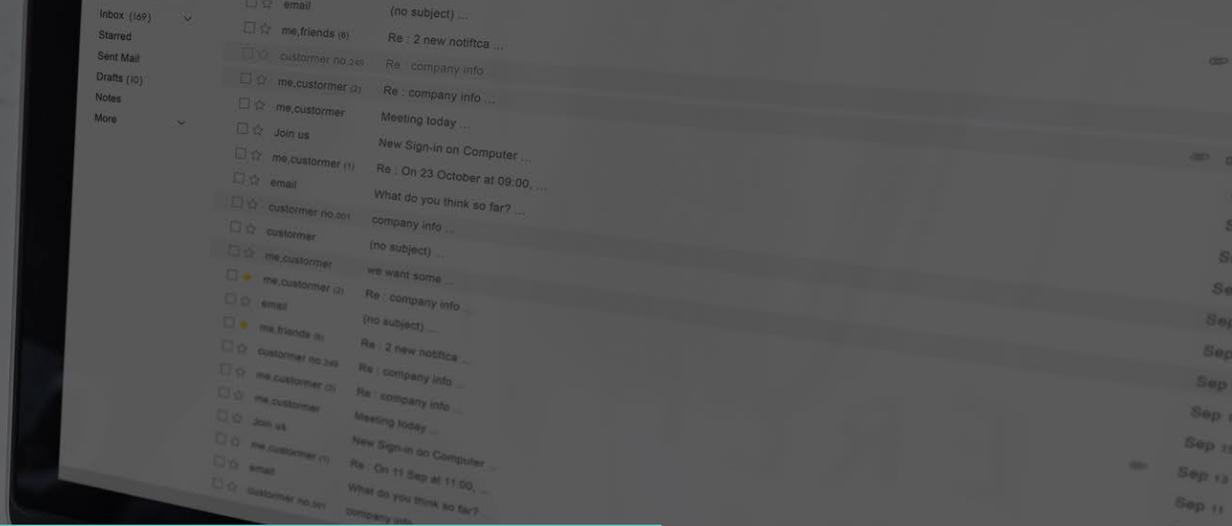




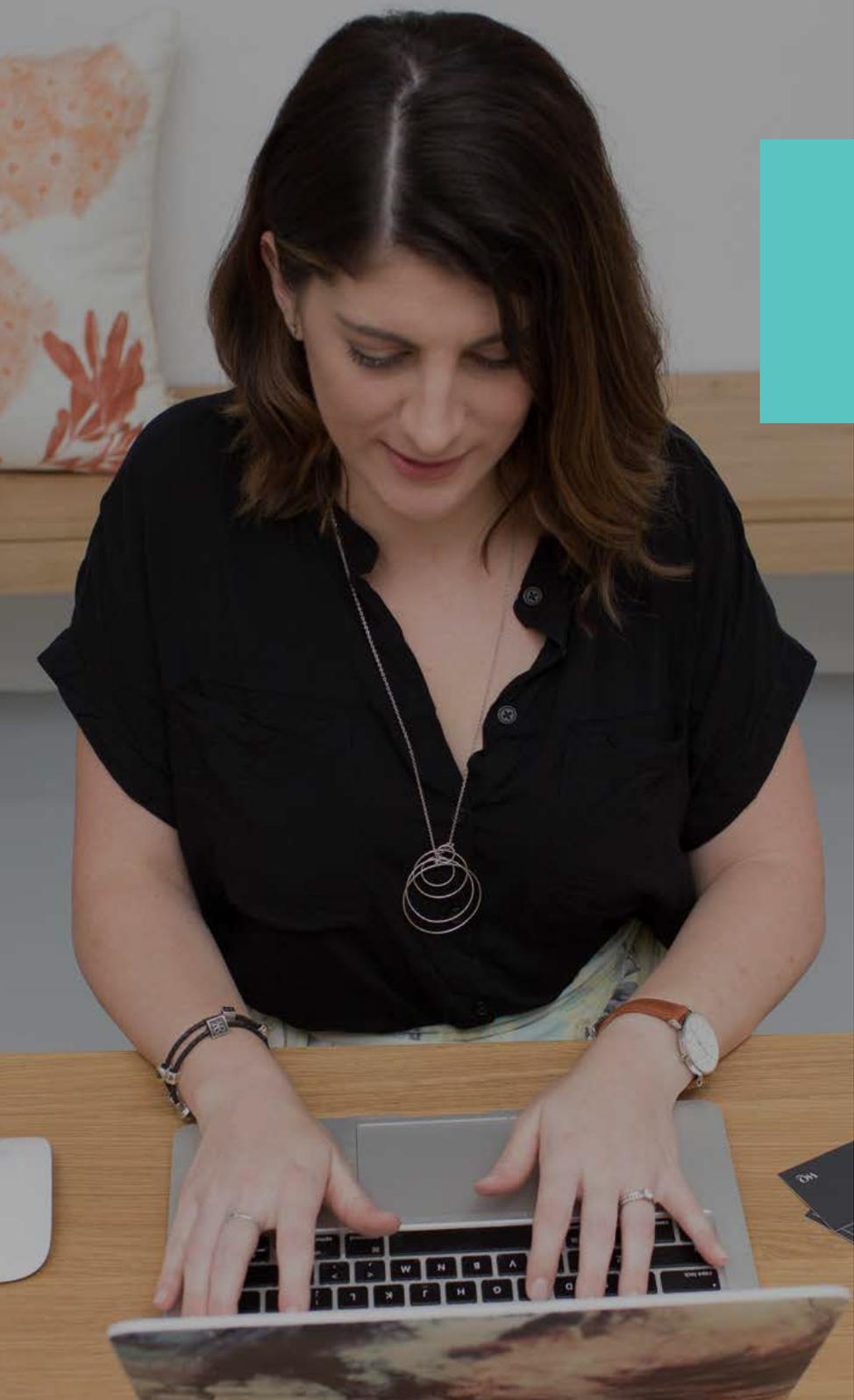
CREATIVE  
AGENCY



# SERVICE GUIDE



OCTOBER 2021



# WELCOME

## IT'S NICE TO MEET YOU!

Welcome to WQ Creative. Marketing Revolutionised.

