



# Order Form **BRAND** FIRM IDENTITY

A well-designed logo that reflects your firm's identity will make your firm stand out from the crowd.

### Step 1

Choose your brand option and your payment plan

Identity	Lite	Plus	Pro	Amount
Logo	<input type="checkbox"/> \$295.00	<input type="checkbox"/> \$495.00	<input type="checkbox"/> \$795.00	\$ _____
Business card	<input type="checkbox"/> \$195.00	<input type="checkbox"/> \$295.00	<input type="checkbox"/> \$595.00	\$ _____
Stationery	<input type="checkbox"/> \$195.00	<input type="checkbox"/> \$295.00	<input type="checkbox"/> \$595.00	\$ _____
Identity kit/style guide	<input type="checkbox"/> \$595.00	<input type="checkbox"/> \$895.00	<input type="checkbox"/> \$1595.00	\$ _____

Promote	Lite	Plus	Pro	Amount
Pamphlet	<input type="checkbox"/> \$395.00	<input type="checkbox"/> \$595.00	<input type="checkbox"/> \$795.00	\$ _____
Postcard/direct mail	<input type="checkbox"/> \$195.00	<input type="checkbox"/> \$295.00	<input type="checkbox"/> \$595.00	\$ _____
Brochure	<input type="checkbox"/> \$495.00	<input type="checkbox"/> \$795.00	<input type="checkbox"/> \$1195.00	\$ _____

Social Banners	Lite	Plus	Pro	Amount
Facebook Banners	<input type="checkbox"/> \$295.00	<input type="checkbox"/> \$395.00	<input type="checkbox"/> \$595.00	\$ _____
Twitter Banners	<input type="checkbox"/> \$295.00	<input type="checkbox"/> \$395.00	<input type="checkbox"/> \$595.00	\$ _____
LinkedIn Banners	<input type="checkbox"/> \$295.00	<input type="checkbox"/> \$395.00	<input type="checkbox"/> \$595.00	\$ _____
Google+ Banners	<input type="checkbox"/> \$295.00	<input type="checkbox"/> \$395.00	<input type="checkbox"/> \$595.00	\$ _____

Total (plus GST) \$ \_\_\_\_\_

Please call us if you wish to order more than one item above

Please charge my credit card below the amount of \$ \_\_\_\_\_ (plus GST)

(Direct deposit is available for annual subscriptions only. **Please call 1300 853 171** to arrange payment)

Please charge my credit card below the amount of \$ \_\_\_\_\_ (plus GST)

Firm name \_\_\_\_\_

Credit card number

Contact name \_\_\_\_\_

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Postal Address \_\_\_\_\_

Expiry date 

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State \_\_\_\_\_ Postcode \_\_\_\_\_

Card type Visa / Mastercard / Amex (Please circle)

Tel ( ) \_\_\_\_\_

Cardholder's name \_\_\_\_\_

Mobile \_\_\_\_\_

Cardholder's signature \_\_\_\_\_

Email \_\_\_\_\_

Date \_\_\_\_\_

### Step 3

Send us your order

FAX: 1300 853 181

EMAIL: [myorder@practiceadvantage.com.au](mailto:myorder@practiceadvantage.com.au)



**TERMS:** You may cancel at any time. Refunds are not available for subscriptions paid in advance. Please refer to the support centre on our website. Ongoing pricing is maintained provided subscription is continued without interruption. Subscriptions under a monthly payment plan are automatically renewed unless cancelled.

By completing this orderform you agree to be bound by our terms and conditions. For full terms and conditions please visit our website - [www.practiceadvantage.com.au](http://www.practiceadvantage.com.au)

June 2017



# Product Information **BRAND** FIRM IDENTITY

The table below contains the information that you need to know about each of our product ranges and the services we offer for each plan. If you require a specific service that is not listed below please contact us.

