WHO WE ARE

Who

JamesMarko is a **boutique website and graphic design studio**, servicing the Southern Highlands, Illawarra and Sydney.

Headed up by Sarah James and Dan Markovina, we are specialists in website design, graphic design, logo and brand design, search engine optimisation, digital marketing, performance measurement and print management.

Collectively we have over 40 years of design experience that we use everyday to help build existing and new clients businesses. We pride ourselves on our versatility, and our ability to bring the best out of a brief, providing tailor-made, creative design solutions for your business – large or small.

What

We are...

Boutique on pourpose! We keep it small and lean, providing agency service, without the agency overheads!

We provide...

- Web Design & Development
- Domains + Hosting
- Strategy + Performance
- Digital Marketing
- SEO/SEM
- Logo Design + Branding
- Graphic Design + Layout
- Print Management

Website Design

A great website knows its audience, respects their needs whilst keeping business goals firmly in mind. Building on this information we design, develop and host each website we build. Given that every business is unique, you would expect that every website should be too. That is why our approach to each site begins with research and understanding.

Graphic Design

Graphic Design is simply visual problem-solving – its taking your message and creating the visuals to help spread that far and wide. Our aim is to create something that not only tells your story, but also looks great doing it!

Why

We believe

- In challenging the mediocre
- In communication that actually communicates (!)

We promise

- To understand your requirements
- To deliver above your expectations

We provide

- Proven industry experience
- Creative solutions that work

> “Graphic design will save the world – right after rock and roll does.”
>
> — David Carson

How we work

JamesMarko Pty Ltd are committed to delivering top quality Website Development and Graphic Design / Brand services that are tailored to suit your needs.

We'll provide you with:

- High quality, original, professional and creative design and website development, that sets your business apart from your competitors.
- Excellent customer service, we answer your questions, keep to your schedule, listen to and implement your feedback.
- Over four decades of combined experience in the digital business and design sphere - we keep up-to-date with the trends and changes in design, business strategies and technologies to provide you with the best opportunities for development.
- Human centered, mobile responsive development approach, we start with the end user and their preferred devices in mind.

A Partnership

We believe that any project – be it branding, website development, or signage – is a partnership between you as a business and us as graphic designers, website developers and digital marketing specialists. This means we listen to each other, share ideas, and work together on developing the project objectives.

It is a partnership that does not end with the delivery of this project but should continue to ensure the ongoing success of your business in achieving your goals.

Project Objectives

To help you achieve your goals, we aim to provide you with an easy to use, fast loading, and visually appealing website. The website will stand as a professional online foundation for your business underpinning the confidence of your existing customer base and attracting new customers alike.

Check out some of our recent work

(click to view online)

WEB/DIGITAL

BRAND

DESIGN

> "Design is thinking made visual."
> — Saul Bass

Our Services

WEBSITES & DIGITAL

- Website Build / Development – Given that every business is unique, you would expect that every website should be too. That is why our approach to each site begins with research and understanding.

  We provide:

  - Responsive Design + Development
  - eCommerce
  - CMS Systems
  - Wordpress
  - Systems Integration

- Search Engine Optimisation (SEO) – Research and analysis of on-page and off-page elements, tracking and reporting
- Search Engine Marketing (SEM) – As Google certified and trained partners, we are able to assist with paid marketing via Google and other paid marketing platforms such as Instagram, Facebook, Yahoo and more.
- Social Media Marketing – Assistance and setup of social media channels such as Instagram, Facebook, Twitter & LinkedIn
- Domain Name Registration – As a registrar, JamesMarko offer domain name registration for all extensions and TLDs. Domains registered are accessible via our management portal.
- Enterprise Level Hosting – We provide enterprise level hosting on a dedicated server which is optimised for speed. Our hosting includes daily backups and full support.
- SSL – An SSL certificate is essential for all website applications and allows your website to use a secure https:// address.
- Email Hosting – We suggest enterprise level hosting with Google GSuite or Microsoft Office365. We can, however, provide Standard and Business email hosting solutions separate from Google and Microsoft.
- Website Security & Maintenance – Websites require maintenance due to the ongoing changes in technology, browsers and devices used to access websites. Wordpress and associated plugins require updates for security reasons.