Firstly I would like to say thank you for taking the time to check us out.

We created WQ Creative Agency to address the marketing needs of small business owners who want to make the world a better place, whether that is through a service or product.

If you love what you do and your service/products impact the world for the better - We are here for it!

Check out this guide, book in a time to chat (obligation free) and together we will make a plan that will help you achieve new levels of success.

**Hayley Philip**  
Creative Director

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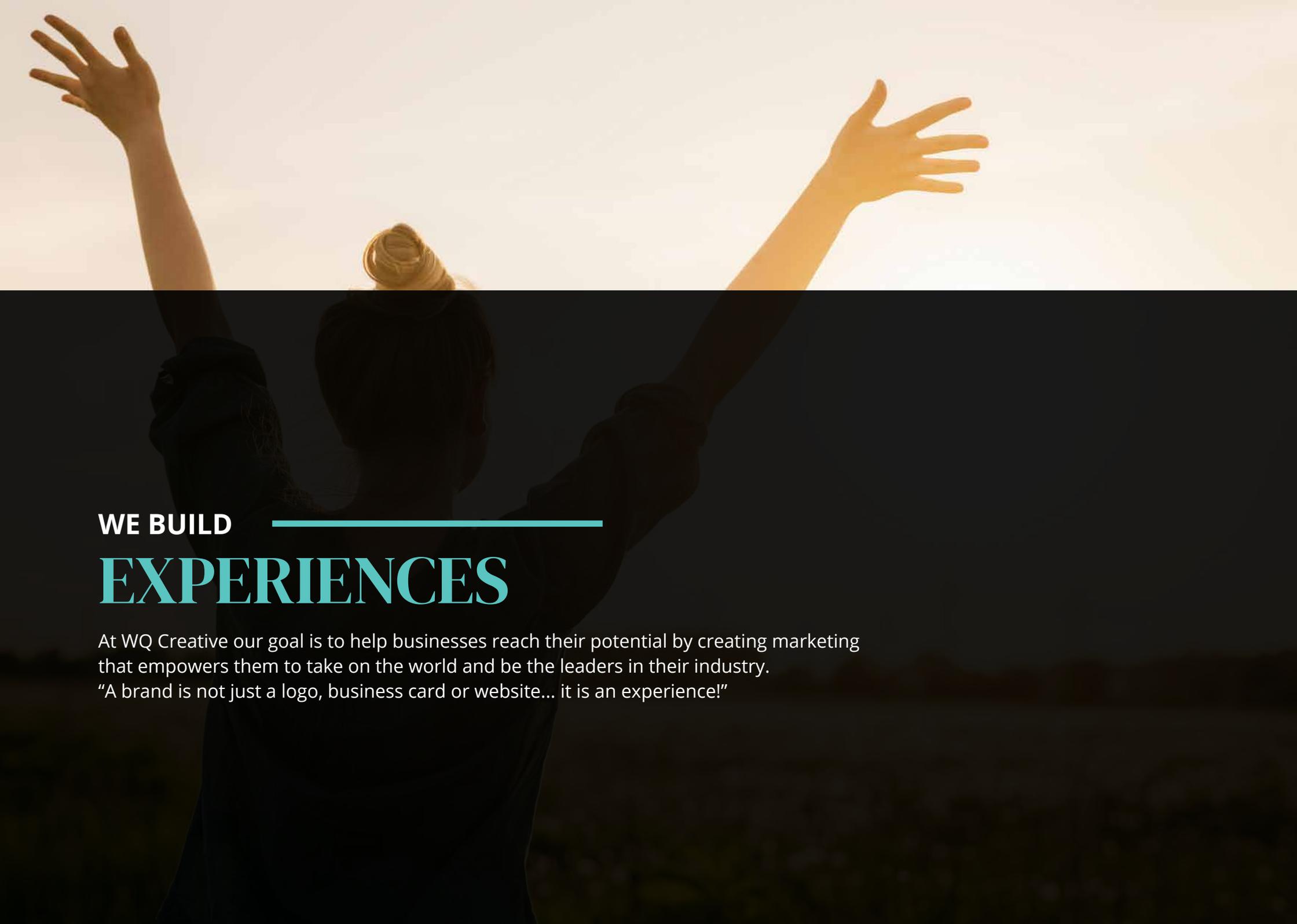
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**WE BUILD**

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# EXPERIENCES

At WQ Creative our goal is to help businesses reach their potential by creating marketing that empowers them to take on the world and be the leaders in their industry.

"A brand is not just a logo, business card or website... it is an experience!"

# OUR STORY

... SO FAR

**We're an eco-focused, results-driven, creative agency ready to revolutionise your marketing approach through flawless strategy, thought-provoking design and successful campaign management.**

## We LOVE what we do

---

We take on projects that we connect with. We love to collaborate with people who are truly excited about what they do in their business.

## We focus on IMPACT

---

We strive for that "WOW!" response. We love to see a smile on our clients' faces so we always aim for exceptional work.

## We work SMARTER

---

We aim to make life easier for our clients. We opt for smart solutions that foster simplicity and efficiency.

## We Value TRANSPARENCY

---

We know that open communication is key. We keep in touch throughout the project so you'll always know what's happening.



