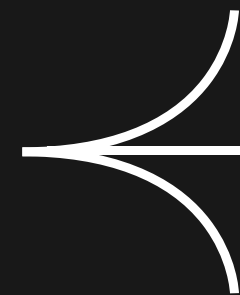


Foundry.
2025

CREATIVE → SERVICES OVERVIEW

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2025

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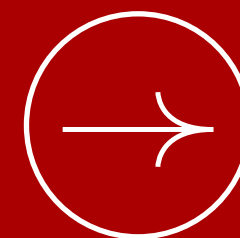
WELCOME TO OUR SERVICES OVERVIEW

We're excited to present our updated services for 2025. At Foundry, we believe in creating thoughtful, tailored solutions that truly reflect your unique vision. Transparency is at the core of how we work, so you'll always know exactly what to expect throughout the process.

This document highlights our range of services and packages, designed to support your creative journey. We invite you to explore what we have to offer and look forward to collaborating with you soon.

- The Foundry Team

LET'S DIVE ON IN



HOW WE WORK



QUALITY FROM GO TO WHOA

When you choose to work with us, you're investing in a seamless, collaborative design experience.

Our packages are crafted to offer not only high-quality, custom design solutions but also dedicated support throughout every stage of the process.

We focus on bringing your vision to life with tailored, strategic creativity, clear communication, and a strong commitment to meeting your goals.

From initial concepts to the final deliverables, we ensure you receive professional design services and ongoing collaboration, all backed by years of expertise and attention to detail.

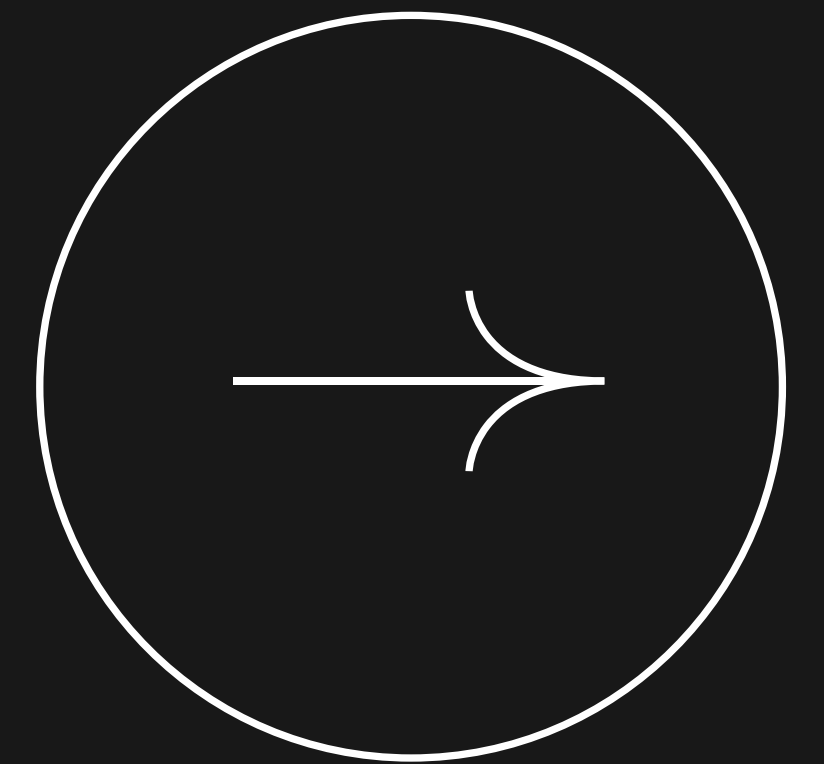
LIMITATIONS

Please note that our design packages focus on creative services only.

Third-party costs, such as printing, photography, licensing for typography, billboard production, or ad placement fees, are not included and will need to be covered by the client if required.

Web design and development services are also outside the scope of our design packages.

Any external services or additional costs will be discussed and agreed upon separately.



