

# brand swag POD design kit

When you want to leave a lasting impression, branded client gifts and marketing merch is a tried-and-true way to do just that. The Brand Swag POD Design Kit lets you create beautiful branded gifts—like mugs, notebooks, and candles—using your logo or artwork. This is done-for-you design, prep, and upload to a print-on-demand platform so you can order on demand or drop-ship client thank-yous, onboarding gifts, or event swag at the ready.

## deliverables

- Consultation on product type (e.g. mugs, notebooks, candles, totes) selection
- Brand aesthetic assessment
- Initial set-up of Printify account
- Asset prep and design set-up in Printify
- Provision of mock-ups highlighting all design elements on original product and any variants not requiring design adjustment
- Up to 2 overall revisions on initial design to confirm asset scale and placement
- Proof drop-ship to your home, office, or business address

## requirements

Use of client's intellectual property (logo, brand elements, custom text, etc. or original artwork) or client-supplied royalty-free or licensed artwork. For a store build by Zak Creative, client is responsible for establishing retail pricing on products (base pricing to be provided).

## value

\$325 for first product

## value add-ons

- Subsequent products utilising same assets for \$125
- Subsequent products utilising new assets for \$225
- Variant of an existing product (more than one tote bag colour, for example) requiring design adjustment for \$75 per variant
- Product ordering (including product and shipping pricing break-down to inform your quantity decisions) when you need to re-stock your supply for \$25
- Set up of online store (to make your swag available for purchase) in an existing website (that supports e-commerce) for \$425

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# POD retail line launch kit

Launch your own branded product line without holding inventory. The POD Retail Line Launch Kit helps businesses extend their brand into retail or merchandise with a cohesive, sellable product line using my preferred print-on-demand platform, Printify, which seamlessly integrates with e-commerce providers like Shopify, Etsy, Amazon, Wix, and Squarespace. Whether you're launching a lifestyle brand, expanding your reach, or monetizing your message, this kit provides a low-impact way to go from idea to income.

## deliverables

- Product menu so you can select classic or trending products based on your research and needs
- Brand aesthetic assessment
- Initial set-up of Printify account
- Asset prep and design set-up in Printify
- Provision of mock-ups highlighting all design elements on original product and any variants not requiring design adjustment
- Up to 2 overall revisions on initial design
- Proof drop-ship to your home, office, or business address

## requirements

Use of client's intellectual property (logo, brand elements, custom text, etc. or original artwork) or client-supplied royalty-free or licensed artwork. For a store build by Zak Creative, client is responsible for establishing retail pricing on products (base pricing to be provided).

## value

\$425 for first product per line

## value add-ons

- Research and acquisition of royalty-free artwork on your behalf for \$125/asset
- Subsequent products in same line (utilising same asset design) for \$225
- Variant of an existing product (more than one tote bag colour, for example) requiring design adjustment for \$125 per variant
- Set up and population of online store in an existing website (that supports e-commerce) for \$425
- Creation of a new website and online store starting from \$1525\*\*\*
- Publication of new products to online store (after initial launch) for \$75 per product

\*\*\*dependent on build requirements - email [hello@zakcreative.ca](mailto:hello@zakcreative.ca) to discuss

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