



CLDESC

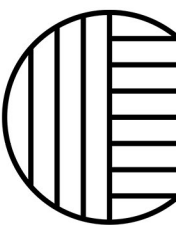
GUIDE
WORKFLOW & RATES

CLDESC PRONOUNCED CUL-DE-SAC, IS A MULTI DISCIPLINARY CREATIVE AGENCY. WE WORK WITH GRAPHIC DESIGN, CONCEPTUALIZATION, BASIC WEB DESIGN AND CONTENT CREATION. FOUNDED IN 2017, WE AIM TO TRANSFORM THE WAY MEDIA IS INTERPRETED AND INTERACTED WITH. OUR GOAL IS TO COMBINE AS MANY DISCIPLINES AS POSSIBLE TO CREATE WORLDS BEYOND YOUR IMAGINATION.

WHETHER YOU HAVE A BUSINESS, BRAND OR YOU JUST WANT SOME PERSONAL WORK DONE, CLDESC IS HERE TO ASSIST. LETS BREAK GROUND TOGETHER. INVEST IN IMAGE ALWAYS AND WATCH YOUR BUSINESS GROW AND ATTRACT A HIGHER END CLIENTELE.



INTRO



01. MEET & LEARN

We meet and learn about you, your business, your tastes and your purpose in creating visual content and set goals for the project.

02. ANALYSIS & DEVELOPMENT

We hit the books, search the internet, consult professionals to try learn more about your industry. We try to learn as much as we can about our competitors as well. This allows us to create unique content and a tailored solution for you.

03. FREEFORM SKETCHING

We sketch out ideas (when applicable) to create as many different concepts, narrowing down to the ones that suit your needs most.

04. VISUALISATION

We take our concepts and begin to explore them in a digital space. We create variations of each concept to suit multiple platforms and keep a consistent story across the channels. (Branding is born in this stage)

05. SHOW THE WORK

We present these concepts to you, explain the rationale behind each concept and why they would be successful. You then provide us with your feedback and what you feel best resonates with your needs.

06. FOLLOW UP

We take the concept that appealed to you the most and begin to make necessary revisions based on your feedback. Keeping the goals in mind, we develop the full fledged concept. Remember, you get 2 revisions, with any additional revisions costing more. But rest assured, with our quality and standard we hardly go over 2 revisions.

07. SEND FILES

Once everything is approved, we send all the files to you in whichever format you prefer. You may request the original design file.

08. ROLL OUT

Now you're ready to unveil your new designs to the world. Remember to keep in touch as we are building a client relationship. Thank you for choosing CLDESC.

MEET

RESEARCH

SKETCH

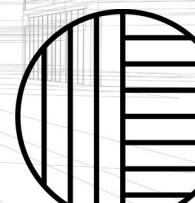
CONCEPTS

PRESENT

REVISE

DELIVER

LAUNCH



01. NO WORK SHALL BE DONE FOR FREE, UNLESS STATED OTHERWISE.

02. A 50% **NON-REFUNDABLE** DEPOSIT IS NECESSARY BEFORE ANY WORK IS DONE ON YOUR PROJECT. THIS IS TO ENSURE YOUR COMMITMENT TO THE PROJECT. THEREAFTER YOU MAY SETTLE THE BALANCE AFTER YOU HAVE RECEIVED THE WORK (WITHIN 30 DAYS). AMOUNTS PAID IN FULL RECEIVE PRIORITY.

03. EXPRESS SERVICES COME AT AN **EXTRA COST**. (WANTING A PROJECT TO BE FINISHED BEFORE THE PROPOSED TIMELINE) THIS IS DUE TO INTERRUPTION TO AN ALREADY ESTABLISHED SCHEDULE AND ALSO TO PRIORITIZE YOUR WORK AND WORK OVERTIME. THIS COST WILL BE CALCULATED AT 75% OF THE PROJECT PRICE, E.G. IF IT COST R1000 ORIGINALLY, THIS BECOMES R1750.

04. WEEKEND WORK IS PROHIBITED, UNLESS STATED OTHERWISE, OR EXPRESS SERVICES ARE REQUIRED (READ ABOVE). PLEASE UNDERSTAND THAT TIME OFF IS ESSENTIAL FOR QUALITY WORK.

05. NO UNLIMITED AMOUNT OF REVISIONS. EVERY PROJECT GETS **3 REVISIONS MAX** (REVISION IS LIMITED TO CHANGES THAT DO NOT REQUIRE THE DESIGNER TO START FROM SCRATCH, IT IS TO MODIFY THE PROPOSED DESIGN. ANY ADDITIONAL REVISIONS WILL ADD TO THE TOTAL PRICE ACCORDINGLY, AT A MINIMUM OF R250 PER REVISION AND A MAXIMUM OF 50% OF THE PROJECT COST DEPENDING ON THE PROJECT AND IT'S COMPLEXITY.

06. WORKING HOURS ARE 08:30 TO 17:30 MONDAY - FRIDAY. ANY WORK REQUESTED AFTER 17:30 WILL ONLY BE WORKED ON, ON THE FOLLOWING BUSINESS DAY.

