

platform
communications

Style Guide Packages

Platform Communications highly skilled team delivers compelling and original brands with professional results on time and on budget every time.

1

Top Level

FROM \$5,500
+ GST

The development of a full style guide will include details of the following:

- Display/application requirements for logo:
 - Clear space
 - Minimum size
 - Approved logo use (inc. colours)
- Brand colour value (inc. secondary palette):
 - HEX
 - RGB
 - CMYK
 - Pantone
- Fonts specifications:
 - Primary font
 - Internal font
- Branding/graphic element
 - application positioning
 - Visual style application examples:
 - 1 graph
 - 1 map
 - Photography guidelines
 - 3 application examples:
 - 1 internal
 - 2 external
 - Production specifications

2

Mid-Level

FROM \$2,500
+ GST

The development of a mid-level style guide will include details of the following:

- Display/application requirements for logo:
 - Clear space
 - Minimum size
 - Approved logo use (inc. colours)
- Brand colour values:
 - RGB
 - CMYK
 - Pantone
- Fonts specifications:
 - Primary font
 - Internal font
- 2 application examples:
 - 1 internal
 - 1 external

3

Base Level

FROM \$1,000
+ GST

The development of a basic style guide will include a one-pager with details of the following:

- Display/application requirements for logo:
 - Clear space
 - Minimum size
 - Approved logo use (inc. colours)
- Brand colour values:
 - RGB
 - CMYK
- Fonts specifications:
 - Primary font
 - Internal font

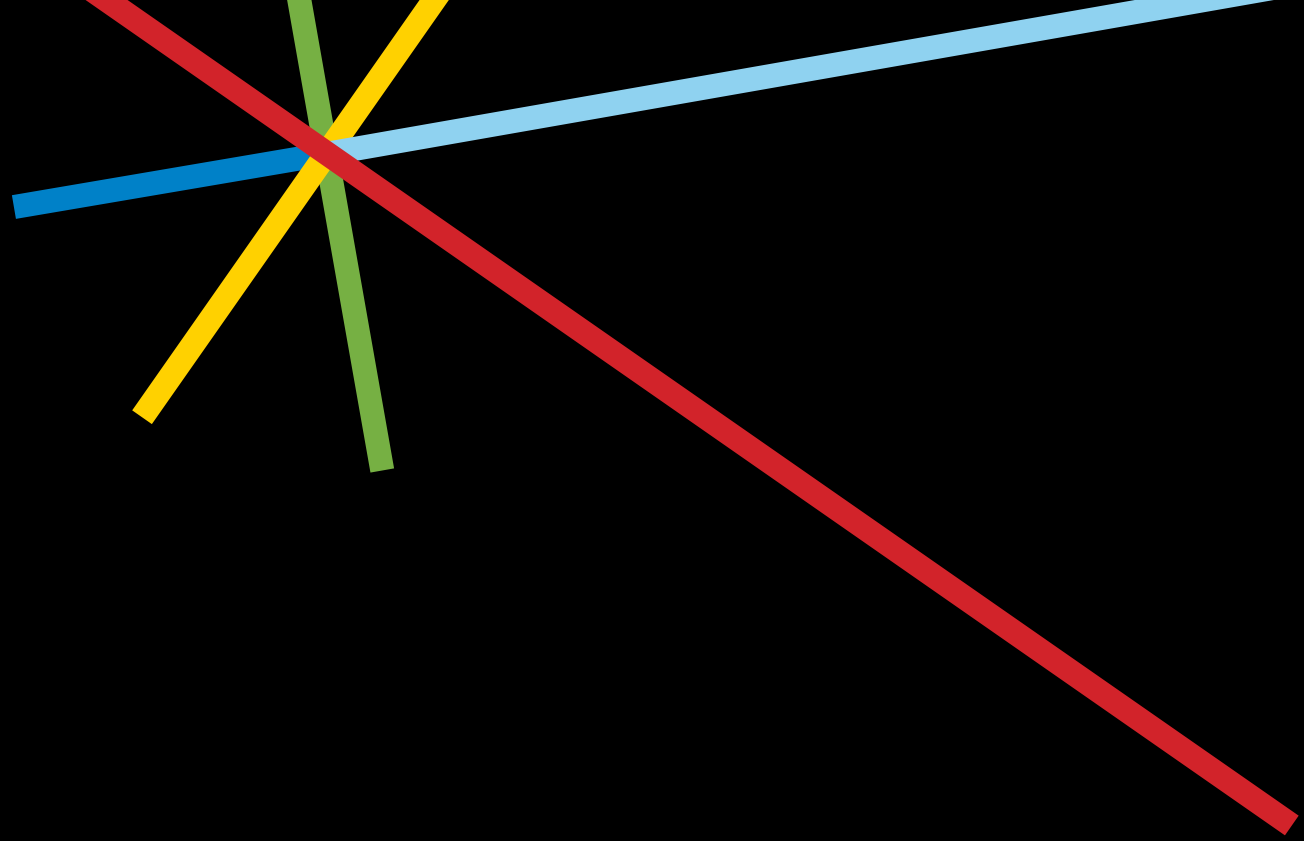
Optional extras

- Graphic element guidelines
- Sub brands guidelines
- JV brands guidelines
- Community guidelines
- Secondary colour pallets
- Applications:
 - E-newsletter template
 - Letterhead template
 - Business card design
 - PowerPoint template
 - Pull-up banner design
- Creation of original infographics,
 - maps and diagrams
- Writing photography brief
- Photography
- Copywriting
- Research
- Video production
- Social media management:
 - YouTube channel management
 - Social media feeds

Conditions

- Additional client alterations will be charged at \$165/hour
- Additional Project management will be charged at \$185/hour
- Stock images charged at \$80/image

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