

# Introduction

## *Your Corporate Image*

Like most things in life there are good logos and bad logos and its true to say that there are many pretty logos around that are an absolute disaster in terms of value they provide for the business they represent.

A logo is often the first representation that a potential customer, employee, supplier, shareholder or investor will see of your business. Certainly it will be the most commonly used of all your communications and you'll be living with it for a long time, so it has to be right.

A logo that really works for your business sales effort will perform three functions. It will present your business or brand name in a way that has impact and is memorable. It will identify the nature of your business so flagging your organisation to interested parties. It will represent your brand character.

A good logo is a picture that is literally worth a thousand words and an immediately recognisable emblem of your business.

## *Design Brief*

Twilight Emerald Print Design has a very effective briefing process. This questioning of visual effectiveness will have you achieve your marketing objective quickly and efficiently.

Finding out all about your company and its values is critical to communicating the right message through your new visual branding. This part of the process is so often overlooked but we see it as one of the most important factors in developing an accurate portrait through the visual creations to come.

# How it works

## *Initial Concepts*

Based on the information you supply us with during the research phase we develop a direction and a visual perspective that works best for your company. Using this information we further develop concepts narrowing the choice working towards a final outcome.

## *Development*

The final concept will be developed as finished art ready for printing, the web and exported in a variety of formats for your convenience. This final step includes taking the developed concept and applying it to the required media for daily use.

You will receive the first concepts roughly a week after submitting the questionnaire. The concepts will consist of at least 3 different logo designs from which you can choose a direction or combination for us to develop.

Refinement stages are included to ensure you get exactly what you want. Based on your comments about the 'initial design concepts', we further refine the logo concept working toward a final solution. There are up to three refinement stages in the logo process giving you four design variations per refinement stage to ensure complete satisfaction.

## *Final logo design*

The chosen logo design will be finalised, prepared for print, the web, and saved into various files, formats and sizes so they are ready for use.

# Final product

## *Final Logo*

The final logo is prepared in a master vector format and exported into jpg and eps files for immediate use in print or the web. In addition you will receive a grey scale version and inverse version of your logo to deal with various backgrounds

## *CD and Printed Materials*

Your final logo files will be prepared and burned onto a CD and sent to your destination of choice.

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Package price: \$395 AUD inc gst