Logo	Lite	Plus	Pro
Level of complexity	Simple	Moderate	High
Word mark (e.g. Duck Soup Designs)	✓	✓	✓
Letter mark (e.g. DSD)	✓	✓	✓
Combination icon and word mark		✓	✓
Combination icon and letter mark		✓	✓
Custom font			✓
Output types	Jpeg, Png and Pdf	Jpeg, Png, Pdf and Tiff	Jpeg, Png, Pdf, Tiff and Eps
Design credits	Up to 30	Up to 30	Up to 30
Price (excludes GST)	\$295.00	\$495.00	\$795.00

Business Card	Lite	Plus	Pro
Level of complexity	Simple	Moderate	High
Single sided	✓	✓	✓
Double sided		✓	✓
Number of people requiring a business card	Up to 2	Up to 5	Up to 10
Design credits	Up to 10	Up to 10	Up to 10
Price (excludes GST)	\$195.00	\$295.00	\$595.00

Stationery	Lite	Plus	Pro
Level of complexity	Simple	Moderate	High
Letterhead	✓	✓	✓
Compliments slip	✓	✓	✓
Inclusion of association logos	✓	✓	✓
Design credits	Up to 20	Up to 20	Up to 20
Price (excludes GST)	\$195.00	\$295.00	\$595.00

Identity Kit/Style guide	Lite	Plus	Pro
Level of complexity	Simple	Moderate	High
Word mark (e.g. Duck Soup Designs)	✓	✓	✓
Letter mark (e.g. DSD)	✓	✓	✓
Combination icon and word mark		✓	✓
Combination icon and letter mark		✓	✓
Icon design			✓
Logo variations (monotone, reverse .etc)	✓	✓	✓
Swatch library and colour values	✓	✓	✓
Typography guidelines		✓	✓
Design credits	Up to 30	Up to 30	Up to 30
Price (excludes GST)	\$595.00	\$895.00	\$1595.00

Pamphlet	Lite	Plus	Pro
Level of complexity	Simple	Moderate	High
Word count (copy provided by client)	500 words	500 words	500 words
Images	Up to 2	Up to 3	Up to 5
Typographic with basic design elements	✓		
Standard vector illustrations and icons		✓	
Custom vector illustrations and icons			✓
Size (A4)	Bi-fold or tri-fold	Bi-fold or tri-fold	Bi-fold or tri-fold
Double sided	✓	✓	✓
Design credits	Up to 10	Up to 10	Up to 10
Price (excludes GST)	\$395.00	\$595.00	\$795.00



# Product Information **BRAND** FIRM IDENTITY

Postcard/direct mail	Lite	Plus	Pro
Level of complexity	Simple	Moderate	High
Single/double sided	Single sided	Double sided	Double sided
Word count (copy provided by client)	100 words	100 words	100 words
Images	Up to 2	Up to 3	Up to 5
Typographic with basic design elements	✓		
Standard vector illustrations and icons		✓	
Custom vector illustrations and icons			✓
Size (up to DL)	✓	✓	✓
Design credits	Up to 10	Up to 10	Up to 10
<b>Price (excludes GST)</b>	<b>\$195.00</b>	<b>\$295.00</b>	<b>\$595.00</b>

Brochure	Lite	Plus	Pro
Level of complexity	Simple	Moderate	High
Word count (copy provided by client)	1000 words	1000 words	1000 words
Images	Up to 4	Up to 6	Up to 10
Typographic with basic design elements	✓		
Standard vector illustrations and icons		✓	
Custom vector illustrations and icons			✓
Size (folded A3 page = A4 size)	4 A4 pages	4 A4 pages	4 A4 pages
Double sided	✓	✓	✓
Design credits	Up to 10	Up to 10	Up to 10
<b>Price (excludes GST)</b>	<b>\$495.00</b>	<b>\$795.00</b>	<b>\$1195.00</b>

Please purchase the copywriting add-on if you would like us to write the content for the above products.