# HELLO!

## WE WOULD LOVE TO MEET YOU!

**Incredible things happen when women band together and our WQ Creative team is proof of that.**

At WQ Creative we are all about offering world-class digital services whilst still remaining true to who we are. This means embracing the fact that we are a team of exceptional creatives who value long-lasting relationships. It is about accepting that we are a chatty bunch who instantly smile at the sight of coffee. We are all about virtual high-fives, excessive meme sharing and actively empowering those around us.

That being said, we also recognise that there are also a number of things that we will not do. This includes working for free, sacrificing our beliefs for a paycheck, overpromising and underdelivering, saying no to cake and ignoring the importance of gentle words of affirmation to our fellow team members ... Which is incredibly easy to do. Have you seen their work?

# OUR AMAZING TEAM

Loving what we do



**HAYLEY PHILIP**  
**CREATIVE DIRECTOR & MORE**

Hayley is not only the brains of this operation but undeniably the heartbeat of WQ Creative. Beyond her ability to drop The Office references into almost any conversation, she has a warmth that has brought amazing women and brands together. Her next task? Helping your company capitalise on the power of exceptional digital marketing!



**CATHERINE RUTTER**  
**VIDEO PRODUCTION & SOCIALS**

When it comes to creating blockbuster visual content, Catherine is your girl! Her natural storytelling abilities coupled with her keen eye for photographic excellence continue to shock and delight viewers. Just don't ask her to share her food!



**NATALIE MCGREEVY**  
**DIGITAL MARKETING & SOCIALS**

Natalie is a beautifully unique blend of tech and creativity. This lethal combination has allowed her to fuse together her desire to inject artistic flair and scientific precision throughout the marketing space ... that's if she's not out travelling the world, of course!



**KADZI MODJADJI**  
**COPYWRITER & CONTENT**

Playing with words is definitely Kadzi's forte which instantly made her the perfect fit for our Copywriter position. When she is not dodging questions about whether or not pineapple belongs on pizza, her sass and quick wit are actively laying the foundations for several successful campaigns.

## WHAT TO EXPECT

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# WORKING WITH US

**FROM START TO FINISH,  
WE TAKE YOUR IDEAS AND  
TURN THEM INTO REALITY**

## OUR COMMITMENT TO YOU

You can expect that we will:

- Be open & honest
- Listen to your feedback about what you do & don't like and provide honest advice on how to move forward.
- Respond to your emails within 48hrs (except for weekends & holidays)
- Honour your confidentiality - no information you share will ever be shared without your knowledge & approval.

## COMMUNICATION

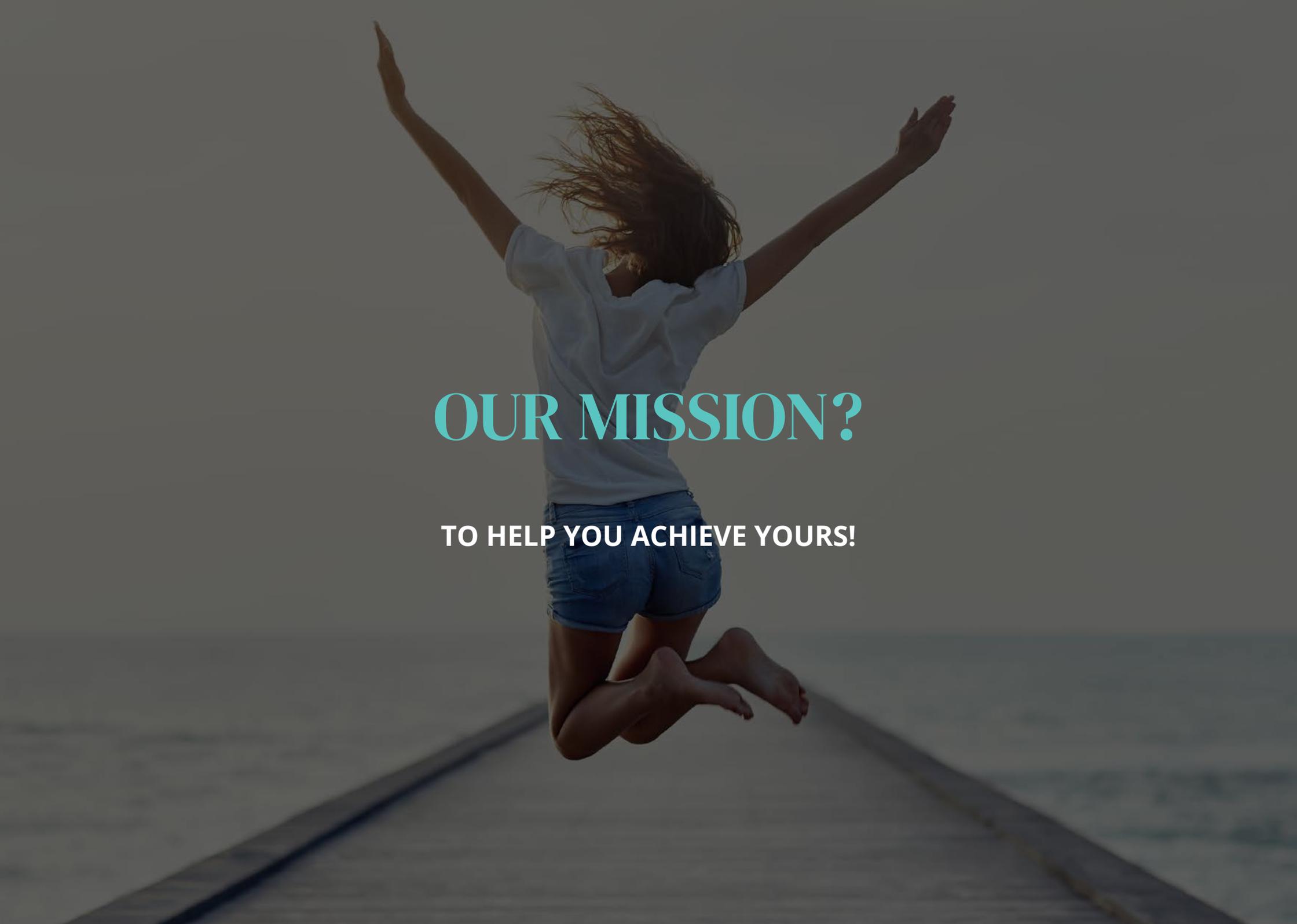
Business hours are Monday to Friday 9am - 4pm.

