



# SERVICE GUIDE



**catapult***media*

# START UP PRICING PLANS

The total packages help you get ready for the new business launch. These options best suit the new business owners or ones who are looking for solutions to refresh your brand. From visual identity to brand strategy we surely have options for you to choose from

	BASIC	STYLISH	PREMIUM
	100/m	170/m	400/m
<b>BRANDING DESIGN</b>			
Logo Design	✓	✓	✓
Business Stationery And Marketing Materials Design	✓	✓	✓
Packaging Design			✓
<b>DIGITAL PRESENCE</b>			
Website Design + Maintenance	✓	✓	✓
Website Banner Updates		✓	✓
Website Updates (Products + Designs)			✓
Business Email	✓	✓	✓
Google Business Listing	✓	✓	✓
<b>SOCIAL MEDIA</b>			
Social Media Contents		✓	✓
Sponsored Ads Design			✓
<b>PHOTOGRAPHY</b>			
One Hour Photoshoot			✓
10 Edited Photos			✓

## 10%

### discount every year\*

T&Cs applied

\* For more information on excluded items, please visit page 6



## BRANDING DESIGN

Logo Design

Business Stationery And  
Marketing Materials Design

## DIGITAL PRESENCE

Website Design + Maintenance

Business Email

Google Business Listing Setup

# BASIC PLAN SCOPE OF WORK

### LOGO DESIGN

20 Minutes consultation.  
3 Concepts for revisions.  
3 Rounds of revisions.  
Style guide (PDF)

### BUSINESS STATIONERY

#### + MARKETING MATERIALS

Business cards design  
Signage design  
Flyer + brochure + poster design

### WEBSITE DESIGN + MAINTENANCE

4 Page website design + Hosting  
Customised copy to fit business' brand  
Security monitoring  
Plugin update monitoring  
Design update according to campaign

MINIMUM TERM: 12 MONTHS

BRANDING DESIGN
Logo Design
Business Stationery And Marketing Materials Design
DIGITAL PRESENCE
Website Design + Maintenance
Website Banner Updates
Business Email
Google Business Listing
SOCIAL MEDIA
Social Media Contents

# STYLISH PLAN

## SCOPE OF WORK

### LOGO DESIGN

- 20 Minutes design consultation
- 3 Concepts for revisions
- 3 Rounds of revisions
- Style guide file
- File formats for multiple platforms

### BUSINESS STATIONERY + MARKETING MATERIALS

- Business cards design
- Signage design
- Flyer + brochure + poster design

### WEBSITE DESIGN

- + MAINTENANCE
- 4 Page website design + Hosting
- Customised copy for tone of voice
- Security monitoring
- Update monitoring
- Promotion ready design update (Sliders, graphics...)

### SOCIAL MEDIA

- Instagram & Facebook
- 2 Posts per week
- 10 Stories per week

MINIMUM TERM: 6 MONTHS

**BRANDING DESIGN**

Logo Design

Business Stationery And  
Marketing Materials Design

Packaging Design

**DIGITAL PRESENCE**

Website Design + Maintenance

Website Banner Updates

Website Updates  
(Products + Designs)

Business Email

Google Business Listing

**SOCIAL MEDIA**

Social Media Contents

Sponsored Ads Design

**PHOTOGRAPHY**

Two Hour Photoshoot

15 Edited Photos

# PREMIUM PLAN

## SCOPE OF WORK

**LOGO DESIGN**

20 Minutes design consultation.

4 Concepts for revisions.

3 Rounds of revisions.

Style guide document

1 Week turnover

**BUSINESS STATIONERY  
+ MARKETING MATERIALS**

Business cards design

Signage design

Flyer + brochure + poster design

Packaging designs + updates

**WEBSITE**

Hosting + domain names

Unlimited page site

Customised Copy for SEO

Security monitoring

Plugin update monitoring

Design update according to campaign

**SOCIAL MEDIA**

Work on Instagram & Facebook

3 Posts per week

15 Stories per week

**PHOTOGRAPHY**

See ADD-ONS for more details

7 DAYS COOLING-OFF

MINIMUM TERM: 3 MONTHS

# ADD-ONS

## PHOTOGRAPHY PACKAGE

Two-hour photo shoot session per month to capture the venue, products, and relevant information to be used for social media.

15 Hi-res and professionally edited photos to be used across platforms and the website

Photos are used across marketing channels

Included when you sign up for Premium Startup Plan, or Stylish or Premium Social plan

## VIDEOGRAPHY FOR SOCIAL CONTENTS

Monthly consultation to discuss campaign goals and plan prior to filming.

A two hour filming session per month for relevant contents.

Hi-res footage and professionally 4 edited videos to be used across marketing channels.

Included when you sign up for Premium Social Media plan

INTERESTED in the package but not sure about the plans?