STARTUP PACKAGES - BRAND

PAYMENT IN FULL IS REQUIRED PRIOR TO SERVICE

A Startup Brand Package is the perfect solution for small businesses seeking affordable branding solutions. Startup Brand Packages range from AU\$1,800 - AU\$3,800.

INCLUSIONS

INTRO STARTUP BRAND PACKAGE

ELEVATE STARTUP BRAND PACKAGE

PRO STARTUP BRAND PACKAGE

Initial Brand Concepts

Rounds of Brand Revisions

Design & supply of Brand Toolkit

Includes brand marks (all variations, both vector & raster formats).
Ai | png | eps | jpeg

Design & supply of your brand's Micro-Styleguide

Estimated Turnaround

INVESTMENT

2

1

✓

✗

2 WEEKS

\$1,800

3

2

✓

✓

2 WEEKS

\$2,500

3

3

✓

✓

2 WEEKS

\$3,800

STARTUP PACKAGES - BRAND & SOCIAL

PAYMENT IN FULL IS REQUIRED PRIOR TO SERVICE

A Startup Brand & Social Package is the perfect solution for small businesses seeking affordable branding & Social Media solutions. Startup Brand & Social Packages range from AU\$4,500 - AU\$5,000.

INCLUSIONS

Initial logo concepts

Rounds of revisions

Design & supply of brand toolkit

Includes brand marks (all variations, both vector & raster formats).
Ai | png | eps | jpeg

Design & supply of your brand's Micro-Styleguide

Design & supply of social profile & cover images
Optimised for Facebook, Instagram & LinkedIn.

Design & supply of Instagram Tile Templates

.Ai, .PSD or Canva Format

Design & supply of Instagram Story Templates

.Ai, .PSD or Canva Format

Design & supply of Instagram Highlight Covers

.JPG

Estimated Turnaround

INVESTMENT

INTRO STARTUP BRAND & SOCIAL PACKAGE

2

2

✓

✓

✓ ✓ ✗

3

✗

✗

3 WEEKS

\$4,500

ELEVATE STARTUP BRAND & SOCIAL PACKAGE

3

3

✓

✓

✓ ✓ ✓

6

✗

6

3 WEEKS

\$4,750

PRO STARTUP BRAND & SOCIAL PACKAGE

4

3

✓

✓

✓ ✓ ✓

9

3

9

4 WEEKS

\$5,000

BRAND PACKAGES (HIGH LEVEL)

HOW THEY WORK - SUMMARY OF DIFFERENCES

Our Brand Packages provide a comprehensive solution for bigger businesses and large commercial organisations seeking high-level brand identity execution backed by strategy and market positioning.

FUNDAMENTAL BRANDING SCHEME

A streamlined yet professional branding package that focuses on establishing your brand's core identity.

Ideal for businesses looking to establish a professional, cohesive brand, this package includes a focused strategy, logo design with variations, and essential social media assets and stationery.

It's perfect for businesses looking for a cohesive brand identity without an extensive investment.

Turnaround: 6-10 weeks

\$12,000

BROAD-SCALE BRANDING SCHEME

A comprehensive branding package designed for businesses ready to make a lasting impact.

This package combines strategy, creativity, and consistency across every aspect of the brand. It includes an in-depth brand strategy, full logo and visual identity system, extended brand guidelines, social media assets, and stationery design.

This is ideal for businesses looking to elevate their brand with a unified, high-quality visual language and strategy.

Turnaround: 8-12 weeks.

\$14,000

COMPREHENSIVE BRANDING SCHEME

An all-inclusive, premium branding package for large businesses that want an advanced, dynamic, and highly refined brand identity.

This package offers a full-service brand audit, in-depth strategy, expanded logo system, extensive brand guidelines, and advanced social media assets.

It also includes optional add-ons for packaging or digital assets, making it ideal for businesses seeking a sophisticated, future-ready brand.

Turnaround: 10-14 weeks.

