



ACQUA DESIGN STUDIO / HELLO

about



HI THERE!

My name is Natasha Bevilacqua, and I'm a branding and graphic designer (and artist).

I run Acqua Design Studio, which is a strategic design and branding studio, that focuses on producing clean, clear and contemporary design work that works with your business. Whether you're a new or established business, I provide design solutions.

I commenced my career in corporate communications, marketing and public relations before transitioning into the role of Graphic Designer. I have a strong background in both marketing communications and graphic design, which ensures that not only do you have well presented branding and associated material, but that your branding successfully communicates your business to your market.

My services include:

Logos / Branding / Stationery / Print Materials / Digital Design / Websites /
Packaging Design / Print + Patterns

tash



background

AM I THE RIGHT DESIGNER FOR YOU?

Not every client and Designer will be a good fit, and that's ok! Not every business is the same. You might have a specific idea in your head, so finding a Designer that can translate what you require is very important. Check out my portfolio to see if I'm the right fit for you! If you love my work, chances are we're going to create something pretty awesome together.

ASK QUESTIONS

It's important that we have clear communication from the beginning, so it's always best to just ask questions if you're unsure of something. These might be: what types of files will I get? Will I own the copyright? What is the design process? How long will it take? Don't be afraid to ask questions - it's best to have everything upfront in the beginning.

THE DESIGN PROCESS

Each Designer has their own process when starting a new project. For me, each new job starts with a brief completed by you, the client. The brief outlines important details such as a background on the business, competitors, target audience, communication style, and design requirements. After the brief, research into your market is undertaken to ensure your branding is unique, appropriate and consistent with your target audience. Several design concepts are created, either from sketch or digital illustration, then a few of these are digitalised and presented. Three rounds of revisions take place, in which you can adjust the style, colours, fonts etc to suit your preferences. Final files are then provided.



TIME-FRAME

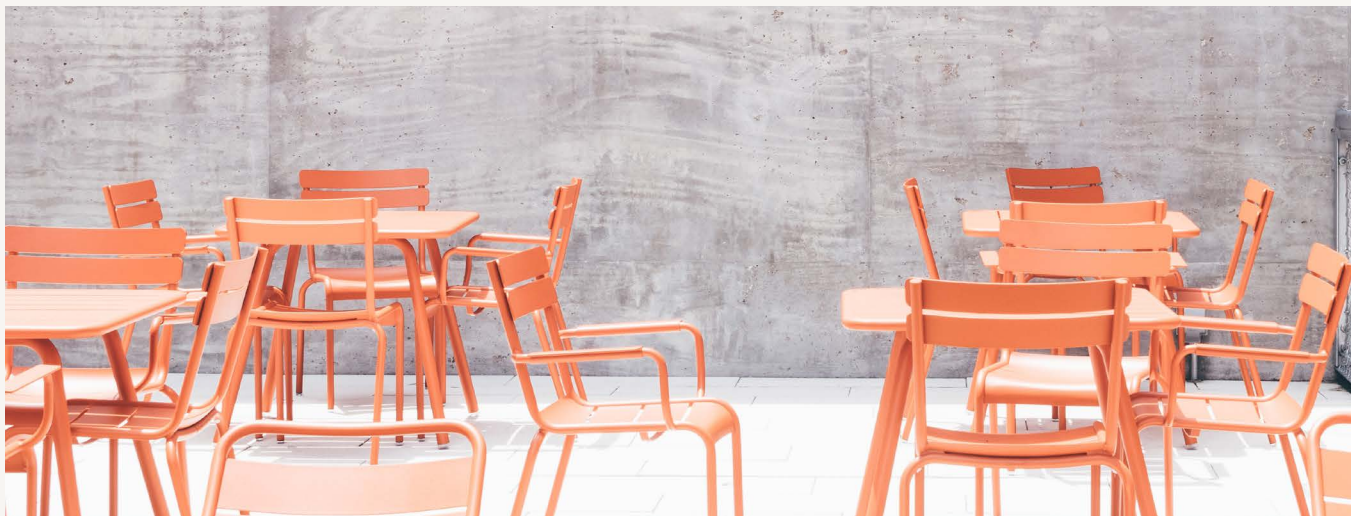
The time-frame for each job differs for each project. A logo takes around four weeks, while a business card might take two. When I schedule a job, I take into consideration how long it might take to complete, then factor in revisions, and preparing final files, whether for print or digital. I don't take on too many jobs at once, to ensure that your project job is completed on time.