**250/session**

Same outcomes | no commitment

**550/session**

Same outcomes | no commitment

# THINGS YOU NEED TO KNOW

## Design Services

**Licensing** It is the responsibility of the client to obtain all necessary rights and licences required to reproduce logos or artwork not created by Catapult Media.

**Proofing** When proofing artwork electronically colours seen on screen should not be considered a 100% accurate representation of the final printed product. Catapult Media does not offer colour matching service, unless client provides physical colour.

**Artwork Variations** Your signed acceptance of the quotation is based on the understanding that variations to the finalised artwork proof will incur additional costs. These costs will be based upon the quantity and complexity of the changes.

**Copyright** © Any proof provided to a client remains the property of Catapult Media. Digital or physical reproduction of said artwork without written permission (for purposes other than proofing) is not permitted and is an infringement of copyright law. All original artwork, designs and layouts are owned by Catapult Media.

## Excluded Items

*The prices shown in the plans is exclusive of the incurred expenses below:*

Printing and distribution

Signage fabrication and setup

Social Media Ads budget

Google Ads budget

Royalty free stock images from sourced that are not subscribed by Catapult Media

Merchant fee

## Payment Terms

Payment is required to be made prior to the start of any plan. The thereafter payment is automatically debited from your nominated bank account monthly unless otherwise instructed.

## 10% Discount

This special is our appreciation to you and your business because you have been with us for more than one year. A 10% discount will be automatically applied to your account every 12-month cycle.

Maximum 5 years.



# THINGS YOU NEED TO KNOW about cancellation

If you sign up for Catapult Media plan and find it's not a perfect fit, please send us the cancellation request by email to [hello@catapultmediadesign.com.au](mailto:hello@catapultmediadesign.com.au) from the registered email address. In order to process such request sent by email, we may ask you to provide the following information: a brief comment explaining why you would like to cancel your subscription, email address, and other identity verification and/or authentication information.

**1. Cancellation request.** You may cancel your subscription at any time. Cancellation will take effect at the end of the prepaid period or, for unpaid trial or free subscriptions, within seven days of receipt of your request, in each case provided that the request was made in accordance with these cancellation instructions. We will confirm the cancellation of your subscription within three business days after receipt of your cancellation request.

**2. Refund request.** At Catapult Media, we offer a 7-day cooling-off period for Premium Startup Plan, Growth - Fast Track Plan, and the Premium Social Plan. If you cancel your subscription under this Policy within seven calendar days of the commencement of the projects, we will, upon your written request, refund your prepaid fees within 30 calendar days. The refund will be processed through the same method as the original payment. Any bank fees and charges shall be borne solely by you. We reserve the right to reject your refund request if your request is for some other reason, as could be described in Catapult Media Terms of Service.

**3. Canceling in the Minimum Term.** You can cancel for your convenience if you pay the Cancellation Fee. Please note, once canceled, your ownership of the digital assets that require ongoing registration and maintenance, such as website, hosting, domain name, database, and landing pages, will be forfeited

**4. Canceling after the Minimum Term.** No further payment is required. Please kindly refer to our cancellation request (1) for more details.

However, once canceled, you no longer receive any support from us. Depending on your plan, some services will be canceled, including website hosting, domain name, and landing pages.

Should you wish to make any changes or retain part of the service, a new quotation will be provided in accordance with your specific request





# THINGS YOU NEED TO KNOW

# Terms & Conditions

Catapult Media is pleased to set out their Terms and Conditions, which will apply to the work we do for you. These Terms and Conditions and the Quotation/ Proposal supplied to you form the contract between us for the provision of Catapult Media's services.

## 1. Catapult Media's Role

1.1. The Services: Catapult Media will provide the services described in the Quote/Production Estimate as presented. As an assignment develops, it may be that the scope of the required work changes. Where this is the case, Catapult Media will seek to discuss it with you at the earliest opportunity to agree upon any variations to the scope of the Services and the Quote/Production Estimate, which may be necessary.

Authors Corrections. Unless specified in the Quotation/Proposal and monthly plans, we include three rounds of changes on all items following the presentation of an initial concept. According to Catapult Media's standard hourly rate card, Revisions briefed thereafter will be charged.

1.2. Information: To maximise Catapult Media's effectiveness, we must work with you as a team. Often Catapult Media's work will be dependent on you (or your other advisers) providing information promptly. Catapult Media will assume all information you provide is complete and accurate unless you tell us otherwise to avoid unnecessary verification.

1.3. Incidentals: Couriers or printed proofs from external printers, if required, to be charged to the Client.

1.4. Termination: Should you wish to terminate the contract after the commencement of work, you will be invoiced for work already completed. If you are on a subscription-based plan, please refer to the product disclosure for more termination details in minimum terms.

1.5. Force Majeure: Catapult Media shall not be liable for any delay or failure to perform their obligations where such delay or failure to perform arises from circumstances outside Catapult Media's reasonable control.

