

The Creative Store offer a number of logo design packages that are ideal for start-up and small businesses. Please have a look at what we offer and make your choice. If none of the packages are quite right for you then please contact us and we will create a bespoke quote, tailored to your exact needs.

## OUR SILVER PACKAGE

A cost-effective package for companies who are budget conscious and looking for a simple logo to get them started.

## OUR GOLD PACKAGE

Our Gold Logo Design package is excellent value for money and gives a client more in terms of flexibility over the design style.

## OUR PLATINUM PACKAGE

Our Platinum Logo Design package gives you a top of the range complete corporate identity solution.

## BUSINESS STATIONERY

Some companies like us to project manage all their stationery print requirements and so we offer a basic print package. Alternatively we offer a bespoke service, where we would discuss and sample various paper options for you. Please ask for the package details or a bespoke quote.

This step by step order form should make the logo design process easy. Please fill in all the relevant boxes.

### Step 1 Choose your logo package

SILVER PACKAGE  
ONLY **£500**<sub>+VAT</sub>

#### INCLUDED IN THE PRICE

1 designer works on your project

4 initial concepts

2 rounds of revisions to initial concepts

Final logo files supplied in the following formats: EPS, JPEG, TIF, GIF & PDF

Pantone and B/W logo versions included

Silver package **Select**

ADD STATIONERY DESIGN  
ORDER NOW AT  
ONLY **£100**<sub>+VAT</sub>

Add 1 stationery design concept for a business card, compliment slip and letterhead

Add stationery design **Select**

GOLD PACKAGE  
ONLY **£750**<sub>+VAT</sub>

#### INCLUDED IN THE PRICE

2 designers work on your project

6 initial concepts

3 rounds of revisions to initial concepts

Final logo files supplied in the following formats: EPS, JPEG, TIF, GIF & PDF

Pantone and B/W logo versions included

Gold package **Select**

ADD STATIONERY DESIGN  
ORDER NOW AT  
ONLY **£100**<sub>+VAT</sub>

Add 1 stationery design concept for a business card, compliment slip and letterhead

Add stationery design **Select**

PLATINUM PACKAGE  
ONLY **£1000**<sub>+VAT</sub>

(INCLUDES STATIONERY DESIGN AND LOGO USAGE GUIDELINES)

#### INCLUDED IN THE PRICE

2 senior designers work on your project

8 initial concepts (4 from each designer)

4 rounds of revisions to initial concepts

Final logo files supplied in the following formats: EPS, JPEG, TIF, GIF & PDF

Pantone and B/W logo versions included

#### ONLY WITH THE PLATINUM PACKAGE

Logo usage guidelines covering colour palette, typefaces and correct logo usage

Business stationery design for business card, compliment slip and letterhead.

Platinum package **Select**

# LOGO AND STATIONERY DESIGN PACKAGES

## Step 2 How it works

### TELL US YOUR NEEDS

To help us understand what you want to achieve we ask you to fill in this questionnaire and return it to us with examples of logos you like and dislike together with a non-refundable start fee. You don't pay the rest until you're completely satisfied.

### WE DESIGN CUSTOM CONCEPTS

We review your questionnaire and select which of our designers best fits your needs and style. Whether you're looking for a business like corporate design, a fun young look or something in between, we have a designer to suit your requirements. The designer will email you direct with contact details then get to work creating different design ideas to show you. You can talk to the designer direct during the process.

### YOU PICK YOUR FAVOURITE

Shortly you will receive several different initial concepts and ideas. Each one is specifically designed around your needs. You then pick the initial design that most resembles your requirements.

Remember, a polished final logo starts with rough sketches, broad outlines and brainstorming. The first concepts and initial drafts you see are designed to get your feedback and check we are in the right direction. Don't be discouraged if first versions aren't exactly what you imagined.

Once you pick the logo that best matches what you're looking for, revisions quickly begin to resemble what you are after and expect from a quality design agency. Each package has specified rounds of amendments allocated to it – please see each package for these details.

### WE WILL WORK WITH YOU AND REFINE YOUR LOGO

Having chosen the starting point. We refine your logo based on your feedback. Whether it's changing fonts, colours, imagery or anything else. Email your designer with what you want to change and these revisions will be worked on.

It rarely happens, but if you don't end up with a logo you like, you can cancel your project and we won't charge the rest. It's that simple.

### DON'T FORGET YOUR STATIONERY DESIGN

Once we have a finalised logo, we carry on and design your business cards and stationery, if you have ordered this service.

If you think you'll need business cards and stationery within the next six months, we recommend designing them now. By designing these brand identity essentials together with your logo, we can ensure an integrated and consistent look and feel. Plus you'll save £50 compared with ordering them separately at a later date. Later on the cost is £150 rather than £100 now.

### SUPPLY OF FINAL ARTWORK

Once your logo has been completed we supply the finished article in a variety of file formats. Each file format has a specific usage which we detail on a Word document supplied on disk with all the different logo formats.

Some companies like to organise their own print whilst others like us to project manage all their stationery print requirements so we offer a basic print package. Alternatively we offer a bespoke service, where we would discuss and sample various paper options for you. Please ask for the package details or a bespoke quote.

## Step 3 Your likes and dislikes

### STYLE OF LOGO

Which most describes the style of logo you are wishing to design? Please tick as many as are relevant?

