

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : PUBLIC SAFETY SAVINGS AND LOAN ASSOCIATION PSSLAJ INC.  
**BRAND** : PSSLAJ  
**PROJECT**: : Brand Book  
**CE. NO.** : PSSLAJ-2024-0003  
**DATE** : 19 March 2024

16/F Two World Square,  
 #22 Upper Mckinley Road,  
 Mckinley Hill, Fort Bonifacio,  
 Taguig City, 1634  
 Tel.: 8856-7888

|     | SERVICE   | NET               | VAT              | COST IN PHP       |
|-----|---|-------------------|------------------|-------------------|
| I   | <b>CREATIVE DEVELOPMENT OF BRAND BOOK</b><br>Brand Guidelines Inclusions:<br>- About the Brand<br>- Logo usage<br>- Fonts<br>- Colors<br>- Dos and don'ts<br>- Tonality<br>- Image and photography style<br>- Sample usage or application (social media card template, web banner, letterhead with letter envelope, calling card, poster, pull-up banner, 1-side flyer template, and merch: shirt, tumbler, and golf umbrella)<br><br>Design and Copy | 170,000.00        | 20,400.00        | 190,400.00        |
| II  | <b>COPYWRITING FOR ADDITIONAL SECTIONS</b><br>Brand Story, Logo Design Elements Rationale, and Brand Messaging (info or content to come from client, copywriting c/o agency)  | 96,000.00         | 11,520.00        | 107,520.00        |
| III | <b>PROJECT MANAGEMENT FEE</b><br>On items number I, II  | 26,600.00         | 3,192.00         | 29,792.00         |
|     | <b>SUB TOTAL</b>  | <b>292,600.00</b> | <b>35,112.00</b> | <b>327,712.00</b> |
|     | <b>GRAND TOTAL</b>  | <b>292,600.00</b> | <b>35,112.00</b> | <b>327,712.00</b> |

**TERMS :**

- 50% downpayment required upon signing of CE. 50% full payment upon project completion.
- Penalty charges of 2% will be added per month on the unpaid amount until fully paid. The Service Provider reserves the right to suspend work in case the delay lasts more than forty five (45) days after the due date.
- Brand Book inclusions contain templates/guides only.
- Max. 2 rounds of revisions.
- Costs exclusive of production fees unless otherwise stated.

**ATTENTION :**

|   |   |  |
|---|---|--|
| SUBMITTED BY: <i>PS</i><br>Paola Soriano<br>Account Director                                | PREPARED BY: <i>PS</i><br>Paola Soriano<br>Account Director                           | VERIFIED BY: <i>LM</i><br>Lalyn Morete<br>Senior Finance Analyst |
| NOTED BY: <i>Diane Chua</i><br>Diane Chua<br>Managing Director                              | NOTED BY: <i>Jennifer B. Wieneke</i><br>Jennifer B. Wieneke<br>Telco Head/PLDT Head   |  |
| APPROVED BY: <i>J. Magalona</i> 5/6/24<br>Janery Jill Magalona<br>VP for Operations, PSSLAI | APPROVED BY: <i>M. Juanico</i> 5/6/24<br>Atty. Maria Juanico<br>Head of PDMCD, PSSLAI |  |