

idein creative[®]

Quotation

Brand	Tennis IP Brand
Quotation Date	01-Jul-2025
Due Date	08-Jul-2025
PIC	Karel setiabakti

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

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

Rp30.600.000

~~Rp34.000.000~~

Payment Terms:

Full Payment (Discount 10%)

Acknowledge By	Client's Approval
Frederico Christopher	Karel setiabakti
CEO	Tennis IP Brand

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