- |                                       |   |                                    |
|---------------------------------------|---|------------------------------------|
| <input type="checkbox"/> Corporate    | <input type="checkbox"/> Modern           | <input type="checkbox"/> Funky     |
| <input type="checkbox"/> Minimalist   | <input type="checkbox"/> Elegant/classic  | <input type="checkbox"/> Chunky    |
| <input type="checkbox"/> Traditional  | <input type="checkbox"/> Typographic only | <input type="checkbox"/> Colourful |
| <input type="checkbox"/> Illustrative | <input type="checkbox"/> Logo with icon   | <input type="checkbox"/> Scripted  |

### LOGO EXAMPLES

Please list the company name and give web address of 4 logos that you like and 4 logos that you dislike. Alternatively, send your logo examples back with this form.

#### LOGOS YOU LIKE

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

#### LOGOS YOU DISLIKE

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

I have enclosed logo examples with this form

Select

# LOGO AND STATIONERY DESIGN PACKAGES

## Step 4 What colours do you prefer

### COLOUR USAGE

When choosing colours it is important to make sure that they complement each other. Try to choose colours that work well together. Bright colours tend to work with more subdued colours such as greys or pastels. Alternatively, if using two bright colours make sure that they work well together.

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32
33	34	35	36	37	38	39	40

The panel above represents a selection of colours that you could choose for your logo. In order to give us some idea as to what colours you like please list colour numbers below.

Colour choice 1 \_\_\_\_\_

Colour choice 2 \_\_\_\_\_

Colour choice 3 \_\_\_\_\_

Colour choice 4 \_\_\_\_\_

Colour choice 5 \_\_\_\_\_

No preference, will leave up to the designer  **Select**

## Step 5 What style of font

Choosing your font style is an important part of the design process as this dictates what type of feel your company will portray. Look at our examples below as a guide to the different style of fonts available and indicate your preference at the bottom of the page. This is not necessarily the exact font we will use.

### SERIF

ABCDEFGHIJKLM abcdefghijklm

### SANS SERIF

ABCDEFGHIJKLM abcdefghijklm

### OLD FASHIONED

ABCDEFGHIJKLM abcdefghijklm

### MODERN

ABCDEFGHIJKLM abcdefghijklm

### SCRIPT

ABCDEFGHIJKLM abcdefghijklm

Write your font style choice \_\_\_\_\_

No preference, will leave up to the designer  **Select**

## Step 5 Stationery design

If you have ordered either the Silver or Gold stationery design package, please indicate which layout you prefer from the examples below. If you have ordered the Platinum package you will receive a selection of layouts to choose from.

Example of right aligned letterhead with landscape business card



Example of centre aligned letterhead with portrait business card

Letterhead design  Centre aligned  Right aligned

Business card  Portrait  Landscape

No preference, will leave up to the designer  **Select**

# LOGO AND STATIONERY DESIGN PACKAGES

## Step 6 Your logo design order

Thank you for choosing to work with The Creative Store to design your logo. Please fill this form in clearly using black ink then return to us with your relevant files (see Step 7). Thank you.

### YOUR DETAILS

Company name \_\_\_\_\_ Address \_\_\_\_\_  
First name \_\_\_\_\_  
Surname \_\_\_\_\_  
Telephone number \_\_\_\_\_ Postcode \_\_\_\_\_  
Email address \_\_\_\_\_ Website address \_\_\_\_\_

### WHAT DOES YOUR COMPANY DO?

For example, manufacturers of jewellery, recruitment agency, physiotherapist, importers of food, etc.

Please write here \_\_\_\_\_

### WHO ARE YOUR CUSTOMERS?

Business to business  | Business to consumer  | Other, please state \_\_\_\_\_  
Male  | Female  | Both genders  | Age range \_\_\_\_\_

### ADDITIONAL INFORMATION FOR BUSINESS STATIONERY

Please list the EXACT information you require on your business stationery.

Company name \_\_\_\_\_ Company registration number \_\_\_\_\_  
Registered address \_\_\_\_\_ VAT number \_\_\_\_\_  
\_\_\_\_\_  
List directors \_\_\_\_\_  
\_\_\_\_\_  
Postcode \_\_\_\_\_  
Accreditation logos \_\_\_\_\_

## Step 7 What you need to send us

- 1 A completed form clearly filled in with black ink. Send to the address at the bottom of this page.
- 2 A sample selection of logos enclosed with this form if not listed in Step 3.
- 3 Any accreditation logos supplied as print quality tif or eps files on disk or uploaded to our FTP area; [www.thecreativestore.co.uk/uploads](http://www.thecreativestore.co.uk/uploads).
- 4 A non-refundable start deposit - paid with order by cheque to The Creative Store:
  - Silver package £205
  - Gold package £325
  - Platinum package £515.
- 5 The balance paid on approval of logo before we supply your final logo artwork on disk.

### ADDITIONAL INFORMATION

List any further information you feel relevant.

Please write here \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### CONFIRMATION OF ORDER

I hereby accept your Terms and Conditions of Trading and Sales that can be viewed on our website at [www.thecreativestore.co.uk](http://www.thecreativestore.co.uk)

Signed \_\_\_\_\_  
Print name \_\_\_\_\_  
Deposit enclosed £ \_\_\_\_\_