OUTRIGHT
CREATIVE SOLUTIONS

SERVICE PACKAGE GUIDE

Transforming visions into visuals

We transform your visions into visuals with creative solutions

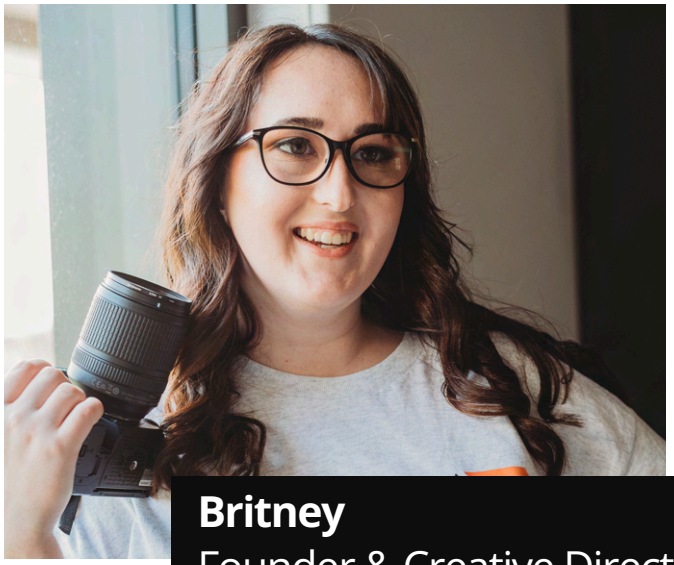
CREATIVE SERVICES THAT ELEVATE YOUR BRAND

INTRODUCTION

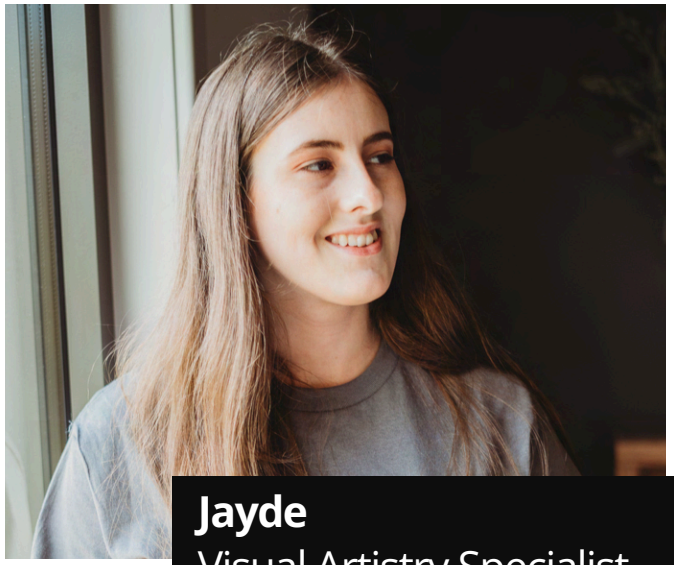
So.... You're looking for a business that offers creative services?

We are Outright Creative Solutions - a creative agency specialising in Graphic Design, Photography, Marketing and Custom Products. We deliver bold, high-impact visual solutions that help businesses, brands, clubs and individuals stand out, bringing energy, attention to detail and a hands-on approach to every project.

Sport is at the core of what we do, but our creative approach isn't industry-bound. We work collaboratively with clients across a range of sectors, combining forward thinking with purposeful design to create work that not only looks great, but delivers real results now and into the future. As a sister-led team, we're driven by a shared passion for turning ideas into impactful creative. With one clear vision and no shortage of ideas, we blend strategy, creativity and genuine collaboration in everything we do.



Britney
Founder & Creative Director



Jayde
Visual Artistry Specialist

OUR SERVICES

GRAPHIC DESIGN
Branding & Logo Design, Custom Illustrations & Merch Design, Social Media & Digital Design, and Event & Promotional Design.

PHOTOGRAPHY
Branding sessions, Sports sessions, Event sessions, and family/couple sessions.

MARKETING & DIGITAL SUPPORT
Social Media Management, Sporting Club Content Management, Social Media Tile Design, and Content Creation.