\$18,000

FUNDAMENTAL BRANDING SCHEME

50% DEPOSIT REQUIRED PRIOR TO SERVICE

INVESTMENT: \$12,000

OVERVIEW

Our **Fundamental Branding Scheme** is designed for businesses looking to establish a professional, cohesive identity without the extensive investment of a broad-scale branding scheme.

This package focuses on the essentials: defining your brand's core elements, creating a strong visual identity, and providing you with the tools you need to maintain consistency across your channels.

Ideal for medium-large businesses, or rebrands seeking clarity and professionalism in their branding.

This package also includes a Discovery Video Call via Google Meet at the start of the project, video call check ins at project milestones (if required) and support and guidance throughout.

INCLUSIONS

Brand Strategy & Positioning:

A focused strategy session to define your brand's core values, target market, and positioning in the industry. This includes a roadmap for how your brand will communicate its message effectively to your audience.

Logo Design & Variations:

Custom logo design, including a primary logo and one additional variation for versatility.
2 Initial Logo Concepts with application ideation.
Up to 2 rounds of revisions for the logo mark.

Brand Toolkit:

Delivery of primary logo and variation in vector (AI, EPS) and raster (PNG, JPEG) formats for flexibility in usage.

Brand Guidelines Document (6-8 pages):

A concise guide covering the essentials of your visual brand, including color palette, typography, logo usage, and simple tone of voice guidelines.

Social Media Assets:

Custom design of social profile images and cover images optimised for Facebook and Instagram.
4 Instagram tile templates and 4 Instagram story templates.

Business Cards & Stationery:

Master business card design and corporate letterhead design, with up to 1 round of minor revisions.

Discovery Call and Check Ins:

Discovery Video Call via Google Meet at the start of the project, video call check ins at project milestones (if required) and support and guidance throughout.

TURNAROUND: 6-10 WEEKS

BROAD-SCALE BRANDING SCHEME

50% DEPOSIT REQUIRED PRIOR TO SERVICE

INVESTMENT: \$14,000

OVERVIEW

Our **Broad-Scale Branding Scheme** is designed for businesses ready to make a lasting impact.

With a focus on clarity, creativity, and consistency, this comprehensive service ensures that every aspect of your brand is carefully crafted to resonate with your target audience.

From a strategic brand positioning to a bespoke logo and cohesive visual identity, we provide you with the tools and assets needed to stand out in a crowded marketplace.

INCLUSIONS

Brand Strategy & Positioning:

Comprehensive strategy development to define your brand's core values, market position, and unique identity.

Logo Design & Variations:

Custom logo design, including primary logo, secondary mark, sub-marks, and more.

4 Initial Logo Concepts with application ideation.
Up to 4 rounds of revisions for the logo mark and visual brand language.

Brand Toolkit:

Delivery of all brand marks (primary and secondary) in both vector (AI, EPS) and raster (PNG, JPEG).

Brand Guidelines Document (10-12 pages):

A comprehensive guide covering typography, color palettes, image treatment, tone of voice, and usage guidelines.

Social Media Assets:

Custom design and delivery of company social profile images and cover images, optimised for Facebook, Instagram, and LinkedIn.

6 Instagram tile templates, 6 Instagram story templates, and custom Instagram highlight covers.

Business Cards & Stationery:

Master business card design, appointment card design, and corporate letterhead & envelope design/treatment. Includes up to 2 rounds of minor revisions for stationery items.

Discovery Call and Check Ins:

Discovery Video Call via Google Meet at the start of the project, up to 4 one-hour video call check ins at project milestones (if required) and support and guidance throughout.

TURNAROUND: 8-12 WEEKS

COMPREHENSIVE BRANDING SCHEME

50% DEPOSIT REQUIRED PRIOR TO SERVICE

INVESTMENT: \$18,000

OVERVIEW

Our **Comprehensive Branding Scheme** offers an all-inclusive approach for businesses aiming for a highly refined, dynamic brand identity.