Email is our preferred contact method; we can be quite busy and I am sure you are as well so phone calls can be a little distracting sometimes and wreck our creative flow, plus it is always good to have everything in writing.

However if you would like to schedule a phone/video call to iron out any details, please email us prior to our call with a set agenda of questions or problems to be addressed. If your questions can be answered via email, we may simply do so in lieu of our call. If we're able to answer your questions but you still would like a phone call, you'll just need to schedule a time to chat.

## CHANGES AND REVISIONS

We require that all feedback and assets be provided through the use of your client portal. We do our utmost best to make sure that all information is correct however take no responsibility should there be any errors.

A person is captured mid-jump on a wooden pier extending over the ocean. The person is wearing a white t-shirt and blue denim shorts, with their arms raised high and hair blowing in the wind. The background shows a calm sea and a clear sky. The overall mood is one of freedom and achievement.

**OUR MISSION?**

**TO HELP YOU ACHIEVE YOURS!**

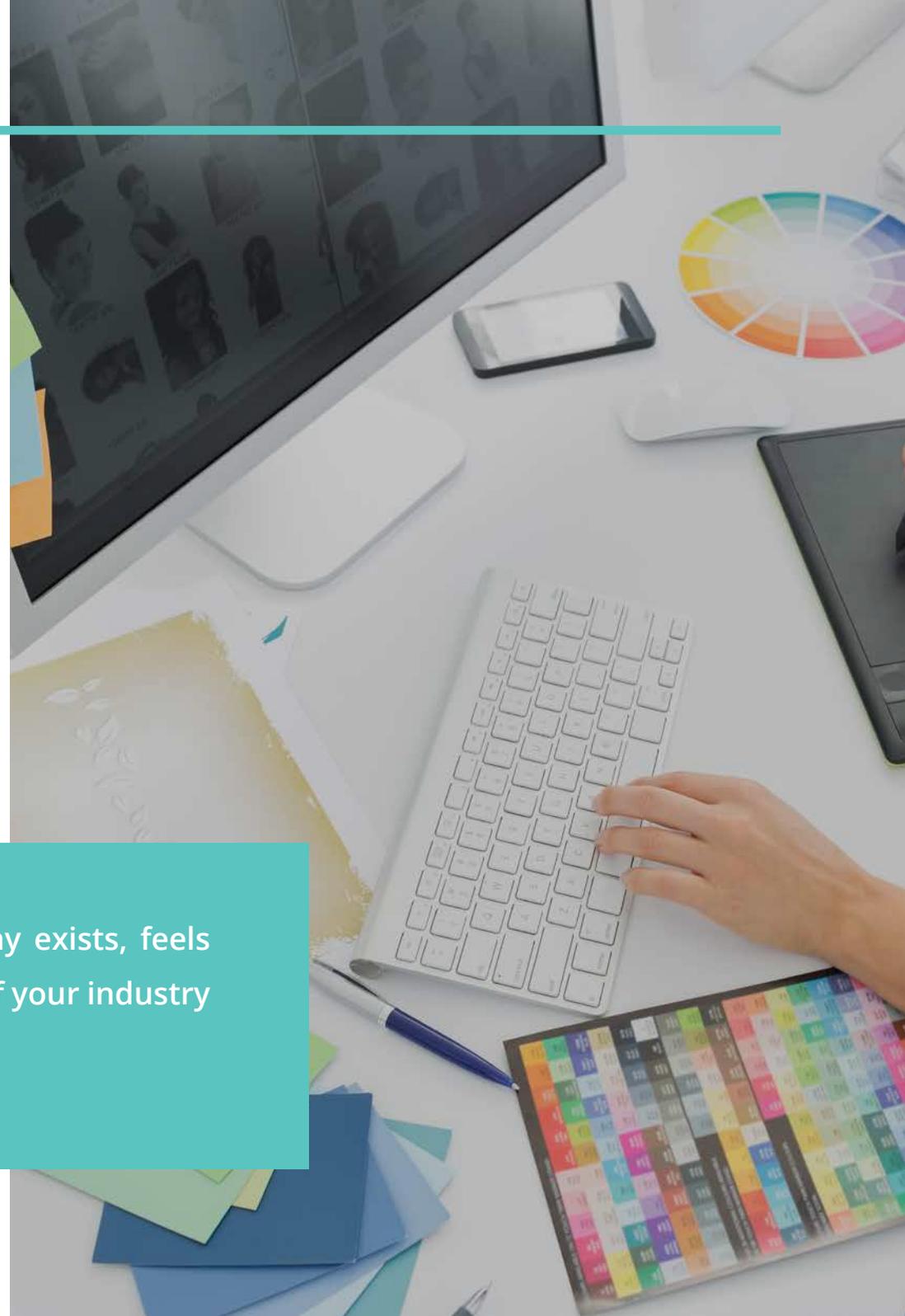
WHAT WE DO

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# MAKING YOU STAND OUT

**IT'S TIME TO HIT THE "RESET"  
BUTTON ON YOUR BUSINESS...**

Let's revolutionise the way that your company exists, feels and looks. You deserve to be at the forefront of your industry - and with us, you can be!



# OUR AREAS OF EXPERTISE

Doing what we love



## BRANDING & IDENTITY

When creativity meets design, incredible things happen ... Our team will throw their might behind creating your authentic brand value with the help of our exclusive industry insights, renowned design team and solid technical skills.



