



**KHREATIVEWORKS**

BRANDING AGENCY

create. edit. speak.  
www.khcreativeworks.com

GRAPHIC DESIGN •  
EDITING •  
BUSINESS BRANDING •

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# KHREATIVE FULL WORKS 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)

Brand Identity:

- Business Card design & 100 prints
- Letterhead design and MS Word template
- Envelope design & 100 prints
- Invoice / Receipt Book(s) design
- Company Profile/Brochure design
- Website design and Hosting
- Other artwork and/or printed materials

## 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 branding package **STARTING AT**

**\$7,500 TTD / \$1,125 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@khcreativeworks.com](mailto:contact@khcreativeworks.com)

Portfolio: [khcreativeworks.com/logos](http://khcreativeworks.com/logos)

Order your Package: [khcreativeworks.com/request](http://khcreativeworks.com/request)

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 face-to-face meeting, 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 at least 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.