## 2. Payment Terms

2.1. Payment Terms: Invoices shall be settled by bank transfer into Catapult Media's nominated bank account within 14 days of the date on the invoice unless agreed otherwise. Catapult Media Creative retains ownership of all work until full payment has been made.

2.2. Other Specialist Services: Catapult Media's estimate is exclusive of third-party costs such as sound recording, video production, mobile apps unless otherwise included in the Quotation/ Proposal. Unless you instruct us otherwise, Catapult Media may seek such specialist services in areas outside our expertise. The costs of such services will be passed on to and will be quoted accordingly.

## 3. Scoping

3.1. In most cases, Catapult Media will provide a scoping document that details the functionality in the work we do for our clients; this includes but is not limited to a website, application or marketing campaign. Where the Client signs and approves this scoping document, any changes beyond the scope will be handled as a new update and priced accordingly.



# THINGS YOU NEED TO KNOW

# Terms & Conditions

## 4. Content

4.1. Content and Images: It is your responsibility to provide us with the required information about your business and marketing objectives. Catapult Media takes no responsibility for errors in content supplied by you. Any changes thus incurred may be chargeable at standard rates. Unless specified otherwise, it is your responsibility to provide all necessary text and graphic materials that make up the content of the work. All content must be supplied in a suitable digital format unless agreed otherwise. Images should be supplied as jpeg, gif, tif, png or psd format. Text should be supplied as a Microsoft Word or Google Docs document. Failure to deliver material in an easily accessible format may incur additional costs for retyping text.

4.2. Information for charts, graphs, and infographics to be supplied in an editable file format, including Excel, Numbers, or Google Sheets. Retype large amounts of content may incur additional costs.

4.3. Client supplied images should always be high-res images at 300DPI for print purposes. Lower resolution images are acceptable if they are solely for use on the web. Catapult Media will assume that all images supplied to us are owned by the Client or purchased from stock libraries and licensed to the Client for use. We cannot use images taken from Google.

4.4. If you are using images of children you have taken, we will assume that you have been given permission to use these images.

4.5. You grant Catapult Media permission to utilise logos and any other company identity for the purposes of creating the project. You agree to indemnify Catapult Media from any and all claims arising from your negligence or inability to obtain proper copyright permissions for all content supplied.

## 5. Confidentiality

5.1. Confidentiality: Save as required by law, Catapult Media will keep your documents and affairs confidential at all times unless you permit disclosure or the relevant circumstances are already in the public domain. Catapult Media may, however, disclose your documents and affairs to:

- (i) such of your other service providers as you inform Catapult Media are involved in any assignment on which Catapult Media is instructed;
- (ii) Catapult Media's affiliates or related parties; and
- (iii) any other service provider to whom Catapult Media may properly delegate aspects of any assignment to provide a full range of services to you.

## 6. Intellectual Property

6.1. Freedom to use Ideas and IP: Catapult Media may develop or use for other clients any ideas, concepts, source code, information or know-how reflected in any



# THINGS YOU NEED TO KNOW

# Terms & Conditions

of the materials provided to you (in whatever form) or otherwise developed during the course of providing services to you.

**6.2. Ownership of Materials and Intellectual Property:** All products, creative works, plans for designs, unique campaign ideas, slogans, copy themes, preliminary sketches, layouts, copy, artwork, production services, public and other marketing material (whether on paper, computer disk, by email or in some other digital format) accepted by Catapult Media, shall, upon you paying Catapult Media in full for the relevant materials, be your property, except to the extent that any intellectual property rights therein have been reserved by Catapult Media or third parties engaged or employed by Catapult Media.

**6.3. Portfolio Rights.** Catapult Media retains the right to showcase your project on our website and design portfolio for the sole purpose of promoting our work.

**6.4. Working Files and Copyright.** Catapult Media owns

the legal copyright of our working files. Working files are our intellectual property, and this can be and is not limited to design concepts, design elements, infographics, fonts and imagery. Working files are not released as part of our projects. If you wish to be supplied with working files, this needs to be requested, and we will provide a quote for this release.

## **7. Indemnity**

**7.1.** All services may be used for lawful purposes only. You agree to indemnify and hold Catapult Media harmless from any claims resulting from your use of our service that damages you or any other party.

## **8. Liability:**

**8.1.** Our total liability to you in contract or tort arising in connection with this contract shall not exceed the total price paid by you. We shall have no liability for loss of profits, business, revenue, goodwill, anticipated savings, or any other indirect or consequential loss.

## **9. Variation**

**9.1. Variation:** These Terms and Conditions ( and/or the contents of any agreement to which they relate) may be varied or superseded at any time by agreement in writing between us. Any variation shall not affect any rights or obligations of either of us that may already have accrued unless otherwise explicitly agreed..





# catapult*media*

catapultmediadesign.com.au

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