  We offer website security & maintenance to address updates for:

  - Core updates for Wordpress
  - Theme and plugin updates
  - PHP version updates for site health
  - Backup of your website

GRAPHIC DESIGN & BRANDING

- Branding/identity (including logo & brand design, stationery, brand guidelines, etc)
- Online graphics (websites, social)
- Graphic Design (including stationery, advertisements, brochures, displays, posters and signage, Album/Book/Label design, etc
- Print Services (print management, offset & digital, specialist printing needs)

SERVICES VIA JAMESMARKO PARTNERS

- Copy Writing & Editing – for marketing, websites, direct email, social media, etc
- Social Media Management – Research and development of social media strategy, building of followers and supporting landing pages on website to maximise effectiveness.
- Photography/Videography – Product and/or artistic, profile images, corporate and campaign.

Google Partner

AdWords CERTIFIED

Analytics QUALIFIED

> “Design is not just what it looks like and feels like. Design is how it works.”
>
> — Steve Jobs

Our Team

SARAH JAMES

Website Design + Digital Marketing Specialist

Sarah started designing and developing websites when our internet connections were dial-up, mobile phones had just moved on from 'brick' stage, and social media was nowhere in sight.

Having been involved in website design since the very early days, Sarah watched first hand the developments in technology and the impact on our digital world.

Having worked across many industry types, Sarah brings valuable insight and experience to all her projects, whether website related or digital marketing.

DAN MARKOVINA

Graphic Design + Branding Specialist

With well over 20 years experience in Graphic Design, Dan brings extensive understanding and experience in all aspects of the design and branding field.

Having worked for himself since 1999 (!!), and with a background in 'below the line' agencies before that, he know what it's like to make business communications work – and to do so on a budget.

That's what he enjoys the most about graphic design... to understand what you need to achieve in your business, and then bring a designer's sensibility to communicating those goals in the clearest and most creative way.

Whether it's creating a great logo or brochure, making sure that your brand is best represented in your comms, or simply giving you advice on your creative needs, Dan is all about giving you his best, and making sure that you LOVE the result.

PARTNERS

We work with a number of local (and not-so-local) professionals, whilst we all have our own businesses, we frequently enjoy collaborating on client projects.

Andy Toohey
ICEBLINK CREATIVE
Photography

Terry Muller-Maher
MULLER-MAHER
Photography

Nicole Smith
TINSHED MARKETING
Marketing

Xanthe Carr-Boyd
Communications
Marketing / Copy Writing

Gavin Sambell
IVE GROUP (Brand Activation)
Gavin Samball

> "The role of the designer is that of a thoughtful host anticipating the needs of his guests."
> — Charles Eames

THE BORING STUFF

Fees & Charges

Prices/times quoted are based on supplied information. Should the scope of the work change from the above/supplied specs (as we understand them), JamesMarko Pty Ltd reserves the right to re-quote when additional time/costs are realised. Times are charged at applicable hourly rates indicated above (1/2 hr min.)

FEES & CHARGES
($AUD. Exclusive of GST)

Graphic Design (conceptual & layout): $120/hr

Image retouching/Etching: $120/hr

Revisions (Authors): $120/hr

Final Art/Prepress: $120/hr

Web Design/Maintenance: $120/hr

Stock Images (Non-Premium): $15ea
(premium images quoted at time of requirement).

PAYMENT TERMS:

Website Design

50% Deposit - To be paid prior to commencement of work

25% Progress - To be paid when deposit has been exhausted

25% Balance - To be paid upon completion before project is released to client, or site is made live.

Graphic Design

GENERAL - 50% Deposit, paid prior to commencement of work, unless credit application approved. A progress payment may apply if the job is over $1,000 or extends past 30 days. Balance at completion of job, prior to file delivery.

Logos/Branding

50% deposit payable on acceptance of quote, balance payable at completion, prior to file delivery.

QUOTATION ACCEPTANCE

An invoice will be sent on acceptance of any quotation representing the deposit.

> “If you think good design is expensive, you should look at the cost of bad design.”
> — Dr. Ralf Speth

Terms and Conditions: General

Following are standard Terms and Conditions which are designed for mutual protection and apply to any work undertaken in conjunction with JamesMarko. Please ensure that you are familiar with them and feel free to contact us if you do not fully understand any of the terms in this document.

