REVISION - DIGITAL DISPLAY ADS / ASSETS (STATIC)</b>	BILLING PER ADDITIONAL ROUND OF REVISIONS TO (UP TO 5) STATIC DIGITAL ADS	<b>\$50</b>
<b>ADDITIONAL REVISION - DIGITAL DISPLAY ADS / ASSETS (GIF)</b>	BILLING PER ADDITIONAL ROUND OF REVISIONS TO (UP TO 5) DIGITAL ADS (3-FRAME GIF)	<b>\$100</b>
<b>ADDITIONAL REVISION - OOH AD / BILLBOARD (PRINT OR DIGITAL)</b>	BILLING PER ADDITIONAL ROUND OF REVISIONS TO OOH AD / BILLBOARD (PRINT OR DIGITAL)	<b>\$80</b>
<b>ADDITIONAL DESIGN - OOH AD / BILLBOARD (PRINT OR DIGITAL)</b>	BILLING PER EACH ADDITIONAL OOH AD / BILLBOARD DESIGN (DOES NOT INCLUDE ITERATIONS)	<b>\$1,500</b>
<b>ADDITIONAL ITERATION - OOH AD / BILLBOARD (PRINT OR DIGITAL)</b>	BILLING PER EACH ADDITIONAL OOH AD / BILLBOARD ITERATION (INCLUDES RE-FORMAT OR RESCALE)	<b>\$600</b>
<b>ADDITIONAL REVISION - SOCIAL ANIMATION</b>	BILLING PER ADDITIONAL 15SEC SOCIAL ANIMATION	<b>\$100</b>
<b>ADDITIONAL REVISION - ACTIVATION / EVENT LARGE ITEM / ENVIRONMENT</b>	EXPO STAND / STAGE / SHIPPING CONTAINER, ETC	<b>\$50</b>
<b>ADDITIONAL REVISION - ACTIVATION / EVENT COMPONENT</b>	BILLING PER ADDITIONAL ROUND OF REVISIONS TO ACTIVATION / EVENT COMPONENT / PROP / MERCH	<b>\$60</b>
<b>ADDITIONAL SLIDES - MASTER DECKS AND PRESENTATIONS</b>	BILLING PER ADDITIONAL SLIDE - MASTER DECKS AND PRESENTATIONS	<b>\$50</b>

## GENERAL RATES

Our fixed rates per hour, per day and per week.

<b>DESIGNER HOURLY</b>	ENGAGING A DESIGNER AT AN HOURLY RATE	<b>\$110</b>
<b>DESIGNER DAILY</b>	ENGAGING A DESIGNER AT DAILY RATE	<b>\$800</b>
<b>DESIGNER WEEKLY</b>	ENGAGING A DESIGNER AT WEEKLY RATE	<b>\$3,900</b>
<b>ANIMATOR HOURLY</b>	ENGAGING AN ANIMATOR AT AN HOURLY RATE	<b>\$130</b>
<b>ANIMATOR DAILY</b>	ENGAGING AN ANIMATOR AT DAILY RATE	<b>\$960</b>

## RETAINERS

Our retainer packages are designed for clients undertaking larger, long-term projects or ongoing support.

<b>CREATIVE SERVICES RETAINER</b>	<p>THIS RETAINER IS AVAILABLE EXCLUSIVELY TO CLIENTS UTILIZING OUR SERVICES FOR A MINIMUM OF 6 MONTHS.</p> <p>For full-time project availability, retainers are billed at a rate of \$15,000 per month.</p> <p>For part-time or non-full-time project availability, retainers are billed at a rate of \$800 per day.</p> <p>Please note, this retainer is not available for projects where the project value is below a minimum of \$10,000 per month (equivalent to 12.5 working days per month).</p> <p><b>PROJECT DETAILS:</b> Calculation of hours and timeframe: project hours and timelines will be determined based on the specific services required and the estimated number of revisions.</p> <p><b>PAYMENT TERMS:</b> payments to be made in advance, with invoices issued monthly. Timeframe agreement: the project timeframe will be established prior to commencement, with a clear target completion date.</p> <p><b>CONTRACTUAL AGREEMENT:</b> Each retainer will be governed by an individual contract.</p> <p><b>ADDITIONAL SERVICES:</b> Clients may request additional services or modifications to the project scope. Please note that such requests may incur additional fees, which could exceed the original fixed rate.</p> <p>Additional requests may be subject to availability and capacity constraints of the designer or agency and may be postponed or declined.</p>	
<b>PRE-PAID FIXED RATE MONTHLY PAYMENT</b>		
<b>15000 / MONTH (FULL TIME AVAILABILITY)</b>		
<b>MINIMUM PROJECT VALUE FOR RETAINER ELIGIBILITY: \$10,000 PER MONTH (12.5 WORKING DAYS PER MONTH)</b>		

Please note: Prices outlined are not inclusive of Third-Party charges, such as those from printers, suppliers or ad-placement. The prices above are all inclusive only of the creative services provided by Foundry.

Thank you for exploring our services.

If you have any questions or would like to discuss how we can assist you further, please don't hesitate to reach out. We're here to help and look forward to connecting with you soon.

- The Foundry Team.

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