

# SETYZ

## Setup Your Zone SRL

# Terminology Guide

**SETYZ – Setup Your Zone SRL**

**Adress:** Șoseaua Vergului 21-29, Bl. G1-G4, Sc. D, Ap. 147, Sector 2  
Bucharest, 022444

**Phone:** +40763493471 // +40763493471

**Email:** [contact@setyz.ro](mailto:contact@setyz.ro) // [graphics@setyz.ro](mailto:graphics@setyz.ro)

**Web:** <https://setyz.ro>

**CIF:** 43409190

**Registration Nr.:** J40/16665/2020

This guide covers the services included and available by SETYZ as well as a more detailed explanation of the terminologies that a client may encounter while working with us.

### ***a. Brand or Corporate Identity***

The Corporate Identity, hereafter referred to as Brand, refers to the elements of a company which includes the company name as well as the visual identity of the company.

It can be developed by graphic designers as well as by SETYZ in order to provide a complete solution of a Brand that is unique, developed and seen in the market.

Several elements go into the creation of a Brand, such as:

- Primary Logo
- Secondary logo
- Logo mark
- Brand elements
- Pattern
- Typography
- Official brand colours

**SETYZ – Setup Your Zone SRL**

**Address:** Șoseaua Vergului 21-29, Bl. G1-G4, Sc. D, Ap. 147, Sector 2  
Bucharest, 022444

**Phone:** +40763493471 // +40763493471

**Email:** [contact@setyz.ro](mailto:contact@setyz.ro) // [graphics@setyz.ro](mailto:graphics@setyz.ro)

**Web:** <https://setyz.ro>

**CIF:** 43409190

**Registration Nr.:** J40/16665/2020

- Brand presentation
- Mock-ups
- Business cards
- Website
- Stationery
- Social Media Template
- etc

The elements of course are chosen at the client's discretion together with the designer in charge of the project, in order to create a package that includes all the client's requirements.

Also, at the end of the creation of the package, they are exported in a "Brand Book" as well as each element separately, available in several formats (.png, .jpg, .ai, .svg, etc) to have always the necessary version at your disposal.

### ***b. Domain***

The domain is the foundation of any respectable brand's website.

It gives you the opportunity to 'buy' the brand name and display it on the website.

**SETYZ – Setup Your Zone SRL**

**Address:** Șoseaua Vergului 21-29, Bl. G1-G4, Sc. D, Ap. 147, Sector 2  
Bucharest, 022444

**Phone:** +40763493471 // +40763493471

**Email:** [contact@setyz.ro](mailto:contact@setyz.ro) // [graphics@setyz.ro](mailto:graphics@setyz.ro)

**Web:** <https://setyz.ro>

**CIF:** 43409190

**Registration Nr.:** J40/16665/2020

Prices are normally expressed in EURO or DOLLARS and paid annually, and can have several formats (.ro, .com, .eu), the cost being per domain.

### ***c. Hosting***

Hosting refers to hosting a website on a company's platform and consequently creating a database of your website at that company, which also takes care of the back-up.

Each company has its own packages with various services included, the price is usually expressed in EURO or DOLLARS and paid monthly.

### ***d. Website Maintenance***

Website maintenance refers to the provision of additional services for a period of time after the completion of a website.

This can be a monthly or yearly paid service, based on customer requirements, and includes the following services:

- Keeping the website up to date
- 24/7 website monitoring

**SETYZ – Setup Your Zone SRL**

**Address:** Șoseaua Vergului 21-29, Bl. G1-G4, Sc. D, Ap. 147, Sector 2  
Bucharest, 022444

**Phone:** +40763493471 // +40763493471

**Email:** [contact@setyz.ro](mailto:contact@setyz.ro) // [graphics@setyz.ro](mailto:graphics@setyz.ro)

**Web:** <https://setyz.ro>

**CIF:** 43409190

**Registration Nr.:** J40/16665/2020

- Checking the functionality of active plug-ins on the website
- Information updates of existing pages as needed (maximum once every two weeks, so that they are updated with Google services - our recommendation is once a month)

### ***e. SEO – Search Engine Optimization***

SEO refers to the actions behind the scene of a brand.

In particular, SEO deals with adding keywords that can propel the website on search engines such as Google, Bing, etc.

SEO can also include paid advertising and other services that can be beneficial in getting a website discovered on the internet.

The same criteria can be applied if a company has a Social Media page, such as Facebook, Instagram, Tiktok, Twitter.

Firms that deal with SEO Optimization of a Brand have different packages with varying prices based on the client's requirements but also on the evaluation of the client's website or social media page.

**SETYZ – Setup Your Zone SRL**

**Address:** Șoseaua Vergului 21-29, Bl. G1-G4, Sc. D, Ap. 147, Sector 2  
Bucharest, 022444

**Phone:** +40763493471 // +40763493471

**Email:** [contact@setyz.ro](mailto:contact@setyz.ro) // [graphics@setyz.ro](mailto:graphics@setyz.ro)

**Web:** <https://setyz.ro>

**CIF:** 43409190

**Registration Nr.:** J40/16665/2020

## ***f. Services offered by SETYZ***

SETYZ offers Brand, Web and Graphic Design services as well as SEO based optimization.

We also have computer/laptop/server repair, maintenance and assembly services, so that the client has a complete solution to any requirement they may have.

In order to view the price list for each service, you can consult our web page, view the "[Services Catalogue](#)" as well as contact our Brand&Web Designer Andreea at +40763493471 or on [graphics@setyz.ro](mailto:graphics@setyz.ro).

**SETYZ – Setup Your Zone SRL**

**Adress:** Șoseaua Vergului 21-29, Bl. G1-G4, Sc. D, Ap. 147, Sector 2  
Bucharest, 022444

**Phone:** +40763493471 // +40763493471

**Email:** [contact@setyz.ro](mailto:contact@setyz.ro) // [graphics@setyz.ro](mailto:graphics@setyz.ro)

**Web:** <https://setyz.ro>

**CIF:** 43409190

**Registration Nr.:** J40/16665/2020