Please also understand that from time to time JamesMarko may need to adjust these terms without notice.

Commencement of Work

The client agrees to provide written acceptance of this submission before any work is commenced, in the form of a Letter of Agreement between the client and JamesMarko concerning the work outlined in this submission.

Where exception is made and a client gives verbal acceptance of our proposal to enable work to commence prior to payment of the deposit, the client assumes responsibility for payment for work commissioned as outlined in the proposal.

Fees For Service

It is agreed that the fee for service shall be within the cost estimates provided in this submission, unless work undertaken exceeds work outlined.

If work undertaken exceeds the items specified, the client agrees to pay appropriate fees for the excess work.

Payment

The client agrees to pay an (upto) 50%deposit of the quoted / estimated amount prior to commencement of work.

Once work has commenced on the project, the deposit or part thereof is deemed non-refundable in proportion to the work already commenced.

The balance is due upon delivery of the final product. As a small company we cannot afford to carry debt or offer credit. All accounts are to be paid in full prior to release of native files, print-ready artwork, printed materials or immediately a website is made live.

Our terms are strictly 7 days and payment must reach us by the due date (unless where agreed otherwise in writing).

Payment Terms are strictly Net against invoice unless a deferred payment term is agreed between the Client and JamesMarko at time of quotation.

Payment may be made by direct bank deposit to our bank account, commercial and/or banker's cheque in favour of JamesMarko Pty Ltd or by Visa, Mastercard or American express (cards accepted may vary at JamesMarko's discretion).

A surcharge of 1.75% for payment by credit card will be applicable to all such transactions.

In situations where the work time exceeds 4 calendar weeks in duration, the client agrees to payment by calendar monthly progressive invoices based on the work done to date.

Overdue Payment:

We reserve the right to charge interest on all overdue balances in line with legislation relating to late payment of commercial debts. Interest is charged from the invoice date onwards if payment is not received by the due date.

Debt Recovery Costs

All costs, charges and expenses incurred by us in recovering any debt shall be paid by you. If a payment made by cheque is dishonoured, you shall be liable for all reasonable costs incurred as a result.

Excess Work

This is defined as any work involving additions to the listed items or changes to any pieces of finished artwork after sign off by the client or their representative. Excess work constitutes:

- Additions and extras to quote/proposal
- Variation to design requirements as the project evolves (initiated by the client and/or as recommended by JamesMarko with client consent, verbal or written consent)
- Request for extra files on completion or at a later time
- Adjustments to completed files
- Collection and delivery of native files
- Website backup, content updates, design updates.

Native / Art Files

Provision of native files is not automatic and will incur a fee of $100+gst per design file.

JamesMarko will provide clients with print ready PDF files as outlined in our proposal at no extra cost. Subsequent requests for retrieval and delivery of files will be charged at our normal hourly rate.

Any client request for provision of native files will be considered on individual merit and with the understanding that delivery of native files is made in good faith. This is with the understanding that no changes will be made, and that copyright and copyright laws pertaining to intellectual property are respected.

Our charges are made with the understanding that design work is undertaken for a specified task only and under no circumstances are native files to be taken to another designer to be used or modified.

Copyright

JamesMarko reserves the right to reproduce any part of the completed work (and any preliminary designs) for use in self-promotion via our portfolio, website and on our blog.

JamesMarko reserves the right to add 'Site by JamesMarko' and website link to any designed website.

If JamesMarko offers to release intellectual property and the Client agrees to pay the proposed Copyright fee, JamesMarko will then assign full copyright ownership of the work to The Client upon payment of all monies owed in full. This does not include preliminary designs that are not approved by The Client.

Liability Regarding Work and Materials Provided

It is agreed that all work and materials provided for the client by will be free and clear of all liens and encumbrances and may be lawfully used by the client without infringing upon the rights of others including, and without limiting the generality of the foregoing, any copyright trade secret patent or trade mark rights of any third party.

Confidentiality

It is agreed that employees of JamesMarko shall not at any time either during the continuance of the work outlined or thereafter, except in the course of their duties, divulge any of the confidential affairs of the client or any of its clients or associated companies to anyone whatsoever without the previous consent in writing of the client.

Amendments to These Terms and Conditions

All and any amendments to the terms and conditions outlined in this document must be provided in writing by the client and be authorized by JamesMarko prior to the commencement of work outlined in this submission.

