

# Creative Services, Graphic Design and Marketing

Original logos, corporate identities, environmental design, signage

## Corporate Identity

A corporate identity is defined as how you appear (and appeal) to your customers or the public, using your printed material, logo, advertising, packaging, etc.

Developing a corporate identity or reinventing an old one requires considerations beyond the physical design of your material, and look of your image. You must ask who is my audience? How do I communicate my message, products and services in a relevant manner to appeal to my audience?

We can provide professional design services that include the creation of an original logo and all your business collateral.

Our corporate identity package includes a unique original design of your logo, layouts of your letterhead, fax cover sheet, business card, and other internal documents you might use. A brochure and an ad that can be used in a newspaper or other publication.

The package fee is a flat **\$1500.00**. This fee can be broken up into 2 or 3 payments with the final payment due upon completion of the project. Please note this only includes design and associated consultation services, it does not include any printing services other than proofs. The actual printing of the final project must obviously be planned for and taken into account during the design process because the design process may change the direction of the project or what was at first thought to be a great idea ends up being too costly or impractical. All of this groundwork must be laid during the design process and when it comes time to actually produce your material we would be able at that time to provide a printing quote.

It is necessary for us to meet with the appropriate person in your company to define the parameters and discuss the direction and scope of the project and approve proofs as the project unfolds.

The first consultation is free where we can discuss your goals and what you would like to see for your corporate identity.

## Other Design Services

Some businesses may only be looking for a logo design or an original design for a new brochure or other materials. These projects are determined on a case by case basis depending on the specifics of any given project. We would be happy to meet with you for a free consultation to discuss your project.

If the parameters are well defined we can usually quote a time frame and a cost based on our **\$50.00** per hour design fee. If the parameters change during any project, the overall cost will also be affected so it is important to clearly define any project to avoid any unnecessary delays or cost.

Any design project is separate from the resulting print job should you choose to print your job at Falcon. The print job cannot be initiated until the design project is approved and completed. The design project will be billed separately from the print job.



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