CUSTOM PRODUCTS
Custom trading cards, Custom player badges, and Merch.

WHY CHOOSE OCS

- QUALIFIED SISTER DUO
- MULTI-INDUSTRY EXPERIENCE
- SERVICES OFFERED AUSTRALIA-WIDE
- FRESH IDEAS THAT BREAK THE MOLD
- EXPERIENCE IN NATIONAL-LEVEL SPORT
- PERSONALISED CUSTOMER SERVICE

OUR CLIENTS

We have had the privilege of working with a diverse range of clients, from local startups to established brands. Our portfolio includes collaborations with a range of clubs and businesses. We value each partnership and take pride in delivering tailored design and photography solutions.

HOPPERS EST 1937 NORTH ALBURY F.N.C

LEXUS WODONGA

STORM GOULBURN MURRAY PREMIERSHIP

ALBURY RLFC THUNDER

BORDER BEARS

MR2 OWNERS CLUB OF AUSTRALIA

Business WOMEN ALBURY-WODONGA

L.A.Y.M

MONARO FINANCE BROKERS

headspace Albury Wodonga

MURRAY FELINES

ALBURY RACING CLUB

Mates In Mind Presented by L.A.Y.M Clothing

Business WODONGA

EXTREME SCENE CLEANS

GRAPHIC DESIGN ◈ GRAPHIC DESIGN ◈ GRAPHIC DESIGN ◈ GRAPHIC DESIGN ◈ GRAPHIC DESIGN

GRAPHIC DESIGN ◈ GRAPHIC DESIGN ◈ GRAPHIC DESIGN ◈ GRAPHIC DESIGN ◈ GRAPHIC DESIGN

SERVICES

Graphic Design

Branding & Logo Design
Custom Illustrations
Merch Design
Social Media & Digital Design
Event & Promotional Design

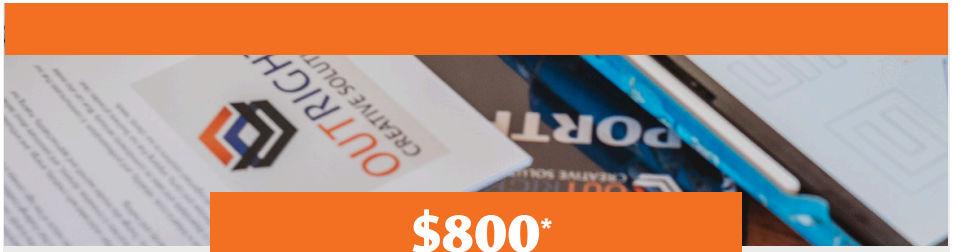
LOGO AND BRAND DESIGN

$350*

LOGO & BRAND DESIGN

Bronze Package

2 Logo Concepts with 2 Rounds of Revision.
Complete Logo Set: Primary, Secondary, Wordmark, Submark, & Favicon
Comprehensive Logo Files: PNG, JPG, PDF, SVG, and EPS.
5-Page Style Guide (colours, fonts, and basic logo usage).
Profile & Cover Images for social media platforms.

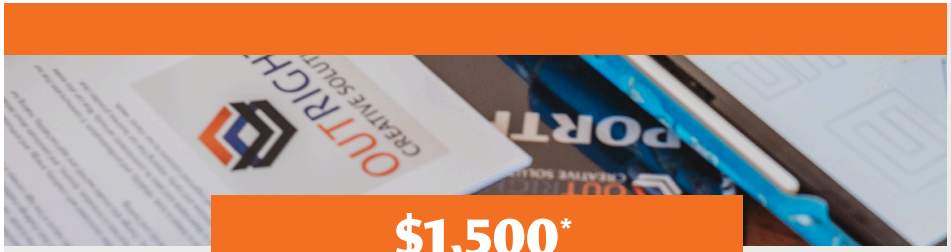


$800*

LOGO & BRAND DESIGN

Silver Package

3 Logo Concepts with 3 Rounds of Revision.
Complete Logo Set: Primary, Secondary, Wordmark, Submark, & Favicon
Comprehensive Logo Files: PNG, JPG, PDF, SVG, and EPS.
10-Page Style Guide (colours, fonts, and basic logo usage).
Branded Essentials: Business Card Design, Email Signature, 5 Custom Canva Templates* and Profile & Cover Images for social media platforms.



