

## Launch Pad: **LOGO DESIGN**

### What is it?

An ambitious business needs a logo that's distinctive and memorable. Our **Launch Pad: Logo Design** service provides first class logo design for ambitious young businesses who want to reach for the stars. But we recognise that your ambition doesn't always match your budget, so our **Launch Pad: Logo Design** service has been developed to make a big impact on a small budget.

### Who is it for?

Our **Launch Pad: Logo Design** service is aimed at businesses that are:

- *In the first 3 years of business*
- *Working with a limited marketing budget*
- *Turning over less than £100k*
- *Serious about increasing your turnover.*

If that sounds like you, then you are probably just the kind of business we developed our Launch Pad services for.

### What do you get?

Our **Launch Pad: Logo Design** service is a carefully selected package of services, chosen to give young businesses a flying start. It will provide everything you need to get your enterprise to the next level.

Our **Launch Pad: Logo Design** service includes:

- **Comprehensive design brief**

Behind every great logo is a great design brief. We help you to write one.

- **Logo design concepts**

As we develop your logo we'll create three different design concepts and present them to you.

- **Visual identity**

As part of the logo development we'll create a colour palette for you and establish a typeface, to form a foundation for future design work.

- **Logo usage guidelines**

To bring consistency to your communication - print and digital - we'll create simple usage guidelines for your logo, so you can give them to anyone working with your logo.

- **Logo artwork files**

When you have signed off your logo design we will supply artwork files for you, in various formats, so you can use your logo across print and digital media.

PLUS

- **Brand consultation**

At the start of the project we'll spend an hour with you, via Skype, talking through your design brief and asking you questions, to get a good understanding of your business and your plans.

- **Brand definition**

As part of the brand consultation we'll help you to define your message and who needs to hear it. This will form the foundation of your brand, as your business grows. We'll keep a record of this information, so you have a reference point.

- **6 months unlimited email consultation**

For six months after your project finishes you can email us your questions about getting the best out of your logo and beginning to build your brand.

- **Monthly review via Skype, for 6 months**

Once a month we'll spend half an hour, via Skype, talking about the bigger picture - the business behind your logo - and offer our guidance on building your brand.

## **How does it work?**

The package is delivered remotely, through email, phone, Skype and PDF files, so we can support ambitious entrepreneurs and business owners anywhere.

It begins with a chat on the phone, where you can ask questions about Alder and Alder and our Launch Pad programme, and we'll find out about what it is you want to change and why. After that conversation you can take some time to think about what you want to do.

If you want to work with us, you'll need to send us an email confirming that. We'll then send you an invoice for the full fee. When that has been paid, we can start work. There are two stages to the project. Stage One is the consultation stage, where we take some time to learn about your business and your plans for it. When that has been completed we move on to Stage Two, the design stage. This stage will go through various phases of activity, until you're happy with the logo design. When you have signed it off we'll send you your logo in various digital formats, and some guidelines on how to use it.

*Then it's time to go out there and get noticed!*

## **How much does it cost?**

The cost for our **Launch Pad: Logo Design** service is £1,000.

*The full fee is payable at the start of the project.*

## **How long does it take?**

The whole process should take between three to five weeks. It really depends on how busy you are, and sometimes it may depend on how busy we are too. At the start of the project we will discuss key stages in the project, so we can begin to agree dates for specific activities. In this way we're both aware of the schedule we have agreed to, and our responsibilities to make sure we keep to the schedule.

## **What next?**

If you're serious about taking the next step you should call us on **07816 870842** or email [jonathan@alderandalder.co.uk](mailto:jonathan@alderandalder.co.uk). We would love to hear from you.