



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 LOGO DESIGN PROCESS

MSME PACKAGE

YOU GET:

A complete Logo Design Package, which includes:

i. Brand Guide

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

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
\$2,000 TTD / \$300 USD

*Payment Plan available if needed. See Page 2.

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
Portfolio: 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 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 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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PAYMENT PLANS

You can get started with as little as \$500 TTD!

OPTION 1

Down Payment: 50% (\$1,000 TTD / \$150 USD) to begin
Balance: 50% (\$1,000 TTD / \$150 USD) within 30 days

OPTION 2

Down Payment: 50% (\$1,000 TTD / \$150 USD) to begin
Payment 2: 25% (\$500 TTD / \$75 USD) within 30 days
Balance: 25% (\$500 TTD / \$75 USD) within 60 days

OPTION 3

Down Payment: 25% (\$500 TTD / \$75 USD) to begin
Payment 2: 25% (\$500 TTD / \$75 USD) within 30 days
Payment 3: 25% (\$500 TTD / \$75 USD) within 60 days
Balance: 25% (\$500 TTD / \$75 USD) within 90 days

HOW TO GET STARTED

- 1) Go to 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.

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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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