Other design services <small>Please contact us for specific details on pricing for these items</small>		
Order forms	Signage	Flyers
Digital banners	Documents (booklets/reports)	Posters

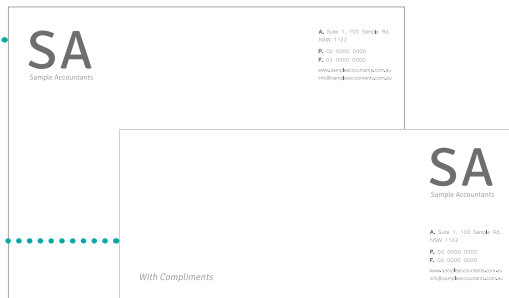
Social Banners	Lite	Plus	Pro
Level of complexity	Simple	Moderate	High
Concept design	✓	✓	✓
Profile picture	✓	✓	✓
Simple image	✓		
Composite image		✓	
Custom vector image			✓
Phone/fax numbers displayed	✓	✓	✓
Email and website displayed	✓	✓	✓
Firm tagline	✓	✓	✓
List of services/company blurb			✓
Design credits	Up to 10 credits	Up to 10 credits	Up to 10 credits
<b>Price (excludes GST)</b>	<b>\$295.00</b>	<b>\$395.00</b>	<b>\$595.00</b>

Design complexity	<p><b>Simple:</b> Straight forward design, predominantly typographic with basic design elements</p> <p><b>Moderate:</b> Incorporation of sophisticated design elements and typography</p> <p><b>High:</b> Designs with highly complex elements and typography customised to suit your brand</p>
Design credit	<p>A design credit is a unit of monitoring the number of designs prepared for the client.</p> <p><b>1 Design credit</b> = 1 design presented to the client and <b>1 design credit</b> = 1 revision</p>

# DESIGN BUNDLE FEATURES

## LOGO

Word mark or letter mark logo  
 JPEG, PNG and PDF logo output.  
 Stacked, Long and favicon logo variations.

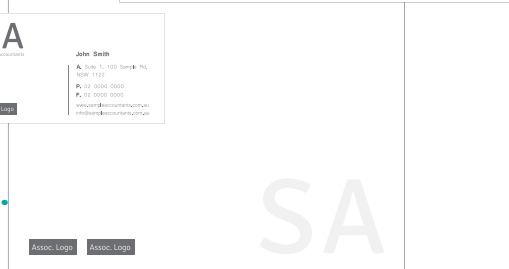


## COMPLIMENTS SLIP

## BUSINESS CARD

Single sided for up to 2 people

## LETTERHEAD

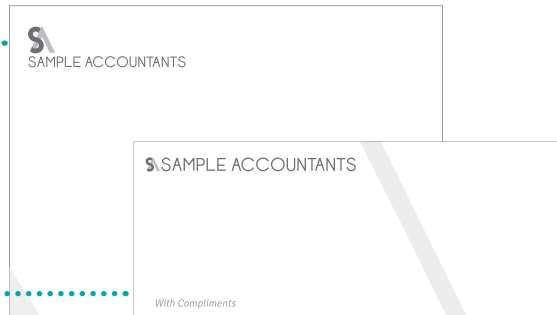


## LITE

Simple design  
 Stacked, Long and favicon  
 logo variations.  
 General contact information  
 Association logos  
 Optional logo watermark

## LOGO

Combination of an icon and word mark/  
 letter mark logo with standard typography.  
 JPEG, PNG, PDF and TIFF logo output.  
 Stacked, Long and favicon logo variations.