$1,500*

LOGO & BRAND DESIGN

Gold Package

3 Logo Concepts with 4 Rounds of Revision.
Complete Logo Set: Primary, Secondary, Wordmark, Submark, Favicon and Graphics
Comprehensive Logo Files: PNG, JPG, PDF, SVG, and EPS.
20-Page Style Guide (colours, fonts, basic logo usage, brand personality, etc).
Branded Essentials: Business Card, Email Signature, Signage, Flyer and Uniform Design, 5 Custom Canva Templates* and Profile & Cover Images for social media platforms.

*Prices are based on the current package revisions and deliverables. Additional deliverables can be added at an additional cost. All Canva deliverables do not include a Cana subscription.

GENERAL DESIGN SERVICES

$1,000

EVENT BRANDING PACKAGE

Event Essentials

2 Logo Concepts with 2 Rounds of Revision.
Complete Logo Set: Primary, Secondary, Wordmark, Submark, & Favicon
Comprehensive Logo Files: PNG, JPG, PDF, SVG, and EPS.
5-Page Style Guide (colours, fonts, and basic logo usage).
Event Essentials: Poster Design, Pull-Up Banner Design, Flyer Design, 8 Custom Canva Templates* and Profile & Cover Images for social media platforms.

$500*

SPORTS CLUB SEASON PACKAGE

Club Essentials

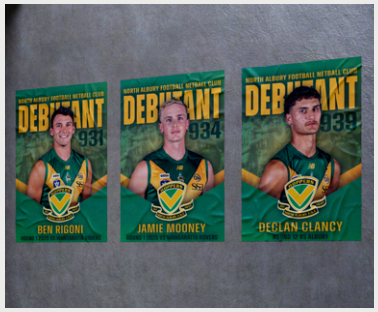
2 Logo Concepts with 2 Rounds of Revision.
Complete Logo Set: Primary, Secondary, Wordmark, Submark, & Favicon
Comprehensive Logo Files: PNG, JPG, PDF, SVG, and EPS.
5-Page Style Guide (colours, fonts, and basic logo usage).
Profile & Cover Images for social media platforms.

GENERAL DESIGN SERVICES

Canva Template Kit (8 Tiles)	From $350
Business Card Design	From $80
Flyer Design (Double-Sided)	From $100
Brochure Design (Tri-Fold)	From $120
Merch & Apparel Design	From $60
Signage & Banner Design	From $60

*Prices are based on the current package revisions and deliverables. Additional deliverables can be added at an additional cost. All Canva deliverables do not include a Cana subscription.
All general design services include 3 concepts and 2 rounds of revision.

Mates In Mind
Presented by L.A.Y.M Clothing

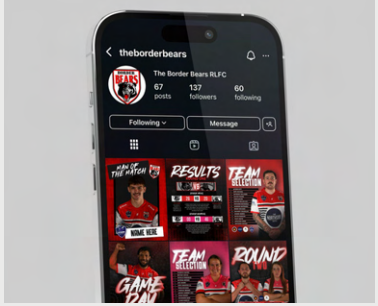

DEBUTANT
BEN RIGONI
JAMIE MOONEY
DECLAN CLANCY

OUTRIGHT
Creative
PHOTOGRAPHY
GRAPHIC DESIGN
MARKETING
Outright Creative Solutions

GA
BORDERTOWN

NBL ALL-STAR GAME EVENT
CONCEPT
ENERGETIC LIVELY
INCLUSIVE THRILLING
ENGAGING ELECTRIC
AUTHENTIC BOLD
PASSIONATE UPBEAT
FRIENDLY EXPRESSIVE
EXCITING ATHLETIC
VIBRANT CAPTIVATING
TEAM ONE LOGOTYPE
TONE OF VOICE
EVENT MAP
TYPOGRAPHY COLOURS
TEAM ONE UNIFORM