Time-frames can be affected by the amount of revisions, and how long you might take to review the work. Should you take a week to approve a logo design, this gets added to the four week process. Should you take two or three weeks, this starts to affect the time schedule of other jobs, resulting in a clash of work, and potentially a delay in the project.

To ensure a design project runs smoothly, all content and images must be supplied before starting.

WORK STYLE

Before I start any project, I like to sit down to talk about you, your business, and what I can do to help. Being a freelance designer, I don't have a flash office space, so I prefer to meet in a local spot where we can have coffee, relax, and just chat. I also don't work full-time in the standard sense. My contact days are Monday to Wednesday, and I work on and off the rest of the week. If you can't get a hold of me on my phone, please email! Sometimes I'm completely absorbed by a project (maybe yours) that it becomes a distraction to answer my phone. It's nothing personal - it's a creative thing.



details



SO WHAT DO YOU GET?

Well, every job is different, but here's a breakdown of common design jobs and the files that will then be supplied to you..

LOGO

Each logo job will have a guaranteed two final designs - a main logo and a 'stamp' (as simplified version that gets used in very small places such as a social media profile picture). Then depending on your logo, you may also have a simplified version, a horizontal version, or a vertical version. Each logo is saved as an .eps, .pdf, .jpg and .png. It is also saved in two formats, CMYK (for print) and RGB (for digital). It is not unusual to end up with 20-60 different logo files. That might seem crazy to you, but your logo is one of the most important components of your business, and I believe that you need to have full access to the logo, so you have the flexibility to create any branding item your heart desires for your business.

Every logo project also comes with a brand details document. This document outlines the logo files, the colour palette with detailed colour codes, and the fonts used throughout your branding. This ensures anyone producing something with your logo or branding, has the exact colours and fonts required, so your brand is consistent.

For more info and examples on what's in a logo, have a look at my blog post on the subject! [Click here](#).


PRINT ITEMS

When a print job is quoted, the item you will receive is the final high resolution pdf or jpeg artwork, plus the print ready artwork. You won't receive the working file (the InDesign file) unless you request it, and this incurs an additional fee. Why? The working file holds fonts and images that are separate to completed artwork - it's the designers building blocks. It would be the same as going to a restaurant and ordering a beautiful dish, then asking for the recipe. Most chefs won't give that out without a price. But don't despair, if you ever need changes in the future I'm always here!

WEBSITE

With a website, once the job is completed, I hand over the login details so it's 100% yours! You can make adjustments as you need, but just like print jobs, if you ever need changes or help, I'm always here to do these for you.

If you have any questions about anything detailed here, please don't hesitate to ask! The following pages details packages that included common design requirements for those who require new branding, or re-branding. Any items not mentioned can be quoted for separately.



logos

If you're starting out, or maybe just want a really clean, minimal design, your first option is a simple logo. Many businesses only require a sole identity - a text based logo, a colour palette, and some fonts to use on print and digital design. For some, this is all you'll ever need.

A well designed text based logo can provide a strong visual identity for your business - not all branding requires an accompanying graphic or illustration.

THE DETAILS //

LOGO

- A minimum of 2 text-based design concepts, including a sub-mark.
- Up-to 3 rounds of adjustments.
- Final logo files supplied include .eps, .pdf, .png, and .jpg, both for print (CMYK) and web (RGB).
- A brand details document, which outlines files, colours and fonts.

COST / **\$700**

FLIGHTS *of* FANCY

LEVERAGE
MEDIA GROUP.

Arise HR SOLUTIONS

SEALANES

LUMA

full brand identity

Do it once and do it right I say. A full brand identity includes everything you might need to kick off your new business, or rebrand your established business. A custom logo with alternative logo options, colour palette, fonts, custom graphics and / or illustrations, and complementary image gallery.

What do you do with custom graphics? They are a great way of communicating aspects of your business on print, social media, and your website. Check out the branding done for **Empowered Decision**, on the right, where we created five graphics that focus on each part of the business. We also created many smaller graphics to use throughout the website.