This package provides an extensive range of creative services, ensuring that every element of your brand's presence is meticulously designed and positioned to stand out.

Perfect for large businesses that want a strategic, forward-thinking brand image, along with advanced support for consistent application across all channels.

INCLUSIONS

Brand Strategy & Positioning:

A full-service brand audit and strategy development process, including a deep dive into your brand's mission, vision, values, and long-term objectives. We'll also outline your unique market position, target audience, and competitive landscape.

Logo Design & Variations:

Custom logo design, including primary logo, secondary logo, sub-marks, and more, for a complete brand expression.

4 Initial Logo Concepts with application ideation. Up to 4 rounds of revisions for the logo mark, plus further refinement for visual brand language.

Brand Toolkit:

Delivery of all brand marks in multiple formats (vector & raster), plus any additional brand assets (icons, graphic elements, textures, etc.) for flexibility and consistency across platforms.

Brand Guidelines Document (15-20 pages):

A detailed and comprehensive guide that includes typography, color palettes, imagery guidelines, tone of voice, brand story, and full usage instructions for both digital and print media.

Social Media Assets:

Custom-designed profile and cover images optimised for Facebook, Instagram, LinkedIn, and Twitter. 8 Instagram tile templates, 8 Instagram story templates,

and custom Instagram highlight covers. Custom social media iconography and branding for consistent visual presence.

Business Cards & Stationery:

Master business card design, appointment card design, corporate letterhead & envelope design, with up to 2 rounds of revisions.

Discovery Call and Check Ins:

Discovery Video Call via Google Meet at the start of the project, up to 4 one-hour video call check ins at project milestones (if required) and support and guidance throughout.

TURNAROUND: 10-14 WEEKS

MARKETING & AD PACKAGES

PAYMENT IN FULL IS REQUIRED PRIOR TO SERVICE

Customised marketing and advertising packages designed to elevate your brand. From impactful billboards to engaging digital ads and full campaign concepts, we create the visuals that drive results.

LARGE-SCALE OOH DESIGN SCHEME

High-Impact Billboard Design / Outdoor Advertising

Single Design: \$1,500

Package Includes:

1 primary design and 3 rounds of revisions for maximum impact and visibility.

Additional iterations incur a \$600 charge per extra format or rescaling for different applications (e.g. resizing for various formats or display assets).

Turnaround Time

2-3 weeks for the initial design, with revisions completed promptly.

\$1,500

DIGITAL DISPLAY ADS DESIGN SCHEME

Visual Assets for Digital Advertising

Package Includes:

Up to 10 static digital display assets or 5 three-frame GIF ads for in-page or Google ads. Plus, 1 animated 1:1 (1080x1080) social ad format.

Revision Rounds

2 rounds of revisions to refine your assets.

Turnaround Time

2 weeks for the complete set of assets.

\$2,000

INTEGRATED CAMPAIGN DESIGN SCHEME

Integrated Marketing Campaign Look & Feel

Package Includes:

Campaign moodboards, conceptualisation, visual creative, and lockup. Includes 3 social media tiles, up to 6 static digital display assets, or 3 three-frame GIF ads for in-page/Google ads.

Revision Rounds

4 rounds of revisions for the creative and assets.

Turnaround Time

4-6 weeks for full campaign development.

\$3,500

SOCIAL MEDIA PACKAGES

PAYMENT IN FULL IS REQUIRED PRIOR TO SERVICE

Elevate your brand with custom social media design packages tailored to boost engagement and visually captivate your audience. From eye-catching graphics to cohesive branding, we've got you.

STARTER SOCIAL PACKAGE

A more streamlined option for brands looking to establish their social media presence with a set of high-quality, engaging assets.

Includes:

6x custom template designs for 1:1 (1080x1080) Instagram posts
3x custom Instagram Story designs
5x Instagram Story Highlight covers
Revision Rounds:
1 round of revisions.

Estimated Turnaround:
1-2 weeks for the full set of assets.