GOLF & COCKTAIL EVENT
Tuesday October 15, 2024
GOLF EVENT
COCKTAIL EVENT


theborderbears
The Border Bears RLFC
RESULTS
TEAM
ROUND

DIGITAL SUPPORT ◎ MARKETING ◎ DIGITAL SUPPORT ◎ MARKETING ◎ DIGITAL SUPPORT

DIGITAL SUPPORT ◎ MARKETING ◎ DIGITAL SUPPORT ◎ MARKETING ◎ DIGITAL SUPPORT

SERVICES

Digital Support

Social Media Management
Social Media Advertising
Sporting Club Content Management
Social Media Tile Design
Content Creation (filming)

$360 PER MONTH

SOCIAL MEDIA MANAGEMENT

Social Lite Package

6 Posts Per Month + Holiday Posts

1 ad per month (Budget: $50 per ad)

Monthly Content Calendar and Analytics Report

Monthly Strategy Meeting

Most Popular

$650 PER MONTH

SOCIAL MEDIA MANAGEMENT

Social Plus Package

8 Posts and 4 Stories Per Month + Holiday Posts

2 ads per month (Budget: $50 per ad)

Monthly Content Calendar and Analytics Report

Monthly Strategy Meeting

$850 PER MONTH*

SOCIAL MEDIA MANAGEMENT

Social Pro Package

60-minute content session (content filming and/or photography)

8 Posts, 2 reels and 4 Stories Per Month + Holiday Posts

2 ads per month (Budget: $50 per ad)

Content Calendar and Analytics Report + Monthly Strategy Meeting

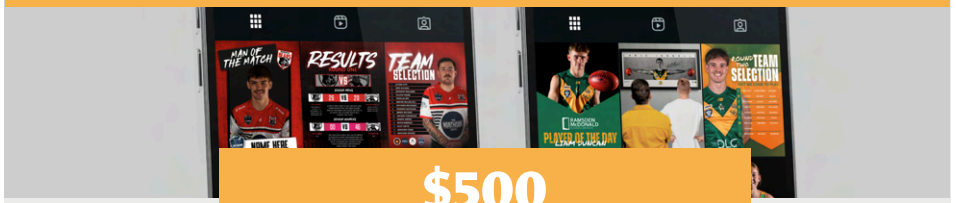
*Available for local clients only

$60 PER AD

SOCIAL MEDIA ADVERTISING

Social Media Ads

Want to reach more people faster? Add paid social ads to your management plan or book them as a standalone service. We handle everything from strategy and setup to targeting and optimisation. Ads are $60 per ad, per 30 days.



$500

SPORTING CONTENT MANAGEMENT

Club Assist

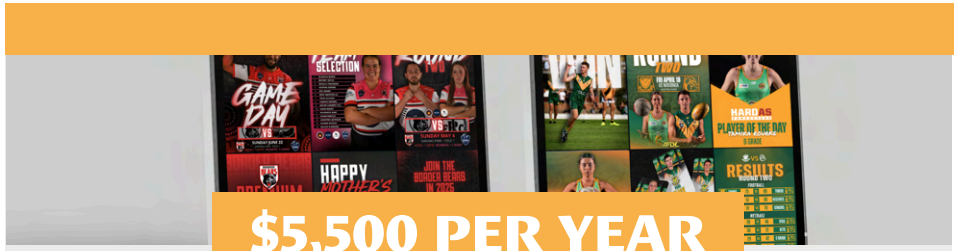
Editable Canva templates for: Fixture, Game Day, Team Selection, Results and Player Awards, and Sponsor Posts designed in your club colours and branding.
Delivered pre-season, ready to use

$2,600 PER YEAR

SPORTING CONTENT MANAGEMENT

Club Essentials

For clubs that want a more complete seasonal content setup.
Includes everything in Club Assist, plus: Season Launch, Events & Fundraisers, Player Milestones & Signings, Awards Night, Finals Series, and Club Announcements



