



## Quotation

From

**abnorml PTY LTD**  
3 Amy Close  
North Wyong, NSW 2259  
A.B.N: 76 624 466 879

Quotation ID

**00180045**

Quotation For

**Champion League**

Issue Date

19/03/2019

Project

Option 1 - Logo, tagline, visual language and tone

Item Type	Description	Hours	Unit Price	Amount
Creative Development	Creative Stage 1 - Logo and Tagline Development (3) x Options on Design of logo and taglines Narrow down options to 'hero' logo (1) and tagline (1) Create final art and supply	45.00	\$200.00	<b>\$9,000.00</b>
Creative Development	Creative Stage 2 - Visual Language and In-Situ Concepts Graphical devices to support logo and brand Home page design/look and feel Apply visual language to gym elements as concepts boards	25.00	\$200.00	<b>\$5,000.00</b>
Creative Development	Creative Stage 3 - Manifesto Summarise key brand proposition and create visual brand manifesto (1 page) Supply as pdf	14.00	\$200.00	<b>\$2,800.00</b>
Service	Account Director (Flat Rate) Management of entire project throughout each stage; inclusive of client management, writing briefs and briefing creative team, reviewing creative work, timeline development, work in progress reports, meetings.		\$3,250.00	<b>\$3,250.00</b>
Service	Project Management Gym management software procurement and research for website and app version, setting up social handles and landing page for sign ups.		\$750.00	<b>\$750.00</b>

Subtotal **\$20,800.00**

Tax (10%) **\$2,080.00**

**Quote Total \$22,880.00**



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 Project Option 2 - Company name, visual brand and campaign concepts

Quotation For **Champion League**

Item Type	Description	Hours	Unit Price	Amount
Creative Development	Brand Naming Put forward new gym name proposals Initial discovery into name trademarks, usage and domain registration	20.00	\$200.00	<b>\$4,000.00</b>
Creative Development	Creative Stage 1 - Logo and Tagline Development (3) x Options on Design of logo and taglines Narrow down options to 'hero' logo and tagline Create final art and supply	45.00	\$200.00	<b>\$9,000.00</b>
Creative Development	Creative Stage 2 - Visual Language and In-Situ Concepts Graphical devices to support logo and brand Home page design/look and feel Apply visual language to gym elements as concepts boards	25.00	\$200.00	<b>\$5,000.00</b>
Creative Development	Creative Stage 3 - Manifesto Summarise key brand proposition and create visual brand manifesto (1 page) Supply as pdf	14.00	\$200.00	<b>\$2,800.00</b>
Creative Development	Campaign Development Creative campaign concepts to launch gym (digital display, social, abnorml ideas™) as concept boards	40.00	\$200.00	<b>\$8,000.00</b>
Service	Account Director (Flat Rate) Management of entire project throughout each stage; inclusive of client management, writing briefs and briefing creative team, reviewing creative work, timeline development, work in progress reports, meetings.		\$3,250.00	<b>\$3,250.00</b>
Service	Project Management Gym management software procurement and research for website and app version, setting up social handles and landing page for sign ups.		\$750.00	<b>\$750.00</b>

Subtotal **\$32,800.00**  
 Tax (10%) **\$3,280.00**

**Quote Total \$36,080.00**

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**Notes****ACCEPTANCE OF QUOTATION**

The Client must pay to abnormal 50% of the fees at the time The Client approves this quotation. The Client must pay the remaining 50% of the fees and the balance to abnormal 14 days from delivery of services listed in this estimate.

To proceed with this quotation, please accept online. Once submitted abnormal will invoice for 50% upfront payment.