



studio:
**TIFFANY
GOUGE**

What to expect when you are expecting a:

LOGO DESIGN



Hello!

I'm excited to discuss working on your new logo design project with you.

Outlined on the following pages are all the basics about how I work. Please read through the entire packet carefully to ensure that my processes work for you. If you have any questions, please don't hesitate to ask.

If everything looks good, the next steps are outlined at the end of this packet!

Regards, Tiffany Gouge



Office Hours

I work Tuesday-Friday from 9:00 am to 3:00 pm Eastern Standard Daylight Savings Time.

During your project, we will primarily use email to communicate. This helps me keep track of all communications and requests in writing and ensure nothing is missed!

I do my best to reply to all communication regarding active projects the same day (during my office hours).

If you'd like to chat via Skype/phone, you can schedule an appointment with me. Scheduling calls keep my work from being interrupted and allow me to focus on your project!

What You're Getting

A custom-crafted, original, logo which will reflect your business and speak to your market. After your logo is finalised, we will then start work on your complimenting collateral to extend your brand beyond your logo.

At the end of your identity project, you will receive the following:

- A copy of all logo files for print and web production.
 - .A1 & .EPS vector files
 - .PDF file
 - .JPEG file
 - .PNG file (Transparent background)
- A copy of all fonts used within your logo
- A 1 page style guide, outlining fonts used and colour breakdowns.
- A Social Media ready logo, ready for you to upload to facebook/instagram etc.

These files will be uploaded to a dropbox folder for you to download.

What I need from you

Before we get started, I'll need the following from you:

YOUR BUSINESS DETAILS FOR INVOICING

Before we can start on your project, I will need to set you up on my system.

To do this, I will need:

- Your Registered Business/ Company name
- Physical Business Address
- Postal Address (If different)
- Accounts contact number
- Accounts email address

FIRST PAYMENT

When I book your job, I require a booking payment to secure your project place in my schedule.

More information is outlined in the "Payment Schedule" A little further into this info packet.

LOGO DESIGN BRIEF

Before we get started with your identity, I need to pick your brain! I'll send you a questionnaire to get an in-depth look at your business, so I can strategically plan your identity.

Process/Timeline

BEFORE PROJECT BEGINS

ME - set you up in my system and send you a contract to sign

You - Send back signed contract

You - Begin your logo brief and send through when complete

Me - I schedule your project and am available if you have questions

WEEK 1

Me – Send invoice for 1st week of work (Monday)

You – send through completed Logo Brief, if you haven't done so already!

Me – I will start your project research, based on the answers from your brief.

You – Week 1 payment due (Friday)

WEEK 2

Me – Send invoice for 2nd week of work (Monday)

Me – I will develop some sketches/digital roughs with the approved mood board and research in mind.

Me – I will send you the sketches for input and discussion via email as a low-resolution PDF.

Me – Create further roughs based on feedback (if necessary)

You – Choose one concept to proceed with through to the final design

You – Week 2 Payment Due (Friday)

WEEK 3

Me – Send invoice for 3rd week of work (Monday)

Me – I will develop the chosen concept into a finished logo

You – provide feedback or approval on finished logo

Me – Create different file types of your logo once approved

You – Week 3 Payment Due (Friday)

WEEK 4

Me – Send invoice for 4th week of work (Monday)

You – You make final payment

Me – I will upload print ready files to the dropbox

You – You'll Celebrate! Project complete.

Payment Schedule

You have 2 options in paying for your project - 50% upfront & 50% on completion OR a 4 week payment plan. The payment schedules are as follows:

50% / 50%	Payment
Project Start	\$440
Project Finish	\$440
TOTAL	\$880.00

4 Week Payment Plan	Payment
Week 1	\$220.00
Week 2	\$220.00
Week 3	\$220.00
Week 4	\$220.00
TOTAL	\$880.00

Any additional costs, such as font and stock image purchase, will be added to your final project total in week 8. I will ask your permission before purchasing any of these additional assets.

Cancellations

Sometimes things just simply don't go the way we expect them to. If at some point, either of us decides our working relationship is failing, then we can submit the desire to part ways in writing and payment for all work completed at that point will be due.

For example, if your project is 75% complete, you will be billed for 75% of the total project cost, and 100% of any additional expenses must be reimbursed.

You will own any completed or partially completed files and may use them in any way you choose. I retain the right to use anything I created in my portfolio.

Further payment terms and conditions are outlined in the contract which we will send to you.

WRAP UP

Thanks for reading!
Everything looks good? Get in contact
with me (*during office hours*) to book in
your job.

hello@tiffanygouge.com.au

I look forward to working with you!