

design by pie.net

Pie's brand identity  
design package





Design by Pie

LOGO DESIGN PACKAGE | OVERVIEW

# Brand identity design package

**This brand identity design package is ideal for those looking for a complete and comprehensive brand image.**

Using the perfect combination of colours, fonts and graphics, Pie can create a complete brand identity, not just your logo. The identity will reflect the uniqueness of your business, with the benefit of one single point of contact to see you through the design process from start to finish.

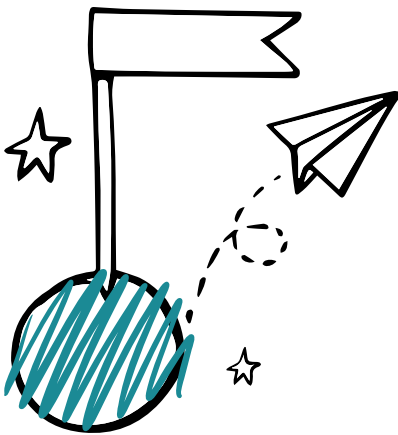
Base price: £650\*

creative ideas + clever concepts = slick solutions



## You'll receive:

- Three bespoke logo designs
- Multiple mock-ups of logo & brand style in use
- Four week turnaround
- Two rounds of revisions
- A library of logo files for web and print
- Supporting brand graphics & imagery
- Comprehensive 'Brand Guidelines' document
- Full ownership rights



\* Every logo design project is different. Some clients need multiple logo designs, or logo designs representing different aspects of their business. With this in mind, Pie tailors all logo design projects specifically to meet the individual client's budget, tastes and requirements.

A chat over the phone and a completed creative brief is preferred to fully understand your logo design requirements. Pie will then send you a quote for your specific logo design project.

Please email Pie to arrange time to chat:

[info@designbypie.net](mailto:info@designbypie.net) | 01805 938 234



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# Pie's logo design process

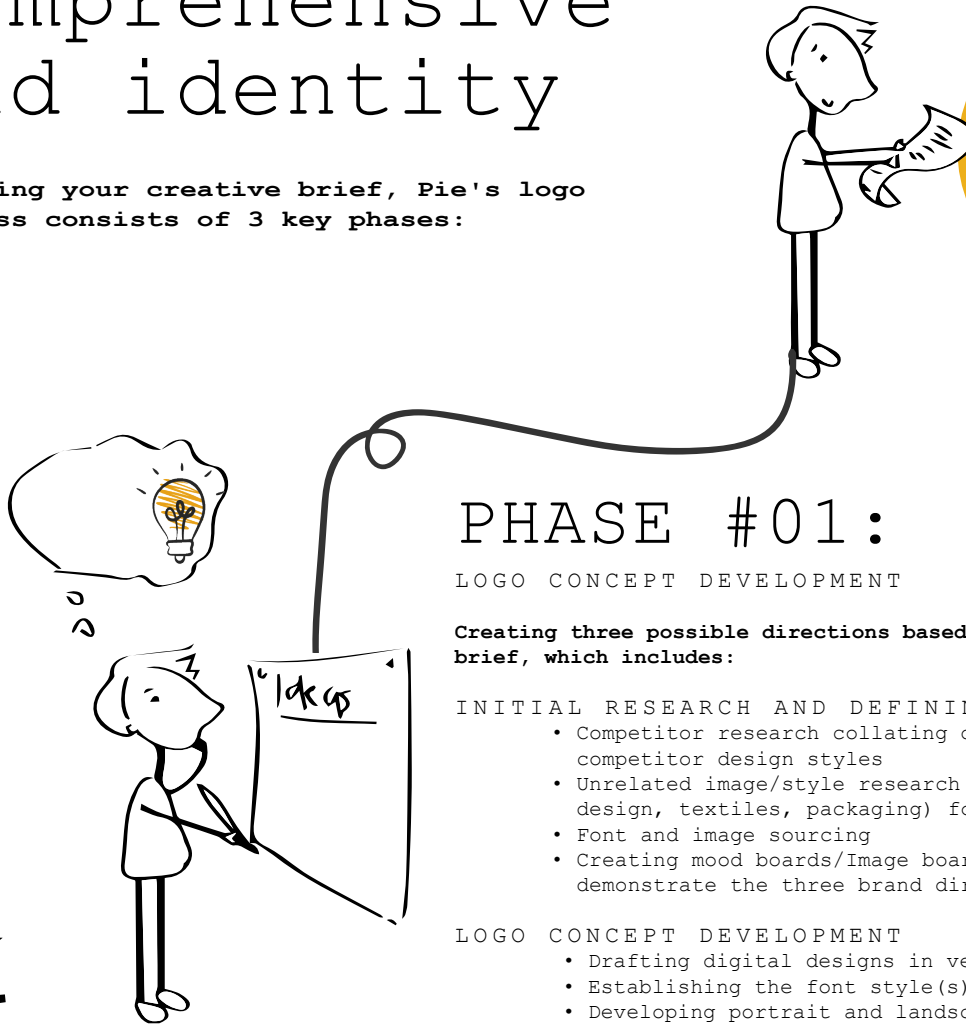




# A comprehensive brand identity

After receiving your creative brief, Pie's logo design process consists of 3 key phases:

Please complete Pie's creative brief template and send to: [info@designbypie.net](mailto:info@designbypie.net)



## PHASE #01:

### LOGO CONCEPT DEVELOPMENT

Creating three possible directions based on the logo design brief, which includes:

#### INITIAL RESEARCH AND DEFINING THE BRAND

- Competitor research collating data on possible competitor design styles
- Unrelated image/style research (including art, design, textiles, packaging) for inspiration
- Font and image sourcing
- Creating mood boards/Image boards to visually demonstrate the three brand directions

#### LOGO CONCEPT DEVELOPMENT

- Drafting digital designs in vector software
- Establishing the font style(s) and colour palette
- Developing portrait and landscape variations of the designs in full colour and one colour
- Creating brand textures and patterns (as appropriate)
- Creating conceptual designs for social media posts, online banners, or presentation slides, stationery (as appropriate)

#### PRESENTATION

- Producing an initial concept design presentation with multiple mock-ups of the logo and brand style in use.