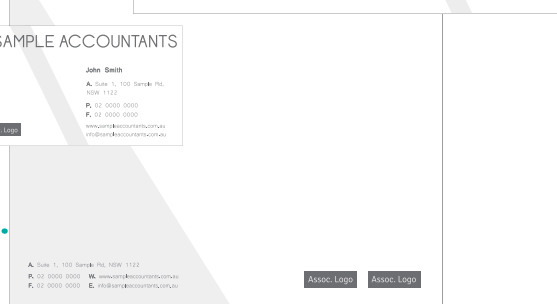


## COMPLIMENTS SLIP

## BUSINESS CARD

Single sided for up to 5 people

## LETTERHEAD

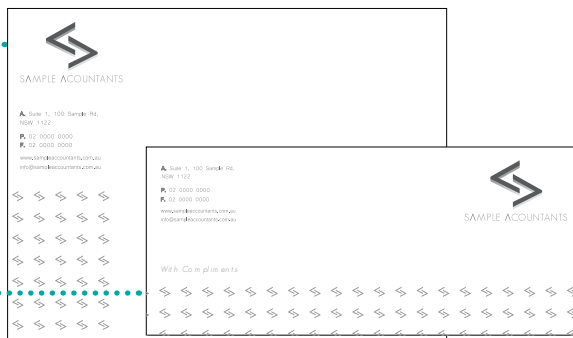


## PLUS

Moderate design  
 General contact information  
 Association logos  
 Optional logo watermark  
 Standard typography and  
 graphics to complement  
 firm brand.

## LOGO

Combination of an icon and word mark/  
 letter mark logo with standard typography.  
 JPEG, PNG, PDF, TIFF and EPS logo output.  
 Stacked, Long and favicon logo variations.

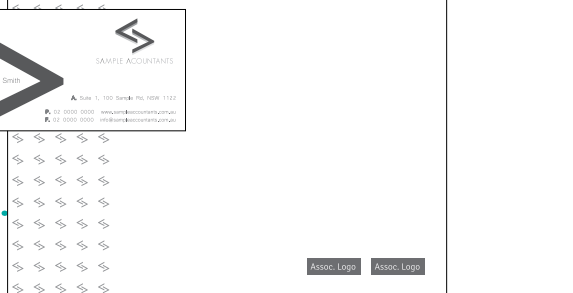


## COMPLIMENTS SLIP

## BUSINESS CARD

Single sided for up to 10 people

## LETTERHEAD



## PRO

Complex design  
 General contact information  
 List of services  
 Association logos  
 Optional logo watermark  
 Custom typography and  
 tailored graphics to  
 complement firm brand.

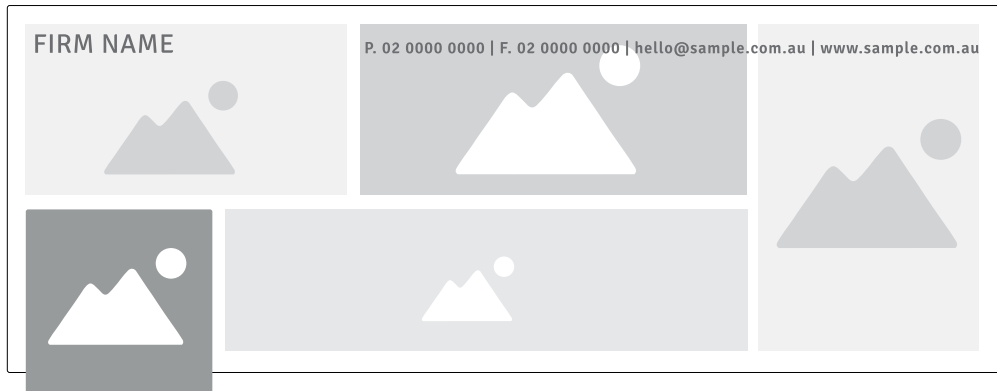
# SOCIAL BANNERS FEATURES

Each package comes with 10 design credits. Design credits represent the number of designs AND revisions a client is allowed in a social banner package. Platform design credits are suggestions only and do not have to be used. For instance, if you simply want a Facebook banner, you could receive 2 designs (2DC) x 4 revisions (8DC) for a total of 10 DC. Or receive a Facebook banner with 2 designs and 2 revisions (4DC) and a Twitter banner with 2 designs and 3 revisions (6DC) to use up your total of 10 design credits.



## LITE

- Simple design complexity
- Profile picture
- Simple image
- Phone/fax numbers, email and website displayed
- Firm tagline



## PLUS

- Moderate design complexity
- Profile picture
- Composite image
- Phone/fax numbers, email and website displayed
- Firm tagline (optional)
- Firm name displayed on banner (optional)



## PRO

- High design complexity
- Profile picture
- Custom vector image
- Phone/fax numbers displayed
- Email and website displayed
- Firm tagline (optional)
- Firm name displayed on banner (optional)
- List of services or company blurb