modgraphic
Branding Package

Included

• Logo
• Business Card
• Letterhead
• Envelope

Details

Logo
Your logo will be the cornerstone of your visual identity with all other components relative to it. It is important that every minute detail be taken into consideration for a effective, useful and memorable logo. We provide 4 original concepts and 3 revisions of the chosen concept.

Business Card
The power of a business can never be underestimated; it is a continuation of your brand but it is also a practical tool for everyday business with customers and vendors. We provide 3 concepts for your business card design (2 revisions) and setup of individualized cards for up to 3 employees.

Letterhead and Envelope
A formal letterhead and envelope for your company is also a key ingredient in daily activities. From a letter of reference to a formal thank you to a business partner, the letterhead and envelope keep your brand front of mind and your contact information always accessible.

Our Process and Timelines

Below are the steps in our process and the approximate timlines for each

Step 1: Logo (minimum of 8 business days for concepts; 1 week for revisions and delivery)
Discovery - Learn your brand requirements, direction and how you want to be perceived
Development - We create the logo concepts based on the discovery
Proposal - Presentation of the concepts that we feel meet your requirements and company's needs
Revisions - You input as changes to the chosen concept
Delivery - We send you the final logo package

Step 2: The Stationery (1 week)
We create the concepts of the stationery (in parallel) - business card, letterhead, envelope and presentation folder.
*All timelines are approximates

Formats

You will likely want to put your new logo everywhere, from store signs to embroidered shirts and everything in between. Our delivery of a variety of formats makes sure absolutely everything is covered. You will receive your logo in the following:
- EPS (vector)
- AI (Vector)
- JPG (rasterized image)
- PNG (rasterized image with transparent background)
And all of the above are supplied in CMYK, RGB and Pantone colour profiles. With all of these options you will always have the right format for every job.

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