THE DETAILS //

LOGO

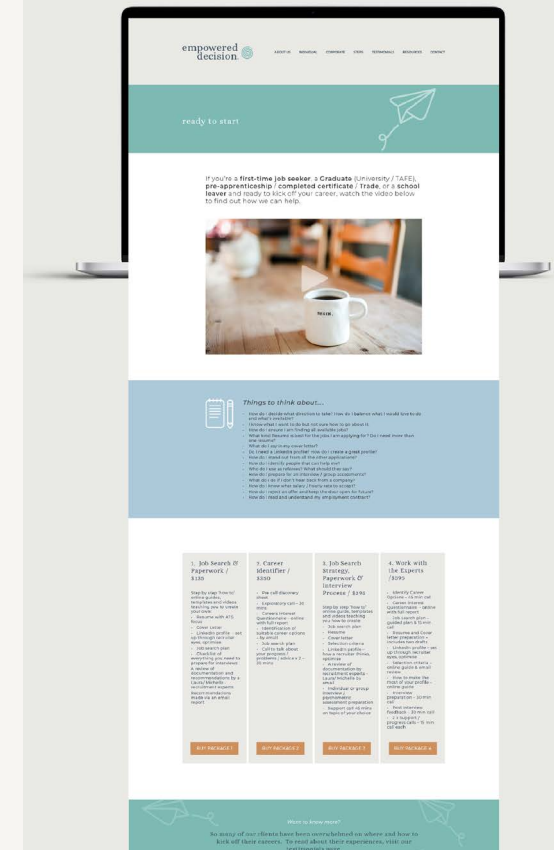
- A minimum of 3 design concepts, including alternative logos and sub-marks.
- Up-to 3 rounds of adjustments.
- Final logo files supplied include .eps, .pdf, .png, and .jpg, both for print (CMYK) and web (RGB).
- A comprehensive brand details document, which outlines logo files, graphics, colours, fonts, and complementary images.

COST / **\$2200**

GRAPHICS

- 3 custom graphics (line or mono), with up-to 3 rounds of changes.
- Final graphic files supplied include .eps, .pdf, .png, and .jpg, both for print (CMYK) and web (RGB).
- Additional graphics at a reduced price.

empowered
decision.



Squarespace website

Every business needs a website. Whether you're after a simple website with a few pages to cover the basics, or a more complex site with a portfolio or e-commerce, Squarespace will work for you. The price listed here is for the most common four pages (Home, About, Services, and Contact), but your options really are endless, so let's chat to see exactly what you need to make your website and business thrive!

THE DETAILS //

WEBSITE

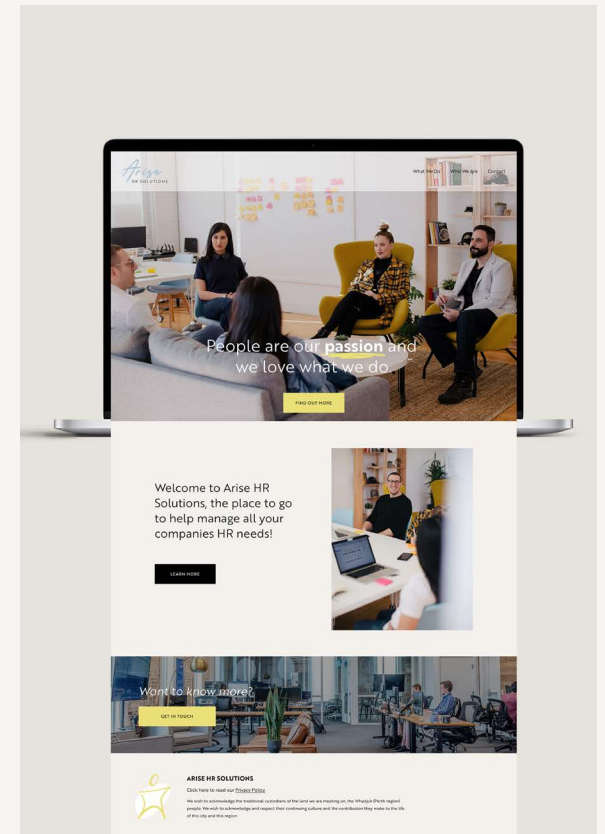
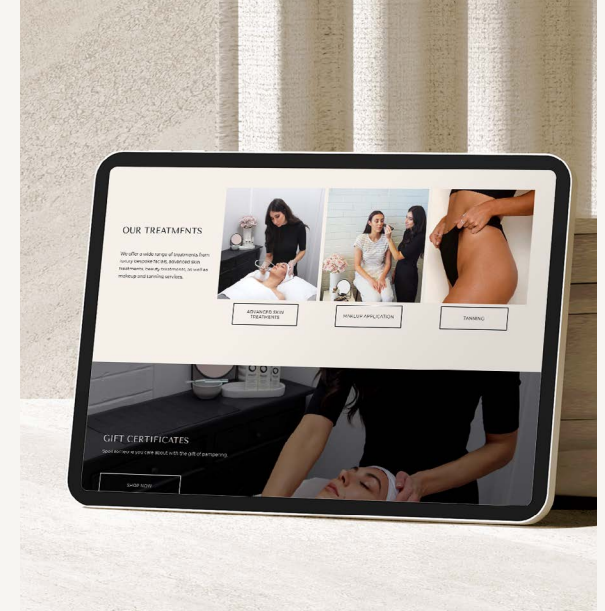
- Squarespace platform.
- 4 website pages (most commonly Home, About, Services, Contact).
- Content and image layout.
- Basic SEO throughout website.
- Responsive desktop, tablet and phone website design.
- 2 hours of adjustments by designer (recorded in 15 minute blocks)
- Does not include domain and hosting set up - all login details must be provided before web development commences.
- Does not include custom graphics, videos, images or content.
- Does include free basic editing of content and headings.