## DIGITAL MARKETING

Balancing the powers of creative imagination an ever-expanding marketing playground, our team will create your company's presence alongside several different digital channels using successful marketing strategies.



## GRAPHIC DESIGN

Bring those big picture ideas to life with the help of our pixel-perfect graphic design outputs. If an image says a thousand, imagine what our kickass graphics will say! The aim with our content is to spark a reaction as well as an action.



## WEB DESIGN

Why let your website fit in when it was designed to stand out? We know that first impressions are everything, which is why we plan on NAILING your website design from the very first click!



## SOCIAL MEDIA MARKETING

Amplify your brand awareness and enhance your digital footprint through a variety of communication streams. Social content that speaks, acts and exists on your behalf!



## VIDEO PRODUCTION

Connecting you to your audience through entertaining, educational and stimulating video assets. All video productions led by our videographer will showcase exceptional quality from the initial conception to the final product.



## PHOTO SHOOTS & EDITS

Immortalise your brand, its aesthetics and offerings with visually appealing photography. Every single shot taken by our team has been intentionally crafted to become a powerful tool to advance your business.

**We are driven by creating experiences that deliver results for your business and for your consumers.**

# BRANDING & IDENTITY

## YOUR MOST VALUABLE ASSET



Communicate an effortless visual story with the help of stellar corporate identity elements.

### INVESTMENT

STARTING AT

**\$1200**

AVERAGE TIMEFRAME:

**2 - 3 weeks**

### WHAT YOU GET

- Brand Discovery Workbook
- Discovery Video Call
- Personalised Brand Story
- Custom Mood board
- 2 industry-relevant logo concepts
- Up to 3 tweaks/revisions
- Full logo suite
- Comprehensive Brand Guide
- Brand Cheat Sheet
- Business Card Design
- Delivery of logo files in various formats
- Complete Transfer of copyright

### HOW IT WORKS

#### STRATEGY & DISCOVERY

We start with a deep dive into your business, we will actively help clarify the characteristics of your ideal customers, including their vision, expectations and goals using our Branding Discovery Workbook. We will then schedule a video chat to discuss your Workbook responses.

#### MOOD BOARD

Our design team will craft a mood board specifically for your brand. The elements involved will effortlessly capture the essence of your business.

#### DESIGN

Then it's onto the exciting part — building your brand identity. This is where we get to play, create and design branding assets that will communicate your desired sentiments.

#### PRESENTATION

Your new Brand Identity will then be presented to you via an email PDF for review and any feedback.

#### LAUNCH IT!

We send out your files along with your Brand Style Guide or, as we like to call it, "your brand's best friend".

# ON-GOING BRAND MANAGEMENT\*

let us look after your monthly marketing projects

Be on brand all the time with consistent and visual appealing assets, whether it be flyers, brochures, social media posts, email banners, newsletters, signage, ebooks etc.

## HOW IT WORKS

- Pay a small fixed fee per month.
- Get a set number of design hours at a reduced hourly rate.
- Use the hours as you need them.
- 3 month contract minimum

Get ongoing design work and know where you stand with your budget.

It's that easy!

## MARKETING MASTER

**\$1000 per month for 20 hours**

Perfect for business owners who want a constant flow of on brand marketing materials to keep bringing those clients in and keep brand awareness high.

## LEVEL UP

**\$480 per month for 8 hours**

Level up was created for businesses with ongoing monthly design needs, newsletter campaigns, digital marketing ads etc and updates to campaigns.

## BUSY STARTUP

**\$210 per month for 3 hours**

Suited for the busy start up with big dreams but a small budget. Get all those small but important marketing materials done for you.

*\*Design services only. Excludes full website design, logo design and printing services.*

*Works must be completed in calendar month, no roll over.*

*We will get in touch with you a week prior to discuss what works are needed for the following month.*

*A 30 minute video/phone meeting will be scheduled to discuss projects at the start of the month.*

*Ready to get started? [Click here](#)*

# 5 PAGE WEBSITES

## YOUR MOST VALUABLE ASSET



We create an all-around comprehensive virtual platform for your company that grants your clients easy access to an exceptional user-friendly journey through the heart of your business.

### INVESTMENT

STARTING FROM

**\$2097**

AVERAGE TIMEFRAME:

**6 – 8 weeks**

### WHAT YOU GET

- 5 pages - home/about/services/blog/contact
- 1x CMS template (blog pages)
- Website Workbook
- Analysis of your site, content and structure
- Competitor analysis
- Responsive design
- Content review and tweak with copywriter
- 5 stock images for use on site
- SEO Ready
- 12 months hosting with SSL
- Easy Online Browser Editor (3 users)
- Promo kit
- Recorded training on how to use your site
- Basic accessibility

### HOW IT WORKS

#### KICK OFF AND RESEARCH

This is where we will complete a full-fledged business and industry analysis, customer personal avatar and a curated mood board for your website.

#### LET'S GET TO WORK

The WQ team will combine their exceptional talents towards curating your homepage for you to review.

#### AND WE ARE BUILDING!

Once we have your content, we can begin to play around with colours, themes and designs.

#### APPROVAL STAGE

At this stage, a working version of your website will be sent to you for reviewing purposes. This is where all of your revisions should be concisely voiced so that our team can amend the website accordingly.

#### GET READY TO LAUNCH IT!

Once the remaining payments have been made, we are ready to launch your website! We will also provide you with in-house training on how to edit your website. Oh, but we aren't done yet. We will also gift you with a promo kit to let the world know you are ready to do business.

*Ready to get started? [Click here](#)*

# MORE WEBSITE OPTIONS

to meet every business budget

## FOUR PAGE SITE

from \$1500

Basic website for businesses to share details about their services or products

### INCLUDES

- 4 pages - home/about/services/contact
- Website Workbook
- Analysis of your site, content and structure
- Responsive design
- On-page SEO
- 12 months hosting with SSL
- Easy Online Browser Editor
- Video training
- Basic accessibility

## ADD ECOMMERCE

from \$950

Need to process payments for products/services, well you need an ecommerce site

### INCLUDES

- Product template page
- Responsive design
- Shipping & Delivery page
- Returns page
- Secure cart & checkout pages

## ONE PAGE SITE

from \$750

Great starting place when you need a website but don't have the budget for a full site

### INCLUDES

- 1 page custom design
- 4 sections
- Basic SEO
- Responsive design
- Contact form
- Social Media Links

## LANDING PAGES

from \$300

Perfect for lead magnets, product launches or e-courses

### INCLUDES

- Custom design landing page
- Responsive design
- Marketing mailing list integration
- Social media links

Need branding too?  
Get in touch and  
lets do deal!

## WEBSITE ADD-ONS

**CMS TEMPLATES** \$210

Notify your customers that you use cookies (yum)

**INSTAGRAM FEED** \$150

Show off you latest posts with a custom instagram feed on your homepage.

**COPYWRITER** \$80per page

Know your product really well but struggle with the words? Let our copywriter do the hard work for you

**CALENDAR** \$180

Let your customer books appointments with you straight from your website

**EMAIL SIGN UP** \$150

Build your email list up with a sign up form using your favourite mailer

**FACEBOOK PIXEL** \$150

Collect data that helps you track conversions from Facebook ads

**COOKIES** \$210

Notify your customers that you use cookies (yum)



# DIGITAL MARKETING

## GET MORE LEADS

Digital marketing is your secret weapon to increase sales, annual leads and online presence, find out more about multi-platform omnichannel tactics, marketing funnels and more.

**WE ARE WORKING ON SOME EXCITING NEW DIGITAL MARKETING PACKAGES AT THE MOMENT.**

**IN THE MEANTIME PLEASE GET IN CONTACT WITH US FOR A CUSTOMISED QUOTE OR IF YOU PREFER, SCHEDULE A CHAT AND WE CAN SEE WHAT WE CAN DO FOR YOU IN THE DIGITAL MARKETING SPACE.**

# SOCIAL MEDIA MANAGEMENT

## GATEWAY TO SUCCESS



Amplify your brand awareness and enhance your digital footprint through a variety of communication streams.

### INVESTMENT

PER MONTH

**\$750**

MINIMUM COMMITMENT

**3 months**

### WHAT YOU GET

- Profile Optimisation x2 platforms
- Social Media Audit
- Social Media Strategy
- Hashtag research
- Monthly Content Calendar
- 20 Posts per month
- use of branded graphics & supplied photos
- 1 hour engagement per week
- Monthly Reporting
- Monthly Strategy call
- Recycle bucket (?)

### HOW IT WORKS

#### COLLABORATIVE SESSION

This is where we will discuss your intended objectives and budget for your social media platforms. These collaborative meetings are also a space where you can freely discuss your desired social assets, KPIs, and social strategy.

#### WE BEGIN TO PLAY

Our team will turn your briefs into highly engaging content that can be translated into several different formats. This can include interactive static posts, highly successful videos and custom GIFs, to name a few.

#### SOCIAL MEDIA ANALYTICS

At the end of month we will send through our end of month report ensuring that it accurately highlights your company's key performance metrics. This includes engagement, follower growth and audience interests.

Our team will also actively explore how your audience navigates through your social media by looking at your most engaging content formats, traffic sources, demographics, top-performing posts and community sentiment.

*Compliment your social media efforts with a paid campaign!*

# SOCIAL MEDIA OPTIONS

to meet every business budget

## SET FOR A YEAR

**\$950**

Struggle with post ideas? Purchase our Set for a year social Media package and get 100 branded graphics with captions to suit. (Double it to 200 for an extra \$300)

### INCLUDES

- 12x Quotes
- 12x Tips/Hacks
- 12x FAQ's Graphics
- 12x Review Graphics
- 12x Blogs Graphics
- 10x Holiday Graphics
- 10x Product/Service Graphics
- 10x About & Staff Graphics
- 10x Miscellaneous Graphics

**Boost your social media strategy with paid ads. Ask us how!**

## STRATEGY ONLY

**from \$450**

Perfect for those who love social media and want to do it themselves but have no idea where to start?

### INCLUDES

- Profile Optimisation x2 platforms
- Social Media Audit
- Social Media Strategy
- Hashtag research

## BLOGS

**from \$400 per month**

Send your SM traffic to your website with regular blogs, (also great for SEO).

### INCLUDES

- 4x blogs
- minimum 1000 words each

## CANVA TEMPLATES

**from \$180**

Stay on brand with your own custom designed templates that you can use again and again.

### INCLUDES

- 10x on brand canva templates

## ADD-ONS

**PINTEREST FROM \$100p/m**

Include Pinterest in your Social Media Strategy Plan

**LINKEDIN FROM \$100p/m**

Include LinkedIn in your Social Media Strategy Plan

**LINKIN BIO FROM \$300**

Get your own custom link in bio page, optimised to send traffic to your website

# VIDEOGRAPHY

## CREATE BLOCKBUSTER VISUALS



Connecting you to your audience through entertaining, educational and stimulating video assets.

### INVESTMENT

STARTING FROM

POA

AVERAGE TIMEFRAME:

10 days

### WHAT YOU GET

- Moodboard for direction of photoshoot
- Professionally edited images

### HOW IT WORKS

#### RESEARCH

We will create a relevant and engaging story for your brand whilst also solidifying its objective.

#### PRE-PRODUCTION

This is where we identify your primary audience. It is important that we create highly targeted video content that appeals and engages to your ideal audience. We will also set our timelines at this stage.

#### STRATEGIC VISION

We will embark on a well-researched story identification process, all whilst aligning with the objectives of the video.

#### CONTENT CREATION

Our team will begin with the scripting, producing and editing of your video. The contents on the video will be short, sweet, concise and help convey your core message.

#### VIDEO CREATION

We will help schedule the shoot, source the location, the presenters and/or people on your team.

#### CONTENT REVIEW

This is where all edits, revisions and approvals take place. Once the video is finalised and approved, we then export the video to its final format and send it on through.

*We can even provide art direction and editing while you do all the filming.*

# GRAPHIC DESIGN & PRINT

## YOUR VISUAL PLAYGROUND



Bring those big picture ideas to life with the help of our pixel-perfect graphic design outputs.

### INVESTMENT

EVERY PROJECT IS  
DIFFERENT, GET IN TOUCH  
FOR A CUSTOM QUOTE

AVERAGE TIMEFRAME:

**3 - 5 days**

(depending on project)

### WHAT WE CAN DO

- Workbooks
- e-books
- Funnel assets
- Signage
- Brochures
- Flyers
- Business cards
- Posters
- Social media graphics
- Ad graphics
- Billboards
- Car signage

*You name it - we can design it*

### HOW IT WORKS

#### LETS CHAT

Based on your request we will do up a quote.

#### DESIGN TIME

Send us your brand guide so we can be sure to keep everything on brand and any copy you need included.

#### DESIGN TIME

We'll design, you review and we'll tweak until it is right!

#### DELIVERY

Once final payment is complete the designs are all yours to use how you see fit.

#### NEEDING PRINTING OR SIGNAGE?

We can provide print and signage to our Australian clientele. We have relationships with various printers and signage companies for different products to ensure the best prices, quality and turn around time.

[Download our print catalogue here](#)

*Have on going graphic needs? Try our monthly brand management packages.*

# PHOTOGRAPHY

## IMAGERY THAT MATTERS



Need professional looking photos for your website and/or social media posts, look no further with our product photography package

### INVESTMENT

STARTING FROM

**\$350**

AVERAGE TIMEFRAME:

**10 days**

### WHAT YOU GET

- Moodboard for direction of photoshoot
- Professionally edited images

### HOW IT WORKS

#### LETS CHAT

Depending on your exact needs, we will open the floor for any ideas, visual essentials and creative direction that you may have for our team. We will then bring forth any creative ideas we have and merge them in order to create your final photography styling that reflects your specifications and branding efforts.

#### SHOOT!

This is where the real fun begins! We will then lead a full-fledged photoshoot showcasing all of the elements and specifications outlined in the agreed-upon proposal.

#### EDIT & DELIVERY

All images will be edited to suit your brand's identified aesthetic and delivered within 10 business days.

*We can also do business and head shots for Cairns locals, just get in touch.*

# ARE YOU READY?

## LET'S REVOLUTIONISE YOUR MARKETING APPROACH

### ➤ READY TO GET STARTED?

Click the button and fill out the form and we will have a chat about your business needs. A formal proposal will then be sent your way with a request for a 30% deposit to secure your project in our schedule.

LET'S GET STARTED

### ➤ NOT SURE JUST YET?

Let's jump on a call and we can go through any questions or hesitations you may have.

LET'S CHAT

### PLEASE NOTE

#### PRICING

All Prices are in Australian Dollars Prices are correct at time of writing and subject to change until a start date has been confirmed and deposit has been received.

#### AVAILABILITY

We only take on a certain amount of projects each month, so please be sure let us know of any deadlines which will need to be considered. Due to the limited spots available, initial deposit will need to be paid ASAP to secure your position in our schedule.

# TERMS & CONDITIONS

## THE NITTY GRITTY

### MUTUAL AGREEMENT.

Between us, WQ Creative and you the Client.

#### Summary

We will always do our best to fulfil your needs and meet your goals, but sometimes it's best to have a few things written down so that we both know what's what, who should do what and what happens if stuff goes wrong. In this contract you won't find complicated legal terms or long passages of unreadable text. We have no desire to trick you into signing something that you might later regret. We do want what's best for the safety of both parties, now and in the future.

In short You, the Client are hiring us (WQ Creative) to design and produce design works for the estimated total price as outlined in our proposal.

#### What Do Both Parties Agree To Do?

As our customer, you have the power and ability to enter into this contract on behalf of your company or organisation. You agree to provide us with everything that we'll need to complete the project – including text, images and other information – as and when we need it and in the format we ask for. You agree to review our work, provide feedback and approval in a timely

manner too. Deadlines work two ways and you'll also be bound by any dates that we set together. You also agree to stick to the payment schedule set out at the end of this contract.

We have the experience and ability to perform the services you need from us and we will carry them out in a professional and timely manner. Along the way we will endeavour to meet all the deadlines set but we can't be responsible for a missed launch date or a deadline if you have been late in supplying materials or have not approved or signed off our work on-time at any stage.

#### Your Commitment to WQ Creative

It is your responsibility to:

- Be honest & open about the big message that you want to share with the world so that we can bring your vision to life.
- Provide detailed information in the brief document that clearly conveys what you would like to see in your design.
- Tap into your reactions & honestly communicate what is & isn't working for you as we work together and perfect your vision.

### WQ Creative's Commitment to you.

You can expect that we will:

- Be open & honest
- Adhere to project deadlines set out for this project.
- Listen to your feedback about what you do & don't like and provide honest advice on how to move forward.
- Respond to your emails within 48hrs (except for weekends & holidays)
- Honour your confidentiality - no information you share with me will ever be shared without your knowledge & approval.
- We will work hard to complete all projects in a timely manner.
- We'll keep you in the loop throughout our project with status updates, answers to any of your questions, or maybe even with questions of our own in the process.

However, a timely launch depends wholly on mutual cooperation in providing necessary assets, including text, images and other information as and when needed, and in the format requested. With timely reviews, feedback and sign-off approval, we'll be able to meet our estimated time frame. Deadlines work two ways, and provided that both sides are able to meet mutually agreed upon deadlines, your project will be delivered in stated time frame.

## **COMMUNICATION.**

Business hours are Monday to Friday 9am - 4pm.

(Non Aussie folk please keep in mind that we are GMT+10)

Email is our preferred contact method;

We can be quite busy and I am sure you are as well so phone calls can be a little distracting sometimes and wreck our creative flow, plus it is always good to have everything in writing.

However if you would like to schedule a phone/video call to iron out any details, please email us prior to our call with a set agenda of questions or problems to be addressed. If your questions can be answered via email, we may simply do so in lieu of our call. If we're able to answer your questions but you still would like a phone call, you'll just need to send a revised agenda and schedule a time to chat.

We require that all feedback and assets be provided in email to hayley@wqcreative.com.au Please be sure to have all changes/ notes in one email please, this will save your inbox and ours and makes it much easier to track emails.

### **Changes and Revisions.**

We require that all feedback and assets be provided in email to hayley@wqcreative.com.au Please be sure to have all changes/ notes in one email please, this will save your inbox and ours and makes it much easier to track emails

## **WEB DESIGN.**

### **Security**

We will do everything in our power to secure your site, but because the nature of site security is constantly changing, we cannot be held liable for site security breaches. We are always happy to assist in resolving hacks, maintaining site security on an ongoing basis to prevent hacks, and securing existing sites.

### **Text Content**

We will enter the copy you provide exactly as it was provided. We will not edit grammar, punctuation, or spelling. Any content edits that are not aesthetic in nature (changing the length of a phrase, sentence, or section) will be your responsibility once the site is handed over to you or when we provide you access to your development stage.

### **Photographs**

You will supply us with photographs either in digital or printed format. If you choose to buy stock photographs we can suggest vendors of stock photography, however we would be happy to purchase these for you at an additional cost.

### **Technical Support**

We are proud of the work we do, and if there are any problems with the designs we have provided, we are happy to resolve them within a reasonable time frame of the completion of your project and at your request. Some requests may be subject to an additional fee if they are outside of the scope of our original agreement. If you choose to work with another developer/ designer or choose to alter the work we have provided after our project is completed, we cannot be held liable for those changes to our work, nor can we be held liable for any costs incurred.

## **Authorisation**

You agree to provide access to any hosting, domain account, and/or blog account for the sole purpose of installing and updating the web product as needed. This includes but is not limited to your domain name registrar (the site where you bought your domain name), your hosting account, hosting cPanel, any necessary databases, and your blog's dashboard. You are more than welcome to create a new admin user for us if you would prefer, but we will need admin level access to make web magic.

## **COPYRIGHTS.**

You guarantee to us that any elements of text, graphics, photos, designs, trademarks, or other artwork that you provide us for inclusion on the signage are either owned by your good selves, or that you have permission to use them. When we receive your final payment, copyright is automatically assigned as follows:

You own the graphics and other visual elements that we create for you for this project.

We'll give you a copy of all files and you should store them safely as we are not required to keep them or provide any native source files we used to make them.

You also own text content, photographs and other data you provided, unless someone else owns them.

We love to show off our work and share what we have learned with other people, so we reserve the right to display and link to your completed project as part of our portfolio and to write about the project on our website, social media and any other way we may want to promote our work.

## **PAYMENT.**

### **Schedule**

An initial, non-refundable 30% deposit is required to hold the your place in our client queue.

In order to begin the project, another 30% of your estimated project rate is due before the project start date, to complete a 60% deposit. The remaining 40% of your project balance is due prior to completion of your project.

Time is of the essence for receipt of payment. No designing will take place and no rights are granted until timely payment is made on the deposit.

All invoice terms are 7 business days from the date of the invoice.

Accounts which are not paid on time will incur a late administration fee of \$50 + GST.

Accounts which remain outstanding for 14 days after the date of invoice will incur an additional payment fee equivalent to 5% of the projects costs for each week payment is outstanding.

Final artwork files will not be handed over until the invoice has been paid in full.

Payment is required for any artwork or drafts, that have been terminated on your request at any stage of development, prior to completion. Invoice will be issued as 'work to date'.

If debt collection is required for unpaid invoices, The Client is responsible for any costs incurred (fees/commissions payable to the debt collectors).

NB: All artwork & designs remains the property of WQ Creative until payment is made in full. Once the final invoice is paid all ownership of artwork can be released.

### **Payment Options**

#### **DIRECT DEPOSIT**

Bank: Commonwealth Bank Australia

BSB: 062 692

Account Number: 3786 4618

Account Name: WQ Creative

Reference: Please use invoice/quote number & company name

#### **CREDIT CARD**

Credit card payment options are attached to the invoice, please use the link provided.

NB: All artwork & designs remains the property of WQ Creative until payment is made in full. Once the final invoice is paid all ownership of artwork can be released.

### **Refunds**

Because our services are digital and/or creative, we cannot and will not provide refunds for any reason.

## **CANCELLATION POLICY.**

You have the right to cancel our contract at any time, and we retain that right, too.

WQ Creative may cancel this agreement at any time for any reason by providing written notice to the Client. In the event that WQ Creative cancels this Agreement, we will provide any artwork completed and paid for to date. Your deposit may be returned & prorated at our discretion and pending degree of project completion. Completed, approved, and paid assets will be provided.

The Client may cancel this Agreement for any reason by providing a minimum of 10 days written notice to Company, any deposit paid prior to cancellation will be non-refundable.



CREATIVE  
AGENCY

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