Force Majeure

JamesMarko shall not be liable for any failure or delay in supply or delivery of products/services where such failure or delay is wholly or partly due to any cause or circumstances whatsoever outside the reasonable control of JamesMarko including but not limited to war, strikes, lockouts, industrial disputes or unrest, government restrictions or transport delays, fire, power outages, failure attributable to hosting suppliers, breakdown of plant, theft, vandalism, riots, civil commotions, accidents of any kind or act of terrorism.

Terms and Conditions: Website, email and hosting

Domain Names

JamesMarko is an authorised registrar of domain names and can organise registration of client Domain Names.

Our automated system will advise clients when payment to re-register a domain name is due, but once advised the client is responsible to maintain domain name registration and payment through our online system.

Website Hosting

JamesMarko offers fully managed website hosting on dedicated servers with specialists in Wordpress Hosting, Siteground. Servers are located within Australia. Clients accept Siteground's terms and conditions when engaging our hosting service. Please read: https://au.siteground.com/viewtos/ siteground_terms_of_service

- JamesMarko is the first point of contact if any issues arise with client web sites and hosting.
- JamesMarko cannot be deemed responsible for any disruption to client websites or loss of income due to maintenance, technical malfunction, power outage, hacking and/or sabotage.
- We will provide support within our normal office hours to assist troubleshooting and address any hosting related.

Search Engine Optimisation (SEO) and Web Ranking

JamesMarko includes an allowance for very basic Search Engine Optimisation (SEO) in our costings for website design and production.

As SEO is an ongoing process, additional optimisation may be quoted and completed separately to enhance the ranking of your website.

Email Hosting

JamesMarko offers solutions for Email Hosting, via Google GSuite, Microsoft Office 365 and Basic Email Hosting. By utilising these services, the Client is bound by the terms and conditions of the hosting provider.

Google GSuite and Microsoft Office365 offer support as part of your subscription. If you have any issues you should contact them directly.

Basic Email Hosting is provided by our partner Dreamscape and we are the first point of contact should any issues arise.

JamesMarko cannot be deemed responsible for any disruption to client email or loss of income due to maintenance, technical malfunction, power outage, hacking and/or sabotage.

Website Installation

For your convenience, JamesMarko will manage initial installation and testing of your website across a range of browsers and platforms. Once we are comfortable that the set up is complete and the website is functioning, JamesMarko assumes no responsibility for website maintenance which becomes the responsibility of the client. We may be engaged to perform maintenance separately.

Website Content Management

JamesMarko websites are built using the Wordpress framework, also known as a Content Management System (CMS).

- JamesMarko assumes no responsibility for issues arising due to version upgrades, database or plugins.
- JamesMarko can perform website content maintenance with instructions from the Client. Maintenance is charged at our normal hourly rate.
- Clients may receive 1 hour of training following the website going live. Further in-depth training and refreshers are available at our normal hourly rate should that be required.
- Clients maintaining their own websites do so at their own risk and any issues arising from this maintenance that require fixing will be charged at our normal hourly rate.

Website Backups

Hosting companies usually keep emergency back ups on their servers in the same location as the website.

To avoid inconvenience due to loss of files, we recommend that each client assume responsibility for backing up their own site on a regular basis, particularly if in the habit of regularly updating and modifying content.

Websites hosted with JamesMarko utilising our WP Engine service receive daily off-site backups (not on the same server) for added security.

Plugins

Wordpress websites require plugins to extend their base functionality and as such, these plugins attract an annual fee. The charges are either billed directly from the supplier or via JamesMarko where we are able to offer a discounted volume rate.

Website Backup & Maintenance Plans

We offer ongoing maintenance plans for your website including security and plugin updates as outlined on page 2 of our quote.

We routinely add a site security plugin to your site to minimise risk, and can regularly make core and plugin updates to increase security.

CMS and security upgrades protect your website and server from hackers and other villains who could potentially cause mischief to your business online. Out of date plugins are a major cause of security breaches within Wordpress websites and it advised that plugins are routinely updated.

> "Simplicity is not the goal. It is the by-product of a good idea and modest expectations."
>
> — Paul Rand

JAMESMARKO

WEBSITES + GRAPHIC DESIGN

jamesmarko.co