\$1,500

PROFESSIONAL SOCIAL PACKAGE

Tailored design assets for social media platforms, crafted to elevate your brand's presence and engage your audience.

Includes:

9x custom template designs for 1:1 (1080x1080) Instagram posts
5x custom Instagram Story designs
A suite of 10x Instagram Story Highlight covers
Revision Rounds:
2 rounds of revisions to refine designs as needed.

Estimated Turnaround:
2-3 weeks for the full set of assets.

\$3,000

PREMIUM SOCIAL PACKAGE

A premium social media package designed for brands looking for a comprehensive suite of social assets.

Includes:

15x custom template designs for 1:1 (1080x1080) Instagram posts
10x custom Instagram Story designs
A suite of 15x Instagram Story Highlight covers
2x animated Instagram Story designs (10 sec ea)
Revision Rounds:
3 rounds of revisions to fine-tune designs to your liking.

Estimated Turnaround:
4-6 weeks for the full set of assets.

\$5,000

EVENT & EXPO PACKAGES

HOW THEY WORK - SUMMARY OF DIFFERENCES

Our event and expo design packages are crafted to help you stand out at your next trade show or event. These include all the creative services you need — from custom stand designs to signage, collateral, and animations. Please note, these packages cover design, animation, and creative services only. Third-party printing, installation, and site-measuring are not included but can be arranged separately.

ESSENTIALS EVENT PACKAGE

The Essentials Package is a cost-effective solution that offers clients the basics they need to make an impact at smaller events or trade shows. This package includes one design concept, key event signage, and a basic booth layout. It's ideal for companies with tighter budgets who require professional yet straightforward design elements. The Essentials Package provides a solid visual presence, but it lacks the in-depth customisation and advanced design features of the higher-tier packages. If you need simple, effective event design without extensive options or additional visual assets, this is the right choice.

Turnaround: 2-4 weeks

\$3,500

PROFESSIONAL EVENT PACKAGE

The Professional Package offers a more advanced design solution with multiple event concept options and more detailed 3D booth designs. This package is aimed at clients who want to elevate their event presence with refined design elements, enhanced animation, and a clearer visualisation of their space. With up to 3 design concepts and custom 3D renderings for your stand or kiosk, this package allows for more creative flexibility and a more polished final result. It's perfect for medium-sized events and clients looking for greater customisation without going all-in on the premium features of the top-tier package.

Turnaround: 4-6 weeks.

\$6,500

PREMIUM EVENT PACKAGE

The Premium Package is a high-end, fully customisable solution for large-scale or high-profile events. Offering multiple design concepts, sophisticated 3D booth designs, and custom animations, this package is tailored for clients who require a visually stunning and immersive event presence. With more creative options, and interactive elements, the Premium Package ensures a standout experience that will make a lasting impact. It's perfect for large expos, international events, or trade shows where you need to create a unique and powerful brand presence that engages attendees at every touchpoint.

Turnaround: 6-10 weeks.

\$12,500

ESSENTIALS EVENT PACKAGE

PAYMENT IN FULL IS REQUIRED PRIOR TO SERVICE

INVESTMENT: \$3,500

OVERVIEW

This package is ideal for smaller events or clients seeking essential design services without the need for extensive customisation.

Perfect for companies attending expos or trade shows with smaller budgets or those requiring a basic event presence, it provides streamlined, professional design elements that effectively communicate your brand.

You'll receive key assets such as signage and basic booth designs, allowing you to showcase your business with minimal investment while maintaining a high standard of presentation.

INCLUSIONS

Event Concept Design (1 concept): Development of a single event theme, including mood boards, colour palettes, and design elements that align with your brand.

Signage Design: Creation of up to 4 signage pieces, such as posters, banners, or directional signs, to ensure your event branding is cohesive and easily recognisable.

Basic Event Booth Design (2D Layout): A professional 2D layout for your booth, designed to showcase your branding and key visual elements.

Animated Screen Graphic: A basic animated graphic or simple motion graphic to be used on screens or projectors, designed to draw attention and highlight your event messaging.

