

*"Design is thinking
made visual"*

- Saul Bass



Graphic Design

SERVICE LIST

DIGITAL. PRINT. MULTIMEDIA.

STAR TLED SQUI D.COM. AU

when it comes to design

YOU DESERVE BETTER

We've been creating visual identities and logos for brands for years.

What we often discover is that a lot of new business owners don't really know what branding is and how much work should go into it to achieve real connection with their audience before the logo design process even begins.

To overcome this and help businesses develop their unique business persona, we created a comprehensive Build Your Brand workbook. We refer back to this when we design your logo or other branded materials because it guarantees that we get the look and feel spot-on.

"We need to capture the essence of your brand, the thing that makes your business unique.

It's the thing your customers love most about you!"

A huge part of your interaction with customers is going to be visual, so creating awesome visuals is important and we're proud to be part of that.

If you'd like to pick up what we're putting down, get in touch!

Let's chat!

Feeling like a wolf in sheep's clothing?

BE AUTHENTICALLY YOU, AND LOOK IT TOO!



THE CUSTOMER CONNECTION

What's your message? Who are you?
Who is your business to your customer?

When we know this, we can create a look that shouts it from the rooftops [or whispers softly on the breeze, if that's more your style].

It's about being authentically you, so your customer can connect with you. It gives them an idea about who you are, what you do, and what to expect from you before they even contact you. In fact, it's quite likely the primary reason they do end up contacting you over the thousands of other businesses either locally or online. They've decided they're probably going to like you before you've even met.

How amazing is that?!



Jo Sims
Senior Creative

Perfectionist. Thinker. Messy desk-er.

I have a million things in my purse because I like to think ahead and, like the cub-scout I once was, be prepared. I take the same mentality when creating your business branding and promotionals. There's no tolerance for flippant, 'flung-together' pretty promotionals here. This gal likes substance.

I design with purpose.

After 6 years in administration and office management I decided to unfurl my creative wings and launch into graphic design. I love business. I love processes. And I love design, because good design improves things. And making things better is something that drives and inspires me. There's something about combining the logical with the creative and creating wonderfully purposeful things that gets me going in the mornings (coffee helps too)!

Think we'd make a good match? Let's create better together!

Logo Design Packages

LOGO PACK / THE BASIC : \$490

- + design brief analysis and interpretation
- + 30-minute client consultation
- + 30-minute market research and analysis
- + three (3) draft concepts
- + three (3) minor revisions included
- + one (1) final design
- + all the files you're likely to need: print-ready, social-ready, and web-ready

LOGO PACK / THE BUILDER : \$560

- + design brief analysis and interpretation
- + one-hour client consultation
- + two-hour market research and analysis
- + three (3) draft logo concepts
- + three (3) minor revisions included
- + logo formatted for use as profile pic for your choice of four (4) platforms
- + one (1) final design with one (1) variation (e.g. submark, stacked, angled, etc.)
- + all the files you're likely to need: print-ready, social-ready, and web-ready

LOGO PACK / THE BOOSTER : \$980

- + design brief analysis and interpretation
- + one-hour client consultation
- + three-hour market research and analysis
- + four (4) draft logo concepts
- + four (4) minor revisions included
- + typography and colour palette
- + personalised Brand Style Guide
- + one (1) final design with two (2) variations (e.g. submark, stacked, angled, etc.)
- + all the files you're likely to need: print-ready, social-ready, and web-ready

CREATE. INNOVATE. ACHIEVE.



FAQ

CAN I CUSTOMISE A PACKAGE?

Absolutely! In fact, we encourage it. We created packages to simplify the process and give our customers the basics of what we offer, but we understand one-size doesn't necessarily fit all. Get in touch with us and we'll be more than happy to create a customised package for you.

WHAT SHOULD I LOOK FOR IN A LOGO DESIGNER?

The answer to this question really depends on what you want your logo to achieve. Do you want fast service? Is cost a major factor? Or do you want results? If you're looking for results, you'll need a designer with a solid design process, who asks the right questions and will spend the time to understand your business in order to build a logo which represents it. We've covered what to look for in a designer here. You can also read this blog post outlining the top three things you need to do before hiring a logo designer.

HOW DO I KNOW IF A LOGO IS GOOD?

The first major differentiation between a good and average logo is that it's a symbol not a graphic. Your logo needs to be clear, simple (we can't stress this enough), memorable, flexible for multiple uses (including uses you may not have considered yet) and it needs to convey your message.

WHAT KIND OF INFORMATION WILL I NEED TO PROVIDE?

If you've completed a business plan, a lot of the information should already be in there. If you haven't, we strongly recommend you do because, basically - it will make everything you do from now on easier!

Your logo should be a representation of your business and in order to represent it well, we need to know as much about it as possible. Who is your customer? Where do they shop? Which age range are they? What tone of language do they use? If you haven't established these things already, we can help you answer these questions; contact us for a branding package quote.

HOW MUCH INPUT WILL I HAVE INTO THE DESIGN?

Essentially, it's up to you, particularly in the concept stage. We want to come up with something that really reflects your message and who you are; so we need to get to know you pretty well! We hope you'll trust our expertise and allow us to present you with ideas based on our experience and research, and we'll always link these ideas back to communicating your message and getting you the results you've told us you want in the brief.

Thank You!



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