

# THE ROCCO AGENCY

Consult | Design | Market | Deliver

## FREELANCE LEVEL – BUSINESS LAUNCH PACKAGE

### Full Specification & Terms and Conditions

1. **Payment:** All services are provided at a fixed price, and payment is required up-front. Additional costs may apply for international registration, more expensive domain names, or optional software tools but will only occur with prior approval
2. **Commencement:** Briefing form must be fully complete
3. **Estimated time:** Delivery is between 2 and 5 days. This time frame will be driven by the decisiveness and responsiveness of the client therefore The Rocco Agency cannot be held accountable for delays. If feedback is provided within 5 hours then this timeframe is typically achieved.
4. **Communication:** You will be appointed a dedicated Project Manager to engage directly with.
5. **Revisions:** All services, including logo design, tagline creation, and website development, allow for 3 rounds of revisions. Additional revisions may incur extra costs.
6. **Ownership and Rights:** Upon completion and payment, you will own the final brand assets, website, and associated materials. However, we retain the right to use samples for portfolio purposes, unless otherwise agreed.
7. **Delivery Times:** Delivery timelines will be communicated at the start of the project. While we strive to meet all deadlines, delays may occur due to unforeseen circumstances. We will inform you promptly if adjustments are necessary.
8. **Cancellation:** If you choose to cancel the service after initiation, any payments made are non-refundable unless otherwise specified in writing.
9. By proceeding with our services, you acknowledge that you have read, understood, and agreed to these Terms and Conditions. Should you have any questions or concerns, please feel free to contact us directly.

These Terms and Conditions are subject to change without prior notice. We recommend you review this document regularly to stay informed of any updates.

## Branding

Whilst we always work to exceed clients expectations and be flexible and supportive, we do have to put some parameters around our service but will endeavour to ensure you are fully satisfied.

### Logo

#### PROCESS

- A handful of initial options will be provided to guide preference
- Feedback will be required on style, font, icon and colour/s
- Final options will be provided
- We will repeat the above process 3 times before a final decision is expected.
- Once a final design has been selected, 1 variation is permitted.

#### DELIVERY

- High-quality PNG files & SVG source files
- Transparent background
- Websites & app logo files
- Social media kit
- VC background
- Guidelines

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## Tagline (if desired)

### PROCESS

- A handful of initial options will be provided to guide preference
- Feedback will be required on tone, structure and style
- Final options will be provided
- We will repeat the above process 3 times before a final decision is expected.
- Once a final design has been selected, 1 variation is permitted.

### DELIVERY

- Provision of a single tagline and or collection of words to support core brand name
- Incorporation into logo (if desired)

## Colour Palette

### PROCESS

- A handful of initial options will be provided to guide preference
- Feedback will be required
- Full details/codes of palette selected will be shared

### DELIVERY

- Basic palette of 5/6 colours complementary to logo will be documented and shared

## Font

### PROCESS / DELIVERY

- 2/3 fonts will be shared, complementary to the logo and with consideration for usage types. For example web v's documentation

## Image Repository

### PROCESS / DELIVERY

- 20 royalty free images will be selected and shared based upon business background, relevant industries and company specifics
- Acceptance will be requested
- Any disliked image can be highlighted and an alternative will be shared

## Website

### PROCESS

- Once all other brand assets have been finalised we will commence the WIX website build. Wix is recommended for sole proprietors to enable self-sufficiency and keep ongoing costs low. Alternative options can be utilised – please use the custom quote route to opt for an alternative website solution
- A first draft will be shared for review. Feedback on content, layout and functionality will be required
- 1 days effort worth of amends permitted which in our experience is always more than adequate to get to a final product a client is satisfied with

### DELIVERY

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- A finalised Wix website, transferred to your ownership

## **Brand assets**

### PROCESS

- The 2 selected brand assets will be created and shared for approval
- 2 rounds of revisions permitted per asset

### DELIVERY

- Native and final versions of assets shared

## **Legalities**

- Corporate registration in the UK
- Registration not required in SA for sole proprietaries
- International registration can be recommended upon and provided at an additional cost, again please utilise the custom quote tool

## **Technologies**

### **Domain**

#### PROCESS

- Based on your desired name and service location multiple domains will be offered
- Feedback and selection will be required

#### DELIVERY

- A domain up to the cost of £15/300 ZAR will be offered. If a more expensive domain is desired (rarely required), an upgrade will be available.
- The domain will be registered
- Once the website is complete, the DNS records will be updated to link the domain to your website
- The domain purchased will last for 1 year. After one year an approach to extend will be offered

### **Web hosting**

#### PROCESS

- Hosting will be purchased once design approved and domain selected
- Configuration completed to apply hosting to website

#### DELIVERY

- Wix Light hosting
- 2 GB storage space
- Multi-cloud hosting
- Light marketing suite
- 2 site collaborators

### **1 Microsoft Exchange email address**

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## PROCESS

- After a domain is selected and purchased, engineers will set up a single professional email address based on the naming guidance provided
- Login details will be provided

## DELIVERY

- Single professional Microsoft email account

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