

The background of the entire page is a dark, almost black, field filled with numerous out-of-focus light circles, known as bokeh. These circles vary in size and color, with a mix of warm orange and yellow tones and cooler blue and light purple tones. Some circles are bright and sharp, while others are more faded and overlapping, creating a sense of depth and light play.

folkspoke
DESIGN

Price Guide 2020

Website Packages

01

Foundation

An entry-level custom website solution to get your business operating successfully online.

Recommended for:

Small Businesses or start-ups looking for a professional website that is designed for their target audience.

\$2,500 - \$4,000

02

Essentials

A custom built website that does more than just “tick the boxes”. This may include e-commerce functionality or special features to suit your business requirements.

Recommended for:

Small to medium businesses that require a professionally designed website that includes additional functionality to assist with their daily business operations.

\$4,000 - \$8,000

03

Enterprise

When you upgrade to the ‘Enterprise’ package you will receive a comprehensive website solution that will address ALL of your specialised website requirements.

Recommended for:

Medium to large businesses that require extensive user research, advanced functionality or large volumes of content and/or products.

>\$8,000

Branding Packages

01

Start-up

An entry-level branding package with all of the essentials to operate your business professionally using a beautiful, consistent visual tool kit.

Recommended for:

Small Businesses and start-ups requiring a professional brand solution that is designed for their target audience.

\$950 - \$1,250

02

Entrepreneur

A branding solution that addresses an array of marketing requirements. This includes a more extensive visual tool kit and additional marketing collateral that will support your marketing activities and branded touch points.

Recommended for:

Small Businesses and start-ups that are looking to take a more thorough approach to formalising their visual identity.

\$1,250 - \$4,000

03

Enterprise

A comprehensive branding solution that provides you (and your team) with all of the elements to deliver a consistent visual identity across all mediums. A comprehensive brand tool kit will be key to creating visual impact through consistent visual styling.

Recommended for:

Large to medium businesses that require an updated visual identity across all areas of their business. This branding strategy will address ALL of the branded touch points and communication requirements.

>\$4,000

Discounts are applied to all of our branding packages when combined with any of our website packages.

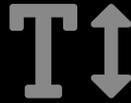
What can we do?

Every business has a story. We are here to help you share yours... So how can we help you?



Web Design

Beautiful design must be functional. We create intuitive web experiences, whilst maintaining your brand integrity. We guide you through the entire process, from concept design through to website launch.



Graphic Design

Support your business with a collection of professionally designed marketing collateral. Let's discuss how we can help with your Business cards, Stationery, Brochures, Flyers, Annual Reports, Publications and Proposals.



Email Marketing

Nurture your leads with carefully executed Email Marketing. We create campaigns that speak to the masses - or just a few of your VIPs! We ensure each campaign renders neatly across various mail clients and devices.



Branding

What does your company want to say? We brainstorm brand solutions that will resonate with your target audience. You will receive a comprehensive branding tool kit, that more than a logo - it's an entire visual system.



Social Setup

With all the noise on social media today, it's important to deliver consistent message with branded social profiles. We also have the technical nous to link ecommerce sites with social accounts to use as a direct sales tool.

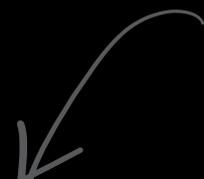


Web Hosting

Let us take the hassle out of hosting with one of our fully managed website hosting packages. We offer monthly platform (+ plugin) updates, 99.9% uptime, 24/7 monitoring and regular website backups.

Our process?

We understand that no two businesses are the same. Let us tailor a comprehensive Communication Design Strategy to suit your business needs. So you can sit back and trust in 'the process'...



01 → Research

02 → Collaborate

03 → Design

04 → Deliver

01 → Research

Before we can create; we need to know everything about your business and your customers.

Competitor Analysis:

- ▶ Find the big players in your market. Look at how they get it right - and wrong!

Audience Definition:

- ▶ Define the key demographics of your market.

User Scenarios:

- ▶ Determine the various interactions of your typical user/customer.



02 → Collaborate

Nobody knows your business like you. That's why we work TOGETHER to produce your vision. Communication is key to the success of your project so we not only value your opinion, we ask for it!



