

CreativeCats  
catalogue **2007**



## CREATIVE CATS' CAPABILITIES



### VISUAL IDENTITY & STATIONERY

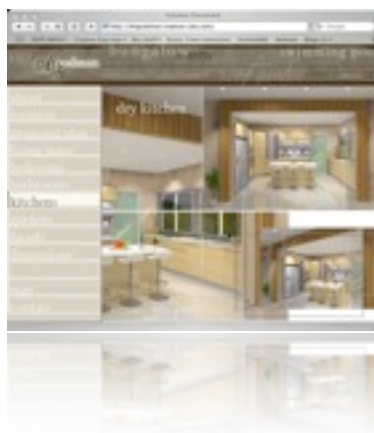
We design Visual Identities (logos) for new businesses, along with the necessary business stationery such as business cards, letterheads, fax cover letters, etc. We also design other business operation collateral such as menus, posters, signages and more.

### MARKETING MATERIAL

Marketing and promotion materials such as event invites, promotional flyers, loyalty cards, gift cards, postcards, information booklets, and more. We offer print and design packages for most items.

### CORPORATE COLLATERAL

Should you or your business wish to have that extra edge to impress when pitching or presenting to clients or management, we can put together an impeccably presented business proposal, portfolio, or presentation to help the visual presentation of your work truly reflect the capabilities of your company!



### ADVERTISING DESIGN

Should you require artwork for an advertisement, we digitally enhance your images and deliver designs in high-res and prepress ready. We also provide assistance in developing the copy for the content of the ad.

### WEBSITE DESIGN & DEVELOPMENT

Be it a brand new site, a website 'makeover', content update, or just maintenance, we are equipped to meet your needs. If you are setting up a website from scratch and find the task daunting, we can take care of all your setting up needs -- hosting, domain registration, email accounts, the lot.

### E-COMMERCE ONLINE STORES

If you'd like to expand your business online, or just like to start selling your own creations, we can design a brand image and incorporate it into the e-store that we set up for you. Once it's done, we'll teach you how to work the system and you'll be all set to start receiving orders and processing transactions online!



## CREATIVE CATS UNDERSTANDS

At Creative Cats, we understand that new small businesses with big ambitions may find it a struggle to kick things off. That is why we are willing to negotiate terms and provide competitive rates!

We understand that sole proprietors have a limited marketing and communications budget. This is why after setting up your e-store or website, we give you the option to opt for admin support or to manage it on your own.

Should you wish to self-manage your site, we will provide you with the needed knowledge & initial support for you to run and maintain your own e-commerce store

We understand that sometimes situations may come up where projects are a matter of urgency. Therefore we also provide express services where needed and go out of our way to help you meet that important deadline!



<b>GRAPHIC DESIGN (PRINT &amp; DESIGN PACKAGES AVAILABLE)</b>			
<b>VISUAL IDENTITY &amp; BUSINESS STATIONERY</b>	<b>NEW*</b>	<b>RPT*</b>	
Visual ID (logo development), inclusive of 1 business card design	550	550	
Business Card Design (Print package available)	180	150	
Business Letterhead (for print or as microsoft template)	80	80	
Location Maps (business card size)	165	165	
Restaurant Menus	P.O.A	P.O.A	
<b>MARKETING MATERIAL</b>			
Invitation Card (4 panels, folded; flat dimensions within A4)	280	250	
Postcard (double sided; A6)	250	200	
Flyer/Brochure (flat dimension A4)	330	300	
Direct Mail Letter (layout)	85	80	
Loyalty Card Design (credit card size; double sided)	185	160	
<b>CORPORATE COLLATERAL</b>			
Business Proposal (Cover + 2 A4 pages)	150	120	
Business Presentation (Powerpoint, PDF, or Flash; 25 slides)	275	250	
Corporate Print Portfolio (10 pages A3)	275	250	
Corporate Print Portfolio (20 pages A3)	450	420	
Corporate Online Portfolio Add-on (10 pages/20 pages)	200/ 330	200/ 330	
Business Profile Sheet	120	100	
<b>REVISION OF ARTWORK (RATE PER HALF HOUR)</b>	<b>30</b>	<b>30</b>	

\*NEW indicates rates for 1<sup>st</sup> time customers; RPT indicates rates for returning customers. Prices are listed in Australian Dollars (AUD\$).

## CREATIVE CATS VERTICALLY INTEGRATES

Creative Cats does the hard work and simplifies things for you.

We provide you with choices and suggestions that best suit your project needs and agrees with your budget too.

Because we care about quality, we liaison with a professional Australian printing company that offers efficient services and great quality at competitive prices.

This way, we integrate the process from development to production so that all you'll be required to do is sign for your printed output when the package is sent via courier to your choice of location.

Alternatively, if you have an existing printer that you normally work with, we'll be more than happy to compare print prices to ensure that you get the better option. Whichever option you decide on, we will work with the printer of your choice.



WEB DESIGN			
WEBSITE DESIGN & DEVELOPMENT	NEW*	RPT*	
Website Design/Overhaul (5 Menu items/pages)	550	500	
Website Update (\$ per hr, billed in 1/2 hr blocks)	60	60	
Info Page (Single Webpage for information provision purpose)	120	100	
Email Newsletter (standard page length; approx A4)	115	100	
WEB HOSTING			
Web Hosting Packages	P.O.A	P.O.A	
Domain Registration (.com, .net, .org, .biz, .info, etc) \$ per year	20	20	
AU Domain Registration (.com.au) \$ per 2 years	60	60	
Web Domain Setup	P.O.A	P.O.A	
Email Account Setup	P.O.A	P.O.A	
Web Administration	P.O.A	P.O.A	

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