## PHASE #02:

### FEEDBACK | REFINING THE DESIGN

Two rounds of amendments to one or more of the logo concepts are included\*\*.

After the two rounds of amendments, any further developments, tweaks or amendments to the initial concept(s) will be charged for. Please see Pie's Terms of Hire on Page 6.

\*\*The two rounds of amendments will not be charged for provided your requests do not fall outside the original creative brief provided or exceed, in total 1 hours design time per round.

## PHASE #03:

### DELIVERING THE DESIGN

After 'sign off' of the final logo and brand design you'll receive:

- A library of screen and print ready files of all variations of the logo:
- **High resolution | Print (CMYK)**  
files: .ai, .eps, .pdf, .jpg
- **Low resolution | Screen (RGB)**  
files: .jpg, .png, .svg



Pie will also create a comprehensive 'Brand Guidelines' document as an interactive .pdf outlining the specifics of your logo design and brand style including; colour references, fonts, spacing, presentation rules, brand style examples and a list of the files and assets supplied.



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# Pie's hire terms





# Let's check we're on the same page...

**With the understanding that hiring a graphic designer can seem a little daunting Pie created this simple contract overview.**

The simple hire terms listed below are designed to make the hiring process, and agreement made between us, reasonable and clear for you.



## **YOUR COMMITMENT/DEPOSIT**

- 50% of the amount quoted for PHASE #01 is required as a down-payment/deposit. (As this phase is the main and most design/time intense part of the process.)
- If the anticipated cost and hire terms stated in your quote are accepted, an invoice for the down-payment will be sent via email.
- Once the payment reaches the account, the design work will be booked in.
- \* PLEASE NOTE: The remaining 50% due for PHASE #01 will automatically be invoiced for 30 days after the initial logo designs have been submitted to the client for review. It is the client's responsibility to provide appropriate feedback within that 30 day period.
- **Paying the deposit acts as an agreement to these terms.**

## **CLIENT FEEDBACK/REFINING THE DESIGN**

- Your quote will be for the creation of three initial logo design concepts and the supply of the final logo files, any agreed assets and a 'Brand Guidelines' document only.
- Two rounds of amendments to one or more of the logo concepts are included in the cost quoted provided that the requests do not fall outside the creative brief provided or exceed one hour's design time (per round).
- Amendments to the initial concept(s) will be addressed and resent for reviewing/approval within five working days.
- After the two rounds of amendments, any further developments or changes to the initial concept(s) will be charged for at the standard hourly rate.

Any additional cost will be agreed with the client prior to any further work commencing and will be added to the final payment invoice.

## **FINAL PAYMENT INVOICE**

- The final payment invoice will include the remaining 50% due for completed PHASE #01, any additional cost incurred for PHASE #02 and the full cost quoted for PHASE #03.
- This invoice will be presented for immediate payment once the final logo design has been agreed or 'signed off' by the client. Once the payment has been received, the final logo files, agreed assets and 'Brand Guidelines' document will be supplied within five working days.

## **BOOKING IN THE WORK/TIME SCALES**

- Pie will outline the times scales for your logo design project with your quote.
- Work on your project can be booked in provided the down-payment reaches the account at least five days before the suggested start date.
- A presentation of the initial concepts created will be emailed for review within ten working days.

If you have any questions about Pie's Hire Terms, please get in touch:

[info@designbypie.net](mailto:info@designbypie.net) | 01805 938 234



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# Pie's creative brief template





Please complete this form as thoroughly as possible, save and email back to me at [info@designbypie.net](mailto:info@designbypie.net), along with any other relevant attachments.

## 1 - Brief project summary:

Tell me about you and your business. What is your story? What are your business goals moving forward?

## 2 - Your target audience:

Eg: Age group, average income, desires, hobbies, interests...





### 3 - Key messages:

What are you trying to say?

### 4 - Key benefits of your product or service:

What is your unique selling point, or a single minded proposition?



5 - Your main competitors:

6 - Marketing strategy:

Eg: Printed marketing, social media, video,  
website, email campaigns etc



## 7 - Desired message tone:

Eg: Friendly, professional, quirky, climate conscious, established, expert etc

## 8 - Preferred colours or design style:

Do you have any preferences to particular design styles or the colours used? And why? (optional)



## 9 - Any other useful information:

Is there anything else you would like to share as part of your creative brief? Pie's tip: The more information you provide, the better/more suitable the initial design concepts presented at PHASE #01 are likely to be. (Optional)

## 10 - Anticipated budget/timescale:

(Optional)



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"Pie's design work is exceptional! I've been lucky enough to work with Emma (AKA 'Pie') on a few projects which have shown her range of outstanding creative ability.

What always really impresses me is her ability to provide just incredible designs that are completely unique, have a real stand out "wow" factor, and are 100% on brief.

A very talented designer."

Kelly Logan | 2024

[Read Pie's Google Reviews](#)