

TOGETHER WE CAN
BRAND
YOUR BUSINESS WITH
STYLE!

Superfly
CREATIVE

YOU'RE PASSIONATE
ABOUT YOUR BUSINESS...

I'M PASSIONATE ABOUT YOUR BUSINESS LOOKING AWESOME!

THE CREATIVE PROCESS

How we can work together to create that amazing new look for your business; one that reflects your brand values, resonates with your clients and raises your business to the next level.

Q HOW DO WE GET STARTED?

A You can use the form on my website to contact me, (quoting your selected pricing package) and we can then discuss any further questions you may have. Finally, I will send you a contract to sign and if you're happy with everything, I ask for a 25% deposit. This deposit will secure your project's place in my work schedule. The final balance will be due on the completion of your project.

Q HOW DOES IT ALL WORK?

A Ideally it would be best to meet face to face over a cuppa to discuss any ideas you may already have, but I realise this may not always be possible, especially if you're contacting me from the other side of the world. In either case, I will send you a little questionnaire to fill in. Don't worry it's not like an exam so there are no wrong answers and it's quick and easy to complete. I will also ask you to put together a mood board for me with

all the things that inspire you. This can consist of your favourite colours, a lush typeface you've seen, shapes, anything really and it's actually quite fun to do. The more you include about you and the aspirations you have for your business the more I get to know you and the smoother it will make the design process. You can send me your mood board as a PDF or better yet, set up a board on **PINTEREST** (see boxout) and send me over the link.

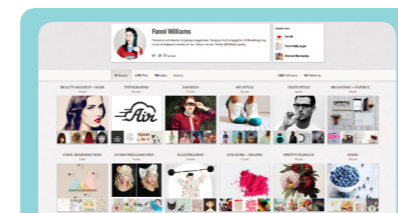
Q WHAT HAPPENS NEXT?

A Now it's time for me to work my Superfly magic and for you to watch your brand identity vision come to life. Rest assured, I will keep you fully involved in the whole process and send you proofs at key stages for approval.

Q WOW! I AM SUPER CHUFFED WITH THE RESULTS, BUT WHAT HAPPENS NOW?

A When you have signed off all the items in your brand identity package

I will email you the final version of your logo files and any website/blog elements if you've chosen to have your site built by an external web developer. All other items such as your businesscard, letterhead, compliment slip and stickers will be sent directly to the printers. Thereafter, your complete stationery package will be sent to you via special delivery, so you can hit the ground running with all the elements to your brand 'new look'.



Q WHAT IS PINTEREST?

A Pinterest is a pinboard-style photo sharing website that allows you to create and manage image collections for any project. If you're struggling to find inspiration, view my boards and repin the images, if you like what you see.



MORE ABOUT SUPERFLY

What Superfly Creative can do for you.

Q WHAT MAKES YOU STAND OUT FROM OTHER DESIGNERS?

A Each client has their own vision for their business and no two are ever the same. I pride myself in my ability to immediately connect with my clients, understand the essence of their brands and adapt my design style to fit their needs. This enables me to generate results that are usually 90% accurate on 1st draft.

Q WHAT INSPIRES YOU?

A As a visual person I often find myself being inspired by the littlest things and am constantly feeding my brain and nurturing my soul by remaining creatively curious about the world around me. But most of all I am truly inspired by the passion my clients have for their businesses and I am driven to supercharge their brand with carefully crafted design of the highest possible quality, helping them rise head and shoulders above their competition.

Q WEREN'T YOU PREVIOUSLY CALLED FUBUMEDIA?

A Yes! After 6 years of trading as Fubumedia Ltd, I felt 2013 was the perfect time for me to rebrand my company. I wanted something that not only reflected the kick-ass service I provide for my clients but a name that was more playful and connected with who I was as a creative individual. So after two and a half months of soul searching, thousands of notes and sketches later, Superfly Creative was born.

Q WILL YOU START MY PROJECT AS SOON AS I GET IN TOUCH?

A I always get super excited when a client contacts me about their new project. However, as much as I would love to dive straight in, this may not always be possible and entirely depends on my existing workload. If you'd like to check my availability then please send me a quick email and I can let you know.

Q HOW LONG WILL THE CREATIVE PROCESS TAKE?

A The creative process of designing a brand identity will vary from client to client. Once you contact me specifying what you need, I will email you an estimate on how long your project will take. If you're working to a tight deadline, please make me aware of this and I will see what I can do.

Q I HEAR YOU DON'T BUILD WEBSITES, BUT YOU OFFER THE DESIGN OF WEBSITES?

A This is correct! Whilst, I may not do the technical build of the website/blog itself, I do design the overall 'look and feel' of each page based on the finalised brand identity part of your package to create a coherent online presence for your business. Only once you're happy and have signed everything off do I pass all the files to my most favourite and trusted web developer, who will work her magic behind-the-scenes to make it all come to life.

YOUR BRAND IS VALUABLE...