Consultation: Up to 2 hours of remote consultation via phone, email, or video calls, allowing for feedback and revisions to ensure alignment with your event goals.

KEY NOTES

No on-site consultation or extensive revisions beyond initial concepts.

All designs will be delivered in high-res digital formats.

TURNAROUND: 2-4 WEEKS

PROFESSIONAL EVENT PACKAGE

PAYMENT IN FULL IS REQUIRED PRIOR TO SERVICE

INVESTMENT: \$6,500

OVERVIEW

The Professional Package is tailored for clients who want to elevate their event presence with more refined design elements and increased creative direction.

This package includes multiple design concepts, as well as 3D renderings for expo stands and kiosks, providing a clearer vision of your event presence.

You'll also receive enhanced animated content and more tailored design work, resulting in a sophisticated and branded experience that stands out at any event.

INCLUSIONS

Event Concept Design (2-3 concepts): Development of 2-3 design directions, offering multiple options for your event presence. This includes mood boards and visual references to guide your brand integration.

Signage Design: Creation of up to 6 signage pieces, including posters, banners, digital displays, and other branded materials to ensure a strong visual presence throughout the event.

Expo Stand / Kiosk Design (2D & 3D): A detailed 3D rendering of your booth or kiosk, including a basic layout and key elements like furniture, branding placement, and attendee flow.

Animated Screen Graphics: Up to 2 custom animated graphics designed for use on screens, video walls, or projectors to engage visitors and amplify your messaging.

Consultation: Up to 4 hours of remote consultation, providing feedback and design revisions to ensure your event visuals align with your objectives and branding.

KEY NOTES

No on-site consultation or extensive revisions beyond initial concepts.

All designs will be delivered in high-res digital formats.

TURNAROUND: 4-6 WEEKS

PREMIUM EVENT PACKAGE

50% DEPOSIT REQUIRED PRIOR TO SERVICE

INVESTMENT: \$12,500

OVERVIEW

The Premium Package offers the most comprehensive and customisable design solution, ideal for large-scale events or high-profile expos where the focus is on creating a visually impactful and immersive experience.

This package provides full creative direction, including multiple design concepts, high-quality 3D booth renderings, sophisticated animations, and custom digital assets.

It's perfect for clients who want to make a significant statement and ensure every detail of their event is tailored to their brand.

INCLUSIONS

Event Concept Design (3-5 concepts): Development of 3-5 fully realised design directions, including detailed mood boards, visual references, and brand integration.

This ensures you have a variety of concepts to choose from, enabling a highly customised event presence.

Signage Design: Creation of up to 12 signage pieces, including large-format banners, posters, wayfinding signs, and digital displays, ensuring maximum visibility and consistency across all event touchpoints.

Expo Stand / Kiosk Design (2D & 3D): Custom 3D renderings of your event booth or kiosk, featuring detailed layouts and visualisations of the space, including furniture, materials, lighting, and branding placement. This will help bring your event vision to life and ensure everything is in place for an impactful event.

Animated Screen Graphics: Up to 4 custom animated graphics for use on large screens, video walls, or projectors, designed to engage attendees and highlight key event messaging.

Interactive Content (Optional): Design of interactive content such as custom animations for your booth or event space to engage visitors in a dynamic way.

Consultation: Up to 6 hours of remote consultation, offering in-depth feedback, strategic input, and design revisions to ensure your event is aligned with your objectives and brand messaging.

KEY NOTES

All designs will be delivered in high-res digital formats.

TURNAROUND: 8-12 WEEKS

PRESENTATION PACKAGES

PAYMENT IN FULL IS REQUIRED PRIOR TO SERVICE

Designed to suit a range of needs and budgets, our custom presentation packages help you showcase your brand with impact. Whether you're looking for a simple template or a fully bespoke corporate deck, we've got you covered.

BASIC PITCH DECK TEMPLATE

For startups needing a simple, professional template.

