



Cooperation

agreement

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PDV ID	HR55636342156
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2 Product description

2.1 WHO WE ARE

We are simple but effective creative agency from Zagreb, Croatia. We create visual identities and amazing websites. Today's consumers are more intelligent, more selective and time efficient. For this reason it is necessary to use various techniques to reach out to them and begin suitable communication. Welcome to our world of skills that helps to develop information, from creation to transformation of any idea in order to create better result for your brand. Our key team values are a passion to achieve results, simplicity and optimism, professionalism and cooperation, continuous improvement, responsibility and respect.

2.2 HOW WE WORK

First contact between client and agency, client contacts the agency and describes their needs, objectives and additional details important for the realization of the project. Agency provides the client with cooperation agreement for establishment of cooperation. After the initial contact, agency assesses the client's needs delivered in written form or creates a note from the interview with the client. Upon client's agreement with cooperation agreement mentioned earlier, client is requested to fill out one of the forms prepared by the agency, selected according to the needs of a client. If requested, agency will help the client to fill the form. After obtaining the filled forms, the agency will, based on the information entered by client, provide the client with the initial offer.

Accepting, amending or refusing an offer, based on clients needs assessed in the initial contact and entered in the filled form, agency prepares an offer. Offer consists of a detailed description of each item, total workload, due dates for activities, and the pricing. Upon acceptance of the offer, and prior to the initiation of the project, a client is requested to pay in advance a previously agreed sum. A client is also able to request amendment or to refuse the offer.

Assessment and content data collection, here, agency will assess specific work sector in order to gain insight to potential competitors, existing processes, communication and strategies of similar brands. In this phase, we are collecting various information required for the analysis and development of a new content, in order to define potential competitive advantages of your brand. Initial information provided by a client are further processed for the analysis, adjusted for simple reviewing and fast access to the data, which is essential in the next phase of the project.

Analysis and processing of collected content, content delivered by a client and content collected during the first phase of the project are further used to develop a set of guidelines and a work plan, with an aim to create a new and effective image of the brand, and to accomplish objectives set by the client. After agreement upon a budget, we commence the detailed analysis of a potential market and competitors, followed by the in depth analysis and interpretation of all collected information.

Creating the new content, our principle guideline in this phase is a creative communication and distinguishing the brand on the potential market, and in wider context. We create a valid and true value, based on a deep understanding of your needs and objectives, which will be able to provide the competitive advantage, and grant your brand a better position on the market.

Payment and pricing, payment options are **negotiable**. Agency fee is **200 HRK** (croatian kuna) **per hour**. It is possible to pay in other currencies, GBP, USD or EUR. The exchange rate is calculated on the day the offer was made. Acceptance of the cooperation agreement is considered as a legal agreement between the client and the agency.

2.3 WHAT WE DO

2.3.1 Design

Professional designers with passion who will give their best to understand your company, your customers and company goals. It is intended for startups and individuals or established corporations. From a simple logo to a complete rebrand of a corporate identity and other comprehensive projects, every client will receive one-on-one attention. A well-established brand identity triggers in consumers the right thoughts, feelings, ideas and emotions to cause them to view your products or services in a positive way and ultimately buy them. The stronger an identity is, the more engaged and loyal customers will become. Once loyalty to your brand is established you can count on sustainable business growth.

2.3.1.1 Logo design

Making the first impression starts with your logo design. Heart and face of your brand should be innovative, fresh and with business meaning. We take time to get to know you and together will discover your company's optimal message. Our goal is to understand both, your products and services, as well as what you need to achieve goals. We will produce concept logo designs for you to choose. Custom logo design services are not cheap, we will agree on a fixed price and we promise that we'll work hard until it is to your satisfaction.

Small business logo design	Charity logo design	NO HOURLY RATES	NO LIMIT REVISIONS
Company logo design	Logo redesign / rebrand	3 SOLUTIONS	FIXED PRICE

2.3.1.2 Brand ID

If your current brand is not attracting customers like it used to, maybe it's time to consider rebranding. Our goal is for your brand to be impactful, remembered and recognised. We look at how logos and brand design work together. Stand out from the crowd, unify goals, move away from negatives, bring the loyalty back, refresh and reinvigorate your brand.

Company rebranding	Company promo materials branding	PER HOUR	2 REVISIONS
Website branding	Mobile app branding	3 SOLUTIONS	25€

2.3.1.3 Print design

Your business print design should reflect traditional media as well as online and digital platforms. Our experience in both of these areas is a decided advantage for clients and provides many benefits.

Business cards and invoices	Stickers and brochures	PER HOUR	2 REVISIONS
Letterheads and envelopes	Posters, billboards and other	3 SOLUTIONS	20€

2.3.1.4 Strategic design

Successful strategic marketing is essential for every business. Years of experience working with clients has proven that at the heart of every successful campaign is graphic design and visual design. Design that understands your company, your customers and your objectives. Promotion-specific design possibilities are endless, this challenge is what brings out our best. From branded package to online marketing and designing responsive websites or creative promotional gifts will take you ahead from the competition.

