



**KHREATIVEWORKS**

BRANDING AGENCY

create. edit. speak.  
www.khreativeworks.com

GRAPHIC DESIGN •  
EDITING •  
BUSINESS BRANDING •

1 (868) 749.6716  
www.khreativeworks.com  
contact@khreativeworks.com



# K H R E A T I V E P R E M I U M LOGO DESIGN PACKAGE

## YOU GET:

A complete Logo Design Package, which includes:

### i. Brand Guide &

#### Logo Info Summary Sheet

Digital Booklet detailing your logo's typeface, colour specifications, variations, best practices and more.

### ii. Print Formats

.eps, .pdf, .svg (in full colour, black and white)

### iii. Web Formats

.jpg, .png (in full colour, black and white)

### iv. Watermarks

Semi-transparent version to brand photos

### v. Media Assets

- Facebook and Instagram profile and cover photos (other social media assets [e.g. LinkedIn, Website favicon] available upon request)
- Business Card design
- Letterhead design and MS Word template
- Choice of one additional asset (label/flyer/ brochure/receipt book design etc.)

### vi. Revisions

≤ 4 rounds of edits to the selected sample

## COST:

As you can see on the right, this is a strategic, systematic and detailed process to create a logo that you will be proud of.

You can have a brand new, professional logo for

**\$2,500 TTD / \$375 USD**

\*Payment Plan available if needed.

## QUESTIONS?

Happy to help!

Send us a message and let's chat about how we can take your business to the next level with an attractive, *professional* logo design.

Email: [contact@khreativeworks.com](mailto:contact@khreativeworks.com)  
Portfolio: [khreativeworks.com/logos](http://khreativeworks.com/logos)

Thank you for your interest in a *KHW* logo! You've come to the right place. All you need to know about the process is below:

## PRE-DESIGN

Anyone can slap a "nice" font on an image and call it a logo. Not everyone understands the importance of first acquainting with your brand and your market. Your logo is part of your wider brand message, so *KHW* takes the time to appreciate the context and application of your future logo, even *before* pencil hits paper.



### 0. DESIGN BRIEF

Completed via an online form or call, this is where you tell us more about the nature of your business or organisation, and what your logo needs to represent/convey.



### 1. MARKET RESEARCH

*KHW* conducts research on competitors' and similar entities' logos - and marketing trends in the same/similar business/field - to understand what will set you apart.

## DRAFTING



### 2. CONCEPT & SKETCHING

*KHW* creates a Sketch Board of sketched ideas and concepts based on the Design Brief and Research.



### 3 DIGITAL TRANSFER

*KHW* then converts the sketches into digital vectors.



### 4 & 5. SAMPLES PRESENTATION & SELECTION

*KHW* presents three (3) black and white samples for your feedback, in addition to the original Sketch Board. You will then select one sample to proceed to editing, or request new samples from the Sketch Board.

## EDITING / REVISIONS



### 6. TYPOGRAPHY

To avoid copyright infringement issues where fonts are concerned, *KHW* will either purchase a premium font with commercial licensing, create a font from scratch, or modify an existing font.



### 7. EDITING & DETAILING

*KHW* makes the desired changes and refines logo shapes, layout, spacing etc. to your liking.



### 8. COLOURING

*KHW* adds appropriate colour(s) to the final design, and makes final changes as desired.

## FINAL



### 9. MOCKUPS

*KHW* prepares displays of your new logo on different media as appropriate.



### 10. INTELLECTUAL PROPERTY

Upon payment in full, the logo becomes your property, so you may trademark as desired.



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# KHREATIVE PREMIUM LOGO DESIGN PACKAGE

## PAYMENT PLANS

You can get started with as little as \$625 TTD!

### OPTION 1

Down Payment: 50% (\$1,250 TTD / \$187.50 USD) to begin  
Balance: 50% (\$1,250 TTD / \$187.50 USD) within 30 days\*

### OPTION 2

Down Payment: 50% (\$1,250 TTD / \$187.50 USD) to begin  
Payment 2: 25% (\$625 TTD / \$93.75 USD) within 30 days  
Balance: 25% (\$625 TTD / \$93.75 USD) within 60 days\*

### OPTION 3

Down Payment: 25% (\$625 TTD / \$93.75 USD) to begin  
Payment 2: 25% (\$625 TTD / \$93.75 USD) within 30 days  
Payment 3: 25% (\$625 TTD / \$93.75 USD) within 60 days  
Balance: 25% (\$625 TTD / \$93.75 USD) within 90 days\*

*\*N.B.: The Logo Design Process is scheduled according to the selected Payment Plan, and the Package is delivered only upon final payment. Therefore, please be mindful that selecting a longer payment plan means the timeline for completion and delivery would be longer as well.*

## HOW TO GET STARTED

- 1) Go to [www.khreativeworks.com/request](http://www.khreativeworks.com/request)  
(If you'd be taking a payment plan, state which option (above) in the Summary box of the Request Form).
- 2) We will provide the Proforma Invoice with payment information.
- 3) Make down payment.
- 4) We will email the design brief form.

## QUESTIONS?

Happy to help!  
Send us a message and let's chat about how we can take your business to the next level with an attractive, *professional* logo design.

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