Inclusions:

Custom PowerPoint/Google Slides template
Up to 10 slides (e.g. intro, vision, key offerings)
Brand colours, fonts, and basic graphics
Editable icons and images
1 revision round

Estimated Turnaround:
1 week

\$1,500

STANDARD CORPORATE DECK

For businesses seeking a branded, mid-level presentation.

Inclusions:

Custom PowerPoint/Google Slides template
Up to 20 slides (e.g. company overview, services, case studies)
Custom graphics, icons, and charts
Basic animations and transitions
1 revision round

Estimated Turnaround:
2 weeks

\$2,500

PREMIUM CORPORATE DECK

For high-end, fully customised presentations.

Inclusions:

Fully custom PowerPoint/Google Slides template
Up to 30 slides (e.g. company, services, financials, testimonials)
Advanced graphics, charts, and illustrations
Advanced animations and interactivity
2 revision rounds
Consultation call

Estimated Turnaround:
3 weeks

\$4,000

WEB DESIGN & DEVELOPMENT

PAYMENT SCHEDULE ADVISED IN PROPOSAL

We provide expert web design and development services tailored to meet the unique needs of each client. We work closely with you to understand your business objectives, ensuring that your website not only reflects your brand identity but also offers a seamless user experience.

From responsive design to intuitive navigation, we focus on creating websites that are both visually appealing and functional. We believe in the power of a strong digital presence and work diligently to ensure your website stands out in today's competitive online environment.

Our approach to web design and development is comprehensive and collaborative. We begin by conducting an in-depth consultation to gather all necessary information about your business, target audience, and specific website goals. Whether you require a simple, informative site or a more complex e-commerce platform, we offer scalable solutions that grow with your business.

Our development process is meticulously planned and executed, allowing for a smooth launch with minimal disruption. We also offer ongoing support, ensuring that your website continues to operate optimally after launch, providing you with the peace of mind that your online presence is always up-to-date.

The cost and scope of each development project are determined on a case-by-case basis, as every website is unique.

We take into account the specific requirements of your project and the desired outcomes, providing you with a detailed proposal that reflects both your needs and budget. Our goal is to deliver exceptional value, and we ensure that every website we create is a long-term asset for your business.

SERVICE ADD-ONS

TAILOR YOUR PROJECT WITH ADDITIONAL REVISIONS AND DESIGN ITERATIONS TO PERFECT EVERY DETAIL.

Enhance and refine your design projects with our flexible add-on services. These additional revisions and design iterations ensure your project is polished and meets all of your needs, from digital assets to large-scale print designs.

SERVICE	DESCRIPTION	PRICE
Additional Revision - Logo/Branding	Per additional round of revisions to one logo/VBL	\$120
Additional Revision - Micro Styleguide	Per additional round of revisions to micro styleguide	\$150
Additional Revision - Campaign Creative/Lockup	Per additional round of revisions to one campaign creative/lockup	\$120
Additional Revision - Digital Display Ads/Assets (GIF)	Per additional round of revisions to up to 5 digital ads (3-frame GIF)	\$120
Additional Design - OOH Ad/Billboard (Print or Digital)	Per each additional OOH ad/billboard design (does not include iterations)	\$1,500
Additional Revision - Social Tile/Tile Template	Per additional round of revisions to up to 5 static social tiles/tile templates	\$120
Additional Revision - Digital Display Ads/Assets (Static)	Per additional round of revisions to up to 5 static digital ads	\$120
Additional Revision - OOH Ad/Billboard (Print or Digital)	Per additional round of revisions to OOH ad/billboard (print or digital)	\$120
Additional Revision - Social Animation	Per additional 10-sec social animation	\$150
Additional Iteration - OOH Ad/Billboard (Print or Digital)	Per each additional OOH ad/billboard iteration (includes re-format or rescale)	\$600
Additional Revision - Activation/Event Component	Per additional round of revisions to activation/event component/prop/merch	\$120
Additional Revision - Activation/Event Large Item/Environment	Per additional round of revisions to expo stand/stage/shipping container, etc.	\$120
Additional Slides - Master Decks and Presentations	Per additional slide in master decks and presentations	\$60

STANDARD RATES & RETAINERS

TRANSPARENT PRICING FOR FLEXIBLE CREATIVE SERVICES

Browse our pricing options for both one-off projects and ongoing support, ensuring high-quality creative work tailored to your business needs.

AGENCY STANDARD RATES

CREATIVE SERVICES RETAINER: \$18,000 PER MONTH

SERVICE	DESCRIPTION	PRICE
Designer (Hourly)	Engaging a designer at an hourly rate	\$150
Designer (Daily)	Engaging a designer at a daily rate	\$1,000
Designer (Weekly)	Engaging a designer at a weekly rate	\$5,500
Animator (Hourly)	Engaging an animator at an hourly rate	\$180
Animator (Daily)	Engaging an animator at a daily rate	\$1,300
Copywriter	Copywriting services are billed on a per-project basis	

For full-time project availability: \$18,000 per month.
 For part-time availability (no more than 10 working days per month): \$10,000 per month.
 Commitment: Available exclusively to clients with a 6-month minimum commitment
 Payment Terms: Pre-paid, monthly invoices.

Project Details:
 Hours and timelines will be determined based on the services and revisions required, with a target completion date set before the project begins.

Contract & Additional Services:
 Each retainer is governed by an individual contract.
 Additional services or scope changes may incur extra fees, subject to availability.

Ideal For:
 Clients with larger, long-term projects or ongoing support, ensuring consistent availability and priority access to creative services.

INTELLECTUAL PROPERTY (IP)

SECURE FULL OWNERSHIP OF YOUR BRAND

As the creators of your designs, we automatically retain copyright and intellectual property (IP) under Australian law until ownership is transferred or purchased. This page outlines the option for securing full control over your designs and ensuring your brand's future is protected.

At Foundry, we understand that intellectual property (IP) rights are a crucial consideration when developing a brand or logo. The cost of transferring ownership of creative assets, such as logos, branding, and other design elements, varies depending on several factors, including the scope of the project, the intended usage, and the size of the client. For larger companies or global brands, the fee to purchase full ownership of creative work is typically higher, reflecting the broader scope and exclusive use the client will have over the design.

When you opt to purchase full intellectual property rights, you gain complete control over the design and can use it freely across any medium, platform, or market. This means there are no restrictions on how you can adapt, modify, or apply the design for your business in the future. With this transfer, our agency relinquishes any future claims to the work, ensuring you have full ownership. The cost of transferring IP rights is usually calculated as a multiple of the original design fee and reflects the long-term value and potential of the creative assets.

For smaller businesses or local brands, the transfer fee is typically more affordable, but it is still tailored to meet the specific needs and usage of the project. This means that the fee can vary based on factors such as whether the design will be used regionally or across a global market, and how extensively the brand will be utilized in marketing, advertising, and other applications.

We believe in transparency, so we ensure that each intellectual property transfer agreement is customised to suit your specific business needs. As there is no fixed rate for purchasing IP rights, the fee is determined based on the scope, scale, and intended use of the design. While a smaller business may pay a lower fee, a larger company with more extensive use of the brand will incur a higher fee to reflect the full exclusivity of the work.

Foundry works closely with each client to understand their goals, the scale of their business, and how they plan to use the design in the long term. From there, we provide a tailored quote for transferring the IP rights that aligns with the value of the creative work and the level of exclusivity required. We also ensure that all terms are clearly outlined in a formal agreement, protecting both your investment and your rights to the work.

If you are interested in securing full ownership of your branding or creative assets, please don't hesitate to reach out. We'll be happy to discuss the specifics of your project and provide a personalised proposal for transferring the IP rights. With this agreement in place, you will have the confidence of knowing that your brand is fully owned and protected for the future.

Foundry.
2025

LET'S

GET TO

WORK

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