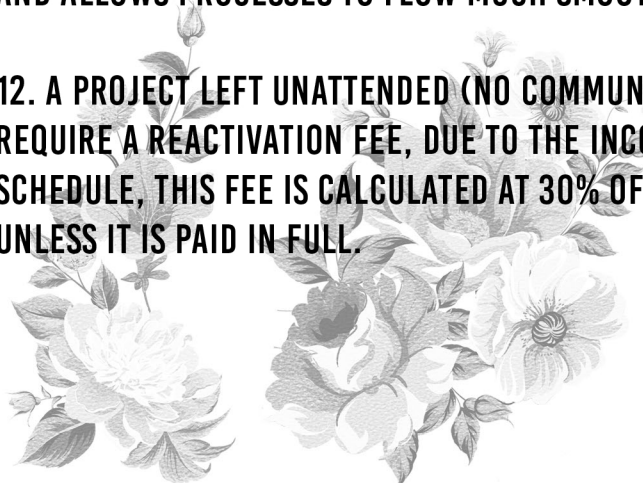
07. COMMUNICATION IS KEY TO A SUCCESSFUL PROJECT, PLEASE HELP US HELP YOU BY ALWAYS KEEPING US UPDATED, GIVING US THE RIGHT INFORMATION AND SENDING US WHATEVER INSPIRATION COMES YOUR WAY. WE PROMISE YOU, COMMUNICATION INCREASES THE QUALITY OF WORK DONE.

08. ALL OUR WORK IS HIGH QUALITY AND MAY CONTAIN LARGE FILES.

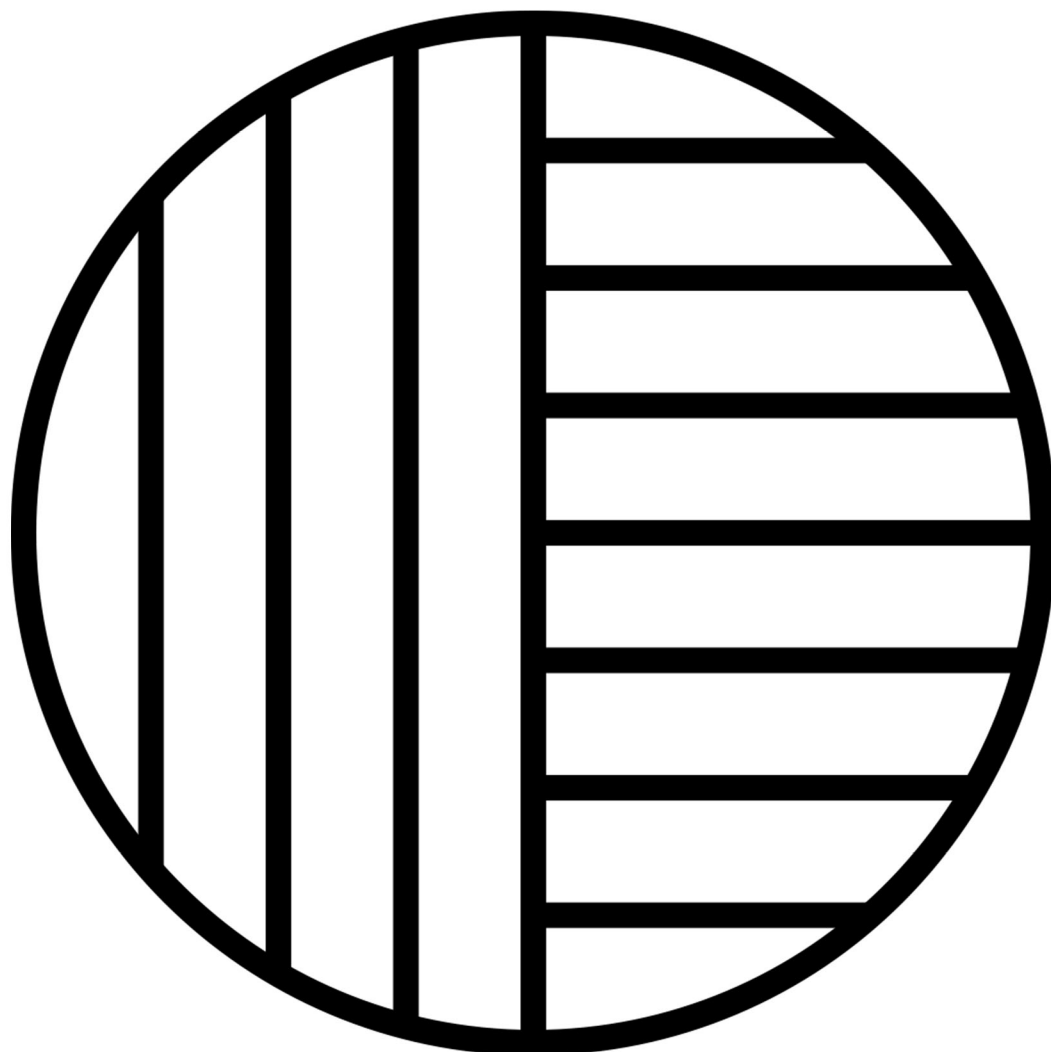
09. SCALE, SCALE, SCALE. REMEMBER, THE AVENGERS ENDGAME MOVIE HAD A BUDGET OF 356 MILLION USD. BE MINDFUL OF YOUR BUDGET AND YOUR EXPECTATIONS.

10. ABOVE ALL, A GOOD CLIENT RELATIONSHIP IS KEY, THIS PROMOTES A HEALTHY WORK ENVIRONMENT AND ALLOWS PROCESSES TO FLOW MUCH SMOOTHER.

12. A PROJECT LEFT UNATTENDED (NO COMMUNICATION) BY A CLIENT FOR 2 MONTHS OR MORE WILL REQUIRE A REACTIVATION FEE, DUE TO THE INCONVENIENCES IT BRINGS WITH REGARDS TO THE WORK SCHEDULE, THIS FEE IS CALCULATED AT 30% OF THE PROJECT FEE AND WORK WILL NOT BE RESUMED UNLESS IT IS PAID IN FULL.



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CONTACT US

TO WHERE THE STREET ENDS