

idein creative®

Quotation

Brand	PT. TESTING
Quotation Date	02-Jun-2025
Due Date	09-Jun-2025
PIC	Fajar Aditio

Brand Core

Rp9.500.000

Untuk kamu yang udah punya brand tapi belum punya arah komunikasi yang jelas.

Includes:

- ☒ Brand Purpose & Vision
- ☒ Brand Values and Personality
- ☒ Target Audience Profile
- ☒ Brand Positioning and Differentiation
- ☒ Tone of Voice

Graphic Standard Manual

Rp15.000.000

Untuk kamu yang butuh fondasi identitas tanpa perlu semua output desainnya sekarang.

Includes:

- ☒ Logo Guidelines
- ☒ Typography System
- ☒ Color Palette
- ☒ Visual Elements
- ☒ Imagery Style

Brand Research & Audit

Rp9.500.000

Bagi yang belum tahu posisi brand-nya sekarang dan butuh insight awal.

Includes:

- ☒ Competitor Benchmarking
 - ☒ Audience Insight Survey
 - ☒ Brand Audit
 - ☒ SWOT Analysis
 - ☒ Brand Positioning
 - ☒ Problem Solution Analysis
 - ☒ Consultations
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Brand Application Assets

Rp6.900.000

Berisi hasil terapan dari identitas visual, cocok untuk yang butuh presentasi, handover system dan juga realisasi.

Includes:

- ☒ Brand Collaterals
 - Service Chosen (3/6) :*
 - Packaging, Letterhead & Envelope, Booth Concept
 - ☒ Editorials
 - Service Chosen (2/2) :*
 - Menu Book / Product Catalog, Proposal / Pitch Deck
 - ☒ Brand Assets Alignment
 - ☒ Social Media Templates
 - ☒ Brand Documents
 - ☒ Mockups
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General Terms and Conditions

- 1. All prices are only valid within the period stated in the upper section of this quotation.
- 2. Upfront payment (Payment must be paid before the service started).
- 3. Timeline will be discussed during the briefing session.
- 4. Selected subscriptions with contracts must have the same length of contract with the original contract.
- 5. If there are any changes in the service, the original contract must be terminated first and then renewed with the updated pricelist.

Optional T&C

- 6. Briefing session will be held after the payment is received.
- 7. Full payment must be made in advance for the 'pay-in-full' payment method.
- 8. Able to claim discounts if subscribed to various services.

Total Quotation

Rp39.000.000

~~Rp40.900.000~~

Payment Terms:

#Payment 1 : Rp27.300.000
#Payment 2 : Rp11.700.000

Acknowledge By	Client's Approval
Frederico Christopher	Fajar Aditio
CEO	PT. TESTING

Payment Method: Transfer Bank	
BCA	
Account Name	PT IDEIN KREATIF INDONESIA
Account Number	5490555546