Add ons (to be quoted):

- Additional pages (for example, FAQ, T+C's, Portfolio, Shop)
- Set up of an e-commerce page and site
- Set up of a gallery portfolio with portfolio entries

COST / \$1200

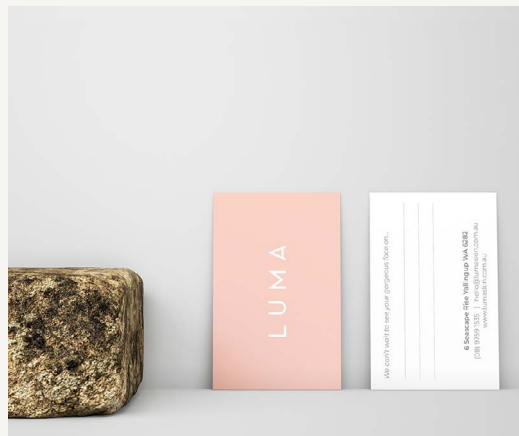
T+C's: Price does not include content, images or custom illustrations and logos outside of the agreed service; these must be supplied before work commences. Price excludes printing. Any additional adjustments outside the scope listed will be billed at \$120 per hour, recorded in 15 minute blocks.



other items

Below is a full list of design items that can be an addition to a package, or a stand alone. If you're after an item that isn't listed below, please let me know and I can see whether I can assist.

- Logo
- Graphics / Illustrations
- Business Card
- Letterhead
- Envelopes
- Comp Slip
- Gift Certificate / Card
- Flyers
- Brochures
- Posters / Banners
- Invitations
- Catalogues / Booklets
- Labels and Packaging
- Name Tags
- Promotional Materials / Items
- Website
- Email Signature
- Social Media Graphics
- Social Media Banners / Profiles
- Ads
- Icons
- Patterns



additional info

QUOTES + INVOICES

- All clients will be provided with a quote, outlining the project services and costs. The quote is valid for 30 days, and must be signed and a 50% deposit made before work commences (full cost if under \$1000).
- All prices are excluding GST, unless otherwise stated, and are in Australian Dollars.
- Any extra work outside the scope of the project, stated in the quote, will be charged at \$120 per hour, and recorded in 15 minutes blocks.
- The prices quoted may change due to changes in work requested, or external costs changing.
- Individual jobs are invoiced as they are completed. Should a job take longer than 28 days, progress invoices will be sent out monthly.
- All invoices must be paid within 7 days of invoice date. Any late payments will incur a fee of \$50.
- Final artwork will not be released until final invoice payments have been made.
- Websites will not be handed over until final invoice payments have been made.

Full Terms and Conditions are listed on the project proposal quote. Please email tash@acquadesignstudio.com.au for a custom quote for your project!



