

RATE CARD

whorv



Dear Sir,

We are pleased to introduce ourselves as a creative studio specializing in websites, design and development for print and interactive campaigns

Please find below our rate card:

LOGO DESIGN (PACKAGE 1)

Rs. 50,000/-

- Logo design
- A set of 3 logo options
- Initial draft presentation format: .jpeg
- Three step process how the logo is created. (Skeleton structure / Black and white / Colour format)
- After approval, final format to be presented in: .jpeg, CDR, Ai, PDF, .eps
- Time required to do the job: 7 working days

LOGO DESIGN (PACKAGE 2)

Rs. 75,000/-

- Logo design
- A set of 5 logo options
- Initial draft presentation format: .jpeg
- Three step process how the logo is created. (Skeleton structure / Black and white / Colour format)
- After approval, final format to be presented in: .jpeg, CDR, Ai, PDF, .eps
- Time required to do the job: 10 working days

LOGO DESIGN (PACKAGE 3)

Rs. 1,00,000/-

- Logo design
- A set of 5 logo options
- Initial draft presentation format: .jpeg
- Three step process how the logo is created. (Skeleton structure / Black and white / Colour format)
- After approval, final format to be presented in: .jpeg, CDR, Ai, PDF, .eps
- Stationery design: A set of visiting cards / Letterhead / Envelope of the final logo approved. Three design layouts would be created for the same in regards to the placement.
- Time required to do the job: 15 working days

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LOGO DESIGN (PACKAGE 4)

Rs. 4,00,000/-

- Logo design
- A set of 5 logo options
- Initial draft presentation format: .jpeg
- Three step process how the logo is created. (Skeleton structure / Black and white / Colour format)
- After approval, final format to be presented in: .jpeg, CDR, Ai, PDF, .eps
- Stationery design: A set of visiting cards / Letterhead / Envelope of the final logo approved. Three design layouts would be created for the same in regards to the placement.
- A complete Brand Identity Guideline structure in PDF format would include Visiting cards / Letter head / Envelope / CD cover / Media Kit cover
- Time required to do the job: 30 working days

BELOW THE LINE (Designing)

- a) 1 Poster Rs. 35,000/-
- b) 3 Posters Rs. 90,000/-
- c) Single Page Leaflet Rs. 15,000/-
- d) Catalogue Design (4-16 pages) Rs. 40,000/-
- e) Catalogue Design (16-40 pages) Rs. 1,00,000/-
- f) Mailer Design Rs. 15,000/-
- g) Converting a design to a HTML mailer Rs. 4,000/-

ABOVE THE LINE (Designing)

- a) 1 Magazine Ad Rs. 35,000/-
- b) 3 Magazine Ad Rs. 80,000/-
- c) Adaptation to a hoarding Rs. 10,000/-

E-BOOK DESIGN (Execution)

Rs. 2,000/- per page

- Electronic book design
 - Minimum number of pages: 12
 - Cost only includes executing the layouts in an E-book format
 - Cost of designing is seperate
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ABOVE THE LINE

- a) **Website design:** Cost completely depends upon the clients brief and what he/she requires
 - b) **Packaging:** Cost completely depends upon the clients brief, number of options required with or without printing services/delivery etc...
 - c) **Events:** Cost completely depends upon the clients brief, type of an event etc..
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TERMS AND CONDITIONS

- Costs can vary according to specifications.
 - Cost of 3D /flash /printing and publishing work is not included.
 - Cost does not include Photography / images from the 3rd party stock sites.
 - New additions in design, logos or images would be separately chargeable based on quantum of work.
 - All trademarks and copyright issues would be taken care by the client and WHORV would not be responsible for the same.
 - Advance required before the job: 50%. Balance 50% once the job is completed and handed over to the client.
 - If the client does not like the work, there would be a rejection fee of 25% which WHORV will retain and return the balance 25% to the client.
 - Service tax:12.36% Extra
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To know more about us,
please log on to our website www.whorv.com

We assure you of excellent professional services