INVEST IN YOUR BRAND IDENTITY

THE PRICING PACKAGES

Your brand isn't just the most valuable part of your business. It **is** your business.
 Make the investment where it counts and stand out from the crowd.
 Please choose one of the design packages below that best suits your needs.

PACKAGE

VAT (20%) IS INCLUDED IN ALL PRICING PACKAGES

<p>1</p>	<p>LOGO DESIGN</p> <ul style="list-style-type: none"> • A unique logo tailored to the specifications of the client. • 3 draft logo options will be presented from which the client can select ONE logo. • Two rounds of minor adjustments are included (if necessary) to the above mentioned ONE logo. • Finished logo will then be supplied in (sml, med & lge) in jpeg, png & vector file formats for print (CMYK) & web (RGB) delivered via email. • Use of new logo (1 page) style guide. 	<p>BUSINESS CARD</p> <p>Quantity 250</p> <p>Printed full colour double sided on 400gsm deluxe paper with matt laminate on both sides.</p>	<p>LETTERHEAD</p> <p>Quantity 200</p> <p>Printed full colour, single sided on 100gsm paper (A4 size)</p>	<p>COMPLIMENT SLIPS</p> <p>Quantity 200</p> <p>Printed full colour, single sided on 100gsm paper (DL letter size)</p>	<p>STICKERS</p> <p>Quantity 250</p> <p>Round stickers 4.5cm diameter (2 designs available in 1 order)</p>		<p>£858</p> <p>LOGO + PRINTED STATIONERY ONLY</p>
<p>2</p>	<p>LOGO DESIGN</p> <ul style="list-style-type: none"> • A unique logo tailored to the specifications of the client. • 3 draft logo options will be presented from which the client can select ONE logo. • Two rounds of minor adjustments are included (if necessary) to the above mentioned ONE logo. • Finished logo will then be supplied in (sml, med & lge) in jpeg, png & vector file formats for print (CMYK) & web (RGB) delivered via email. • Use of new logo (1 page) style guide. 	<p>BUSINESS CARD</p> <p>Quantity 250</p> <p>Printed full colour double sided on 400gsm deluxe paper with matt laminate on both sides.</p>	<p>LETTERHEAD</p> <p>Quantity 200</p> <p>Printed full colour, single sided on 100gsm paper (A4 size)</p>	<p>COMPLIMENT SLIPS</p> <p>Quantity 200</p> <p>Printed full colour, single sided on 100gsm paper (DL letter size)</p>	<p>STICKERS</p> <p>Quantity 250</p> <p>Round stickers 4.5cm diameter (2 designs available in 1 order)</p>	<p>WEBSITE/BLOG</p> <ul style="list-style-type: none"> • The 'look and feel' design of a 7 page wordpress website (home, about, products, contact, testimonials, press page and including blog). • Design will be based on the signed off branding identity (logo & stationery) for a coherent online presence for your business. • Two rounds of adjustments are included to the above mentioned design. <p>EXCLUDING WEB/BLOG BUILD</p>	<p>£1733</p> <p>LOGO + STATIONERY + WEB/BLOG DESIGN without BUILD</p>
<p>3</p>	<p>LOGO DESIGN</p> <ul style="list-style-type: none"> • A unique logo tailored to the specifications of the client. • 3 draft logo options will be presented from which the client can select ONE logo. • Two rounds of minor adjustments are included (if necessary) to the above mentioned ONE logo. • Finished logo will then be supplied in (sml, med & lge) in jpeg, png & vector file formats for print (CMYK) & web (RGB) delivered via email. • Use of new logo (1 page) style guide. 	<p>BUSINESS CARD</p> <p>Quantity 250</p> <p>Printed full colour double sided on 400gsm deluxe paper with matt laminate on both sides.</p>	<p>LETTERHEAD</p> <p>Quantity 200</p> <p>Printed full colour, single sided on 100gsm paper (A4 size)</p>	<p>COMPLIMENT SLIPS</p> <p>Quantity 200</p> <p>Printed full colour, single sided on 100gsm paper (DL letter size)</p>	<p>STICKERS</p> <p>Quantity 250</p> <p>Round stickers 4.5cm diameter (2 designs available in 1 order)</p>	<p>WEBSITE/BLOG</p> <ul style="list-style-type: none"> • The 'look and feel' design of a 7 page wordpress website (home, about, products, contact, testimonials, press page and including blog). • Design will be based on the signed off branding identity (logo & stationery) for a coherent online presence for your business. • Two rounds of adjustments are included to the above mentioned design. <p>INCLUDING WEB/BLOG BUILD</p>	<p>£2433</p> <p>LOGO + STATIONERY + WEB/BLOG DESIGN with BUILD</p>

THANK-YOU!

... FOR TAKING THE TIME TO READ THIS BOOKLET,
I HOPE IT HAS HELPED DEMYSTIFY THE DESIGN PROCESS
IN REGARDS TO CREATING YOUR AWESOME NEW BRAND IDENTITY.
IF YOU HAVE ANY QUESTIONS, PLEASE DON'T HESITATE TO
EMAIL ME, I'D LOVE TO HEAR FROM YