

How it works ~ the logo design process



Graphic House

www.graphichouse.com.au

...what makes a great logo?

Would you know a great logo if you saw one? What qualities make a logo great? How can you tell if a logo is truly effective or not? A great logo makes a company memorable. It accurately conveys the company's identity. A great logo will be attractive but will also have a functional purpose as a business too. A great logo is more than art.

The making of a great logo requires both the natural talent of our designers and an understanding of a logo's business functions. Meet with our Creative Director and see why our team of professionals is qualified to accomplish this task.

A logo should:

- Entice customers
- Build and strengthen your reputation as the professionals in your field
- Instill confidence in the customer
- Distinguish your company from your competition
- Be simple
- Be memorable

Why use Graphic House?

According to the The Australian Graphic Design Association you'll pay \$2,000 to \$10,000 for a corporate logo at a traditional design firm. You can get a company logo from Graphic House from only \$399. Please select from the packages below. We can also customize a package to suit your needs.



includes

4 Logo Concepts
2 Revision Sets
Delivered on CD

\$399

(inc GST)



includes

6 Logo Concepts
4 Revision Sets
Business Card Design
Delivered on CD

\$599

(inc GST)



includes

8 Logo Concepts
6 Revision Sets
Stationery Design
Delivered on CD

\$799

(inc GST)

There are three stages in the logo design process. The first stage involves creating concepts. Once you have chosen a design concept, you make revisions to that particular design until you are happy with the final product. See our examples below.

1. concepts

Concepts are the first stage of our design process. After we take a brief from you, our designers create concepts, or design ideas, that explore the different directions we could take your logo while maintaining both the artistry and functionality of an exceptional logo.

For example, when Nautical Solutions asked us to create a logo for them, we presented them with these original concepts. One of these logos would become the blueprint of the final, completed logo.



1.



2.



3.



4.

2. revisions

Revisions are the second stage of the design process. After you choose the concept that fits the direction you want to take your logo, we'll develop a new set of logos using your selected concept as our guide.

In the revision stage we tweak things like color and font.



1.



2.

3. final logo design

After you finalize your logo, we'll format it for immediate digital delivery so you can start using it right away. Or, you can work further with your designer who will gladly take care of all your printing needs utilizing our high quality in house printing services.

What do I get, and what can I do with it?

We prepare your logo in several formats to give you flexibility with where you want to use it. Your logo will be available in each of the following formats on CD or via email as requested.

eps

An eps is a vector image of your logo. This means you can make it as big or as small as you like without compromising print quality. It is also the file you can manipulate should you ever need to make changes to your logo.

- Stationery & Business cards
- Signs & Billboards
- Brochures & Flyers
- Ads
- Packaging
- Direct marketing & Postcard
- Vehicle graphics
- Embroidered & Silk screen

jpg

A jpeg is perfect for use on the Internet. Since it has a much lower resolution file than an eps and cannot be enlarged without losing design detail it is not recommended for printing. A gif is another low resolution file, great for web and computer use.

- Website
- Internet Marketing
- email signature

tif

A tif can be used for basic printing and transferring digital images among various applications.

- Word
- Excel
- PowerPoint
- Outlook

bmp

A bmp file is a format used by Windows. This format also has a lower resolution.

- Invoices in Quickbooks



logo samples

Approval

Please sign below and indicate the desired Graphic House Logo Design Package, as an acceptance of this quote, and fax on 4948 3275 or scan and email back to info@graphichouse.com.au.

- Silver Package** **\$399***
- Gold Package** **\$599***
- Platinum Package** **\$799***

Signature _____ Position _____
Name _____ Company _____
Date _____ Purchase Order _____

* prices valid until June 2008

Once approval has been received a meeting between yourself and a representative from our creative team will be set up to commence the project:

Contact person _____ Telephone: _____

Payment Terms:

50% deposit is required on acceptance of this estimate, and COD on completion of job, unless other arrangements have been approved.

Payment Options:

- Bank Transfer
- Cash or EFTPOS
- Credit Card

Westpac Whitsundays
BSB 034 665
Account No: 116 812
Please advise of EFT transfer via fax or email

Name of Cardholder _____ Type Visa / Mastercard
Card Number _____ Expiry Date ____/____
Signature of Cardholder _____ Today's Date ____/____