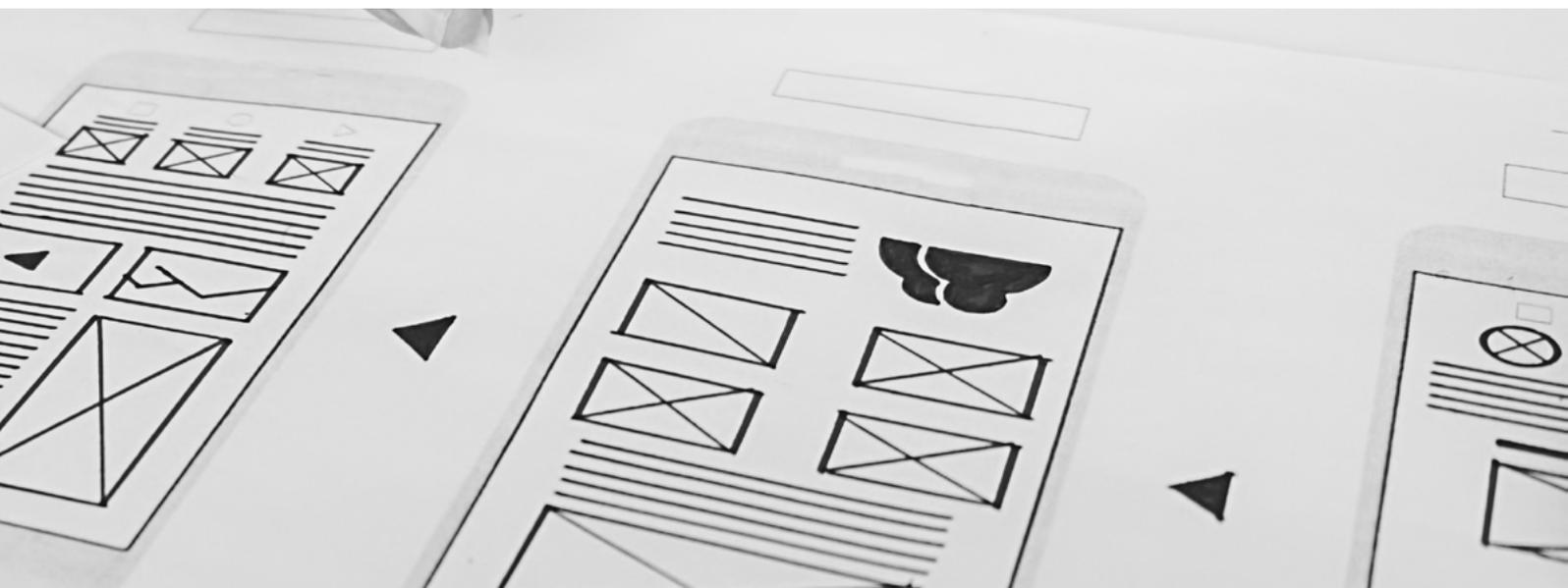
Project
Scoping



Communication
Strategy

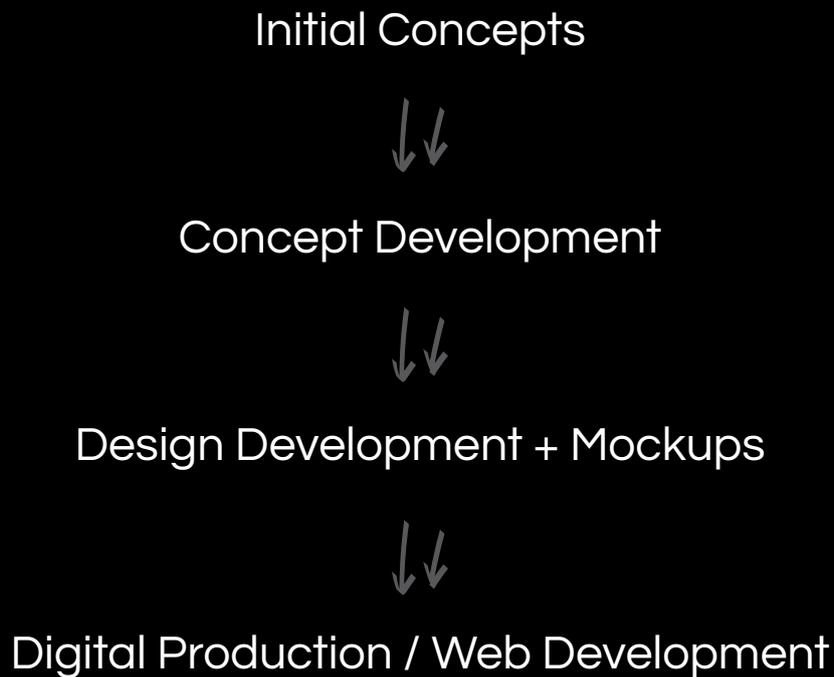


Design
Ideation



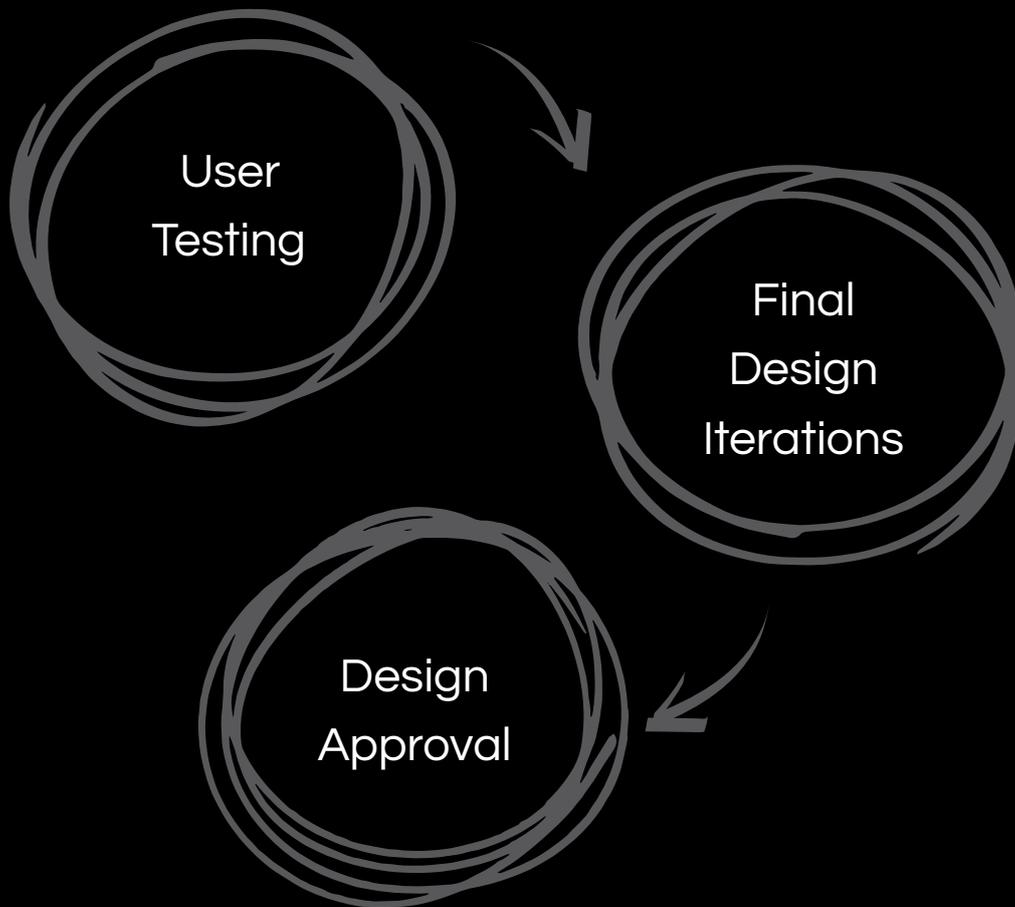
03 → Design

Folkspoke uses “agile methodology” and we believe that any great design requires testing and refinement. Our staged approach allows us to work together incrementally to build the perfect design for your business.



04 → Deliver

A User-centered design (UCD) approach will ensure your product is market ready. Testing and evaluation of your refined design is all part of the process.





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