



## Two Point Design

We are a print & interactive firm with plans to bring our clients' identity, print and online marketing presence and strategies to new levels of success. We offer a complete suite of services, from innovative print and multimedia designs with customized content creation, to final print production and website maintenance.

## Our Design Services

### ■ Corporate Identity

Logo Design  
Logo Redesign

### ■ Stationery Set Design

Business Cards    Letterhead  
Facsimile        Envelopes  
Postcards        With Compliments  
Invoices         Receipts  
Stickers         Memopads  
Presentation Folders and Inserts

### ■ Interactives

Interactive CDRoms  
Animations

### ■ Web Services

Website Design and Redesign  
Website HTML & Coding  
Flash Introductions  
Flash Powered Websites  
Website Maintenance  
Cross-Browser Compatibility  
Checking and Coding

### ■ Print & Graphic Design

Brochures  
Leaflets  
Flyers  
Banners  
Trade Show Booth Graphics and Signs  
Graphic Posters and Signs  
CD Covers and Labels  
Packaging Design  
Advertisements  
Direct Mail  
Book Cover and Interior Layout and Design  
Invitations and Holiday Cards  
Design and Layout of PDF documents  
T-shirts and Other Promotional Items

### ■ Presentation Services

Presentation and PowerPoint Design  
Presentation Illustration  
Presentation Production  
Creation of charts and graphs

### ■ Video Production

Promotional Video  
Motion Effects



## Two Point Design Policies

### Consultation and Estimate

We do not bill potential clients for initial consultation meetings, emails or phone calls in which we discuss your requirements of our design services. We are also happy to provide a free estimate. Planning meetings will be billed subsequently for construction of project management, including content and design developments.

### Design Fees

We can bill on either an hourly or on a project-fee basis, depending on the project requirements and the client's preferences. With hourly fees there is no need to precisely define the project before beginning, which allows for more creativity and flexibility in the course of the project. When working hourly, we bill fairly, and we will not bill for our mistakes.

### Deposits

For work contracted on a project fee basis, we require a percentage of the amount as a deposit before we can begin work. This percentage ranges from 30% – 50% depending on the overall cost of your project. For work contracted on an hourly fee basis, we require an advance equal to the pay for 5 hours of work.

### Payment

Payment by cheque is preferred. Overdue payments are subject to interest charges of 5.0 percent and processing fee of S\$25.00 monthly. Returned cheques are subject to a processing fee of S\$25.00, as well as an overdue payment charge, if applicable. Clients are responsible for paying sales tax, if required.

### Client Load

We limit the number of clients that we have at one time so that we can provide each client with an individualized, high level of service. This also enables us to complete projects with a good turn-around time. Upon reaching the client limit, we maintain a waiting list. The wait is typically not long since we do have quick turn-around times for projects, and we can provide estimates of the length of the wait.

### Estimate Adjustments

While we try to provide an accurate estimate for the project prior to beginning, estimated amounts can fluctuate due to unforeseen circumstances. For example, extensive revisions at the request of the client or changes to the content or copy may increase the total time spent on the project, and therefore the cost. We always aim to keep the project within the constraints of the estimated time and cost. Since we do not want to surprise clients when the invoice is rendered, we always inform them beforehand if we feel we are approaching the total estimated time or cost. At that point, based on the client's approval we will adjust the time estimate and continue with the project.

### Revisions

While the number of revisions varies from project to project, we always go through a series of drafts to allow clients to make desired changes and to achieve an end product that they are satisfied with. A first-draft deadline is determined at the initial contract signing. We email drafts as PDF, GIF or JPEG files, or post them on our website, unless the Client requests drafts to be delivered in some other manner.

### Printing

We do not have the capability to print the final designed product, but we can provide printer recommendations or print brokering services. In this capacity, we gather print estimates and help clients to make the final decision of which printer to use, and we also oversee the printing of the final materials by reviewing proofs and attending press checks, if required by the project. Printer liaising is handled by Two Point Design at a markup charge of 15.0 percent of the print quotation sourced by Two Point Design for supervisory and handling time.

### Non-disclosure

We acknowledge and agree that the source materials, technical and marketing plans, or other sensitive business materials, including all materials containing said information, which are supplied by clients to us or developed in the course of developing the designs, are considered confidential information.

