

Terms & Conditions

**Basic Plan**  
**\$399/mo**

**Reach Plan**  
**\$699/mo**

**Pro Plan**  
**\$799/mo**

**BEST SELLER**

**BASIC Plan**

**Featured Benefits:**

- 24 - 48 hours turnaround (more info)
- 1 x Active Design Task
- 1 x Dedicated Designer
- Unlimited Requests & Revisions
- Open Source files included
- Display ads
- Print or digital brochures
- Stationary (Business Card, Letterhead, Badges, etc)
- Merchandise graphics (T-shirts, Mugs, Pens, Notepad, etc)
- Trade show marketing materials
- Social Media Graphics (Facebook, Instagram, Pinterest, Twitter, LinkedIn)
- Google display ads
- Outdoor graphics
- Stickers
- Product Label and Packaging
- Sales sheets
- Event flyers
- Email header graphics
- Blog header graphics
- Basic photo edits & manipulation
- Transparent backgrounds
- Ecommerce graphics
- Logo updates
- Presentation graphics
- Revising webpage mockup (source/voriginal design files should be provided)
- And many many more type of requests

**REACH Plan**

**Featured Benefits:**

- All Features of Basic +
- Up to 20 Social Media Posts Per month
- Channels: Facebook, Instagram & LinkedIn
- Content Writeup for Posts
- Hashtag Selection for Posts
- Social Media Scheduling & Posting
- Monthly Marketing Calendar
- Dedicated Marketing Manager
- Dedicated Designer



**PRO Plan**

**Featured Benefits:**

- All of our Basic Plan features +
- 2 x Dedicated Designers
- Upto 3 x Active Design Tasks
- Product Mockups
- Floor Plans
- Store Display
- Business Signage
- Animated Gifs
- Google Slides or Powerpoint Slide Decks
- Advanced Infographics
- Isometric Design
- And many, many more types of requests



Types of graphics/3D we **DO NOT** support in above Packages. These can be done on project basis based on project fee assessment.

- Video or motion graphics
- Extremely complex or fine art illustrations
- Fillable or interactive PDF documents
- Photoshop art or complex photo manipulation
- CAD
- HTML/CSS/UI/UX, Mobile, Website or App design
- Programming/coding/development
- Brand Strategy
- Design Concept Development for brand
- Brand Guidelines
- Interior Design
- Architecture Design
- Logo Designing



Types of graphics/3D we **DO NOT** support in any circumstances for any Packages.

- Requests for projects that are sexually explicit, defamatory, ethnically or racially offensive, politically driven or anything that is against Purrple Orryx's core values
- Trademarked names, brands, and quotes
- Digital Painting (watercolor or paint effects and the like)
- Gaming Assets
- Art for your comics/graphic novel

### Design Flow Queue - DFQ

Our teams work with a concept of **Design Flow Queue - DFQ**

There's no limit to how many requests you can make for a design project. For some clients - this could be 5 things. For other clients - it could be complicated requests - this could be one thing. For the most complicated requests it could even take a few working days to get something back to you.

Now when we factor in revisions and edits, the timeline of submissions can change and a guarantee output based on timeline for DFQ may not be possible.

We do have some general guidelines for what you may expect from DFQs.

One DFQ may look like one of the following:



10 customized social media graphics



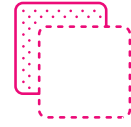
1 double sided restaurant menu card



1 Google Ad in 8 different sizes



2 Mug Design Typographies



1 product background removal

The process of our design submission will start from the 10 social media graphics and when it's ready, submitted and approved by the client after all revisions, we start the next design in the list. These are just guidelines and not exact estimates! The time to receive a design or edit back will vary depending on the complexity of your request. As design is a creative process, each request is different and requires individual understanding and pace which with time will be clearer for each client accordingly.

## Annual Savings

Savings of over **\$60,000/year\*** are based on the following calculations:

All figures are in USD

1. Average Monthly Salary of a Graphic Designer: 46,000
2. Housing and Transport allowance:  $1000 \times 12 = 12000$
3. Equipment Cost: 2000
4. Paid Holiday: 3,800
5. Commissions: 5,000

Grand Total: **68,800/year**

Our Fee: **USD 4,788**

Approx Annual Cost Saving: **\$63,212**



Source: [https://www.glassdoor.co.in/Salaries/us-graphic-designer-salary-SRCH\\_IL.0,2\\_IN1\\_KO3,19.htm](https://www.glassdoor.co.in/Salaries/us-graphic-designer-salary-SRCH_IL.0,2_IN1_KO3,19.htm)