$5,500 PER YEAR

SPORTING CONTENT MANAGEMENT

Club Ultimate

Includes everything in Club Essentials (fully designed), plus:
Pre-season Media Day (player & team photography + content)
x3 Game Day Photography Sessions
x1 Event Photography Session

*Available for local clients only

$60 PER AD

SOCIAL MEDIA ADVERTISING

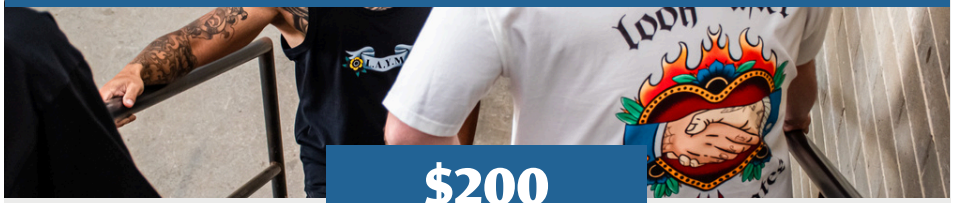
Social Media Ads

Want to reach more people faster? Add paid social ads to your management plan or book them as a standalone service. We handle everything from strategy and setup to targeting and optimisation. Ads are $60 per ad, per 30 days.

SERVICES

Photography

Branding Sessions
Sports Sessions
Headshots
Event Sessions
Family and Couple Sessions



$200

BRANDED SESSION

40 minutes | 35 images (minimum)

This session is the perfect way to capture your brand and to gain content for marketing. Whether you want team photos, candid shots, or shots of your services in action, this session is bound to elevate your presence.

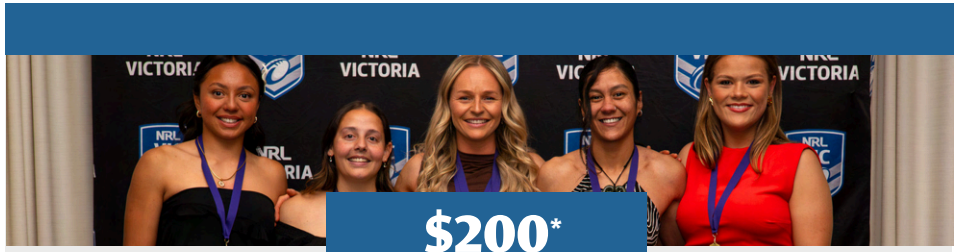
$180*

SPORTS SESSION

60-80 minutes | 60 images (minimum)

No matter the sport, from netball and basketball to football, rugby, horse racing, cricket or motorsport, we capture your club's most memorable moments, from training sessions and match days to professional headshots and team photos.

*Choose from our 80-minute or 2-hour photography packages.



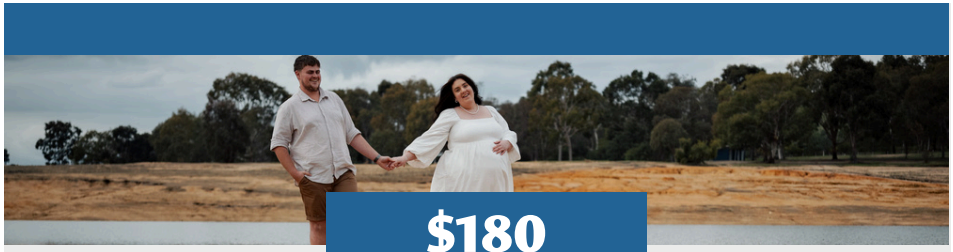
$200*

EVENT SESSION

60 minutes | 40 images (minimum)

From presentation nights to business and networking events, graduations and birthdays, our imagery from your event reflects the significance of the occasion. We provide the same consistent hourly rate of $200 per hour.

*Hourly rate of $200 per hour.



$180

FAMILY SESSION

40 minutes | 35 images (minimum)

Want to capture meaningful moments with your partner, family or friends? Our couple/family sessions are all about documenting moments as they happen, creating images that give you memories you will look back on for years to come.

NRL
VICTORIA

NRL VICTORIA
NRL VICTORIA

Volkswag

NORTHSIDE

OUTRIGHT
CREATIVE SOLUTIONS