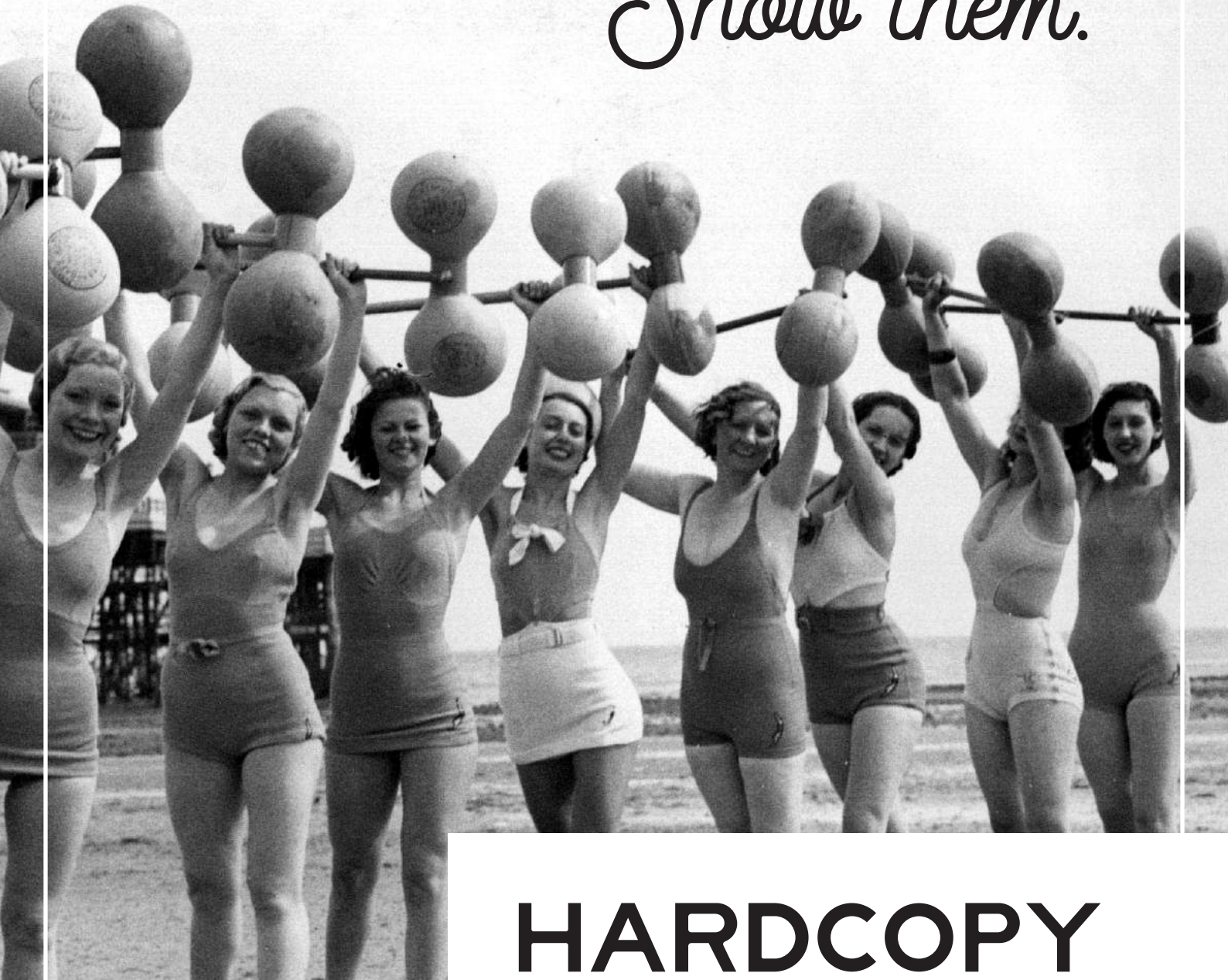


DON'T TELL THEM WHAT  
YOU CAN DO...

*Show them.*



**HARDCOPY  
CARTEL** 

DESIGN, ILLUSTRATION & STRATEGY  
[WWW.HARDCOPYCARTEL.COM.AU](http://WWW.HARDCOPYCARTEL.COM.AU)

# Getting out from the boring.

Branding doesn't need to be boring! It can be fun and exciting and breath life into what you do! We're here to make that happen for you.

We'll design the most fitting logo, find the perfect fonts, the awesome colours and bring it together with that cohesive voice that that fits you and your brand.

Once you have all that awesomeness, we'll take it across the board by bringing it into all your collateral. We'll give new life to your business cards, your email signature, your automated emails and social media.

You have something to say, and we want you to be heard.

**Let's get loud!**

# WE'RE HERE TO MAKE THE BRANDING PROCESS SMOOOTH LIKE BUTTER.

There's lots to think about when it comes to branding, so let us help you organise your thoughts. With our brand clarity sessions, we'll help you work through those thoughts and ideas, putting into one clear document that you can refer to over the next weeks, months and even years.

We want your brand to feel...

- + **Powerful enough to be heard over the noise.**
- + **Exciting and relateable to your market.**
- + **Like it's going places with confidence.**





## HI! I'M LINDSEY, THE DIRECTOR OF HARDCOPY CARTEL

I've been working in the creative industry for over 10 years. Starting in photography, studying under the Pulitzer prize winner John H White and moving into graphic design being taught by some of the best in the industry.

I love drawing, I love cats, and I love the 50's. You can find a little bit of "me" sprinkled all through out our branding and that's what we're about. I want to practice what I preach, by being real and authentic and reflecting that in our brand

So, here's a true story. 2 years ago when I started this company I was going for a "Swiss corporate" look, because that was what I thought people wanted. People felt the disconnect. Here I was, this tattooed, funky haired, dressed like a 50's house wife person whose portfolio looked "corporate." It didn't add up and it didn't feel right to me either. So, I scrapped it and made Hardcopy Cartel what you see now. The positive feedback has been unbelievable and this is what I want for you and your company. I want to give you that authentic visual voice that fits you and your company like a glove.

# Branding Bundles 2017

## **MEOW BRANDING KIT \$1100.00 (GST N/A)**

- ✓ Logo design (2 directions)
- ✓ Style guide outlining colours, fonts & consistent design elements
- ✓ Logo Submark
- ✓ Business card design with print ready files
- ✓ Email signature

## **REOW BRANDING KIT: \$1900 (GST N/A)**

- + 30 min 1:1 brand clarity session
- + Logo design (**3 directions**)
- ✓ Style guide outlining colours, fonts & consistent design elements
- ✓ Logo Submark
- ✓ Business card design with print ready files
- ✓ Email signature
- + Mailchimp Template Design with basic training PDF
- + Facebook page images with logo embedding (x2)
- + Social media templates (6)

## **RAWRRR! BRANDING KIT : \$3100 (GST N/A)**

- ✓ 30 min 1:1 brand clarity session
  - ✓ Logo design (3 directions)
  - ✓ Style guide outlining colours, fonts & consistent design elements
  - ✓ Logo Submark
  - ✓ Business card design with print ready files
  - ✓ Email signature
  - ✓ Mailchimp Template Design with basic training PDF
  - ✓ Facebook page images with logo embedding (x2)
  - + Social media templates (**12**)
  - + Customised infograph
  - + Mini ebook layout
- (Up to 12 pages, written content provided by you)

# A LA CARTE PRICING

## LOGO DESIGN ONLY: \$1000 (GST N/A)

- + Logo design (2 directions)
- + Style guide outlining colours, fonts & consistent design elements
- + Logo Submark

## ADDITIONAL COLLATERAL

- + Business Card Design \$100
- + Gift Voucher Design \$100
- + Sticker Design \$100
- + Postcard Promo Flyer (2 sided) \$250
- + Facebook Advertising Campaign Images (x6) \$200
- + Mini Ebook Layout (up to 12 pages) \$800
- + Postcard Promo Flyer (2 sided) \$250
- + Tri-fold Brochure \$400
- + Facebook Advertising Campaign Images (x6) \$200
- + 10 x Social Media Templates \$350
- + Custom Infograph \$700
- + Icon Design (6) \$200
- + Custom Illustrations/Artwork (please ask for quote)



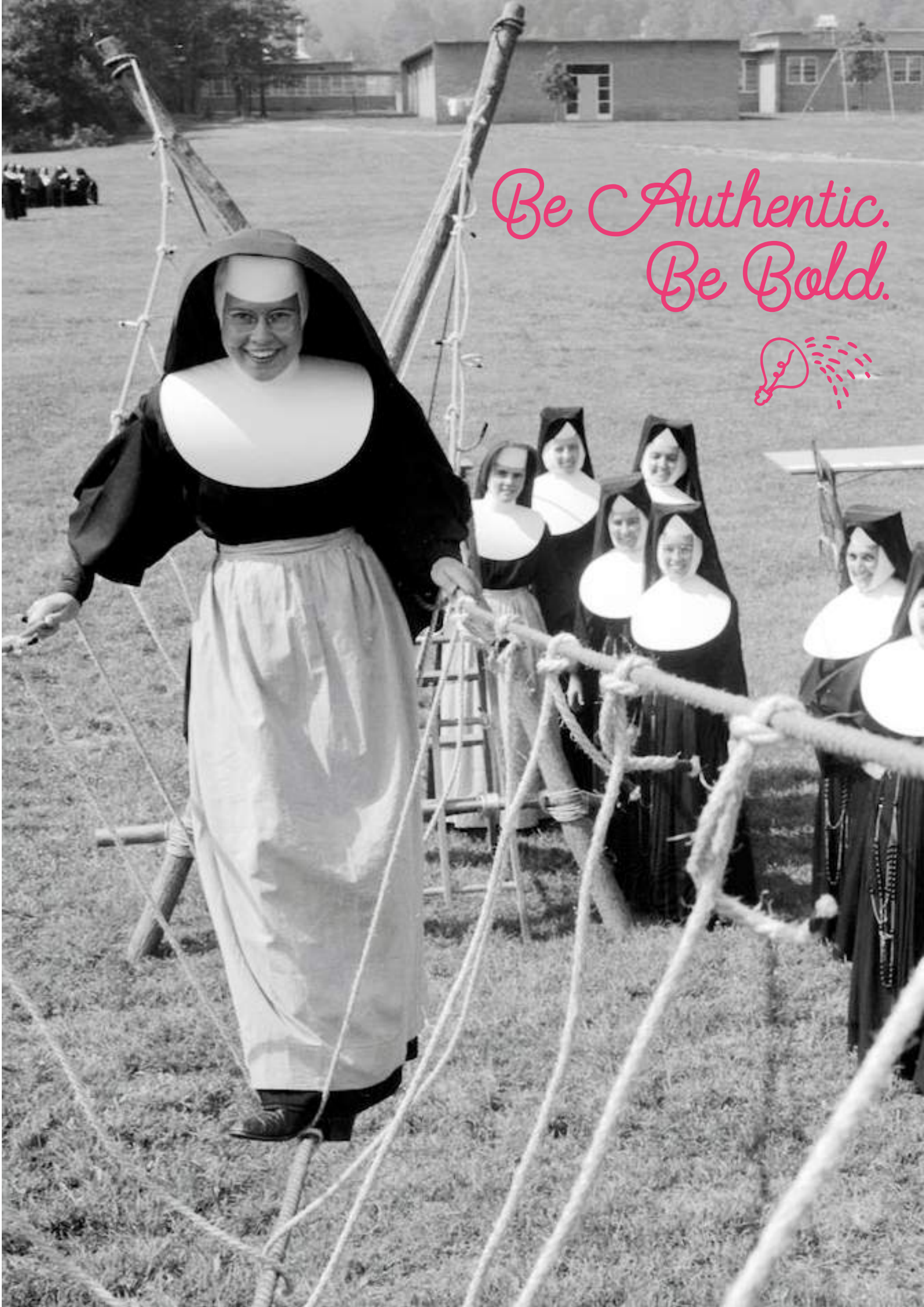
"Working with Lindsey was a pleasure - her professional approach, attention to detail, and ability to turn work around quickly meant we were able to develop an important piece of work within a really short time frame. We will definitely be coming back!"

**-Huw Puhner, Aither**

"Lindsey was an absolute joy to work with. She took the time to really listen to and understand the brief and within a week, she was able to deliver the new patient forms I desired. Thank you so much for all your help so far. I am looking forward to working with you in the future."

**-Clarence Ho, Adaptive Chiropractic**

*Be Authentic.  
Be Bold.*



# F&Q

## **WHAT IF I WANT SOMETHING YOU'RE NOT OFFERING?**

If you can dream it, we can make it happen. We've designed book covers, apps, web pages and more. We also collaborate with others, so if you already have a web designer, we're happy to work with them. What you see listed are our top products. Please contact us at: [hello@hardcopycartel.com.au](mailto:hello@hardcopycartel.com.au) for a custom quote for your unique project.

## **WHAT PAYMENT PLAN DO YOU OFFER?**

We ask for 50% before we begin your project and 50% before the final files are delivered. This can be paid via Credit Card or direct deposit. When adding items from our A La Carte options, that can be discussed at the time.

## **WHAT IS YOUR DESIGN PROCESS?**

Once we've established your needs and you've OKed the price, we will send over the design proposal, T&C's, and contract. The proposal will include an invoice for the first payment and the expected timeline. Once the deposit has been paid and the contract's been signed, we get to know each other better. Depending on your project type, we will either have a 1:1 phone call or a questionnaire will be sent to you. Once we have an excellent understanding of you and your company, we hit pen to paper, mouse to screen, and turn design ideas to reality. We send you these design concepts and give you the opportunity for feedback (typically via email). We then tweak (typically we find it takes no more than 3 tweaks). Once approved and the final invoice is paid, we send you the digital and print ready files. Then we all get bubble teas to celebrate, because you have yourself your very own branding!

## **HOW LONG WILL IT TAKE?**

This will depend on your needs. If you have a specific deadline, please let us know before hand. An example is a logo typically takes 1-2 weeks. We're happy to accelerate your design for a small fee.

## **DO YOU OUT SOURCE?**

All of our designs and process are done locally, in Melbourne, Australia.

## **OK, LET'S DO THIS! WHAT'S NEXT?**

Awesome! Time to do this thang! Email us at [hello@hardcopycartel.com.au](mailto:hello@hardcopycartel.com.au) tell us what you're after and we'll lock your branding session in.



*Let's do the  
damn thing!*

Ready to work together and get  
this ball rolling?

Excellent.

Email us at:  
[hello@hardcopycartel.com.au](mailto:hello@hardcopycartel.com.au)