Business marketing and advertising	Packaging design	PER HOUR	2 REVISIONS
Signage and other branded environment	Uniform design	3 SOLUTIONS	20€

2.3.2 Brzoweb

Website design, specially designed product that combines the maximum professionalism of our designers and developers and maximum ease for our customers. Our team of professionals will guide you through a few steps and finally create for you a unique and custom designed professional website. For several years now, we have been meeting and exceeding our clients expectations again, and again. We understand the importance of deadline, our team is committed to get your project completed in a short time.. After all, your satisfaction is our business. You are just clicks away from a great looking professional website design, but better yet, a powerful marketing tool. After determining the purpose of the website and setting clear goals, it is necessary to determine the target group to which your site communicates. About the target group depends a lot on the web design itself, selecting functionality, content scheduling, color selection of written texts and other. Every paragraph on your web site has to tell the story. Our creative solutions will place your brand over the competition. Once the website is finished and in operation, you can start promoting your new website and attracting visitors and clients. However, the product we offer is divided into three categories.

Website	
	Professionally designed website
	The client submits the entire content for implementation
	Frontend - unique design fully tailored to the needs of the client
	Backend - programming, logic solutions, functionality and customization for easy maintenance
	Design of visual elements
	We use word press CMS systems with minimal use of plug-ins to maximize the speed of your site
	Basic SEO optimization
	Responsive design - a page customized for mobile phones, tablets, desktops
	Contact module and social networking compatibility
	Functionality, simplicity and easy visibility for the user experience

2.3.2.1 Najbrzi

Website content must be delivered by you. Logotip, textual content, photographs or any extra visual or other content, all must be delivered before the start of the project.

Webtype	Design	Devices	Development	Domain
1 pager	Professional and responsive	Desktop, mobile, android, iOS	CMS - PHP	You have a domain
Server	Maintenance	Deadline	Additional costs	Pricing
You have a server	Not included	Couple of days	Low	500 €

2.3.2.2 Brzi

You have some content, or maybe you have an old website, but you want to expand and improve it, If your needs are redesign or complete new website, our team will organize content and help you improve the idea for presenting your business, products or services.

Webtype	Design	Devices	Development	Domain
1-8 pages	Professional and responsive	Desktop, mobile, android, iOS	CMS - PHP	Optional
Server	Maintenance	Deadline	Additional costs	Pricing
Optional	Optional	10-20 days	Medium	800 €

2.3.2.3 Brustom

This category is formed for most demanding projects. For customers with special needs in website structure or functionality this is the right option. From the other side, maybe You want new website but you don't have any content.

Webtype	Design	Devices	Development	Domain
8+ pages and webshops	Professional and responsive	Desktop, mobile, android, iOS	CMS - PHP	1st year free
Server	Maintenance	Deadline	Additional costs	Pricing
1st year free	Required	20+ days	High	1500 € +

2.3.2.4 Maintaining and updating the website

Website maintenance implies maintaining a high level of security, backing up your database and/or the entire content of your site, upgrading and maintaining compatibility of installed applications, administration of email addresses (OPTIONAL), hosting (OPTIONAL), and user domains (OPTIONAL). Update content refers to modifying, adding or deleting content, adding new service descriptions, references, new photos of your products, changing contact data, price lists, and actions. If your site changes are relatively frequent and you do not want or do not make these changes independently, our team will work professionally for you.

Maintenance	
	High level of security
	Backing up all data on the server
	Maintain and upgrade compatible applications
	E-mail addresses administration
	Domain administration
	CMS administration
	Editing, adding and deleting content
	Eliminating possible problems
	Domain and hosting control

2.3.3 Additional needs

If you have specific needs that do not fit into the offered packages, it is best to contact us. All packages can be upgraded or reshaped according to client's specific requirements. We will be happy to scope and analyze your needs and help you with advice, and initial consultation is always free and non-binding.

3 Project details

Project details	
Project name	
Cooperation agreement made by	
Date of creation	

3.1 CLIENT DETAILS

Type in carefully and correctly	
Name	
Adress	
National insurance number / OIB	

3.2 WORKFLOW

	Approximate completion time	Done	Other
First contact between client and agency			
Accepting, amending or refusing cooperation agreement			
Assessment and content data collection			
Analysis and processing of collected content			
Creating the new content			
Project delivery and rest of payment			

3.3 PRICING AND PAYMENT

	Optional	Other details
Price per hour	20€ - 25€	
Payment option	1/2 - Monthly - Per year	

When accepting cooperation agreement client pays 1/2 project value to agency bank account. Other 1/2 is payed when project is delivered. For 100% payment when accepting project cooperation agreement agency provide 15% discount.

4 Initial offer

4.1 PRODUCTS

	Services	Amount (h)	Price (HRK)	Tax (PDV)	Discount (%)	TOTAL
2.3.1	Design					
2.3.1.1	Logo					
2.3.1.2	Brand ID					
2.3.1.3	Print design					
2.3.1.4	Strategic design					
2.3.2	Brzoweb					
1.3.2.1	Najbrzi					
	Design					
	Development					
2.3.2.2	Brzi					
	Design					
	Development					
2.3.2.2	Brustom					
	Design					
	Development					

Payment

	1/2 + 2/2				
	PER MONTH				
	PER YEAR				

1/2 + 1/2

	Date of payment	Amount	Additionally
50%			
50%			

Per month

Total project cost			
Total number of monthly installments			
Amount of monthly installment			
	Date of payment	Amount	Additionally
1			
2			
3			
4			
5			

3.2 SOLUTION PROPOSAL

3.2.1 Agency portfolio

Agency portfolio is available at www.kreativnekomunikacije.hr

3.2.2 New design solution for your company

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3.3 AGREEMENT

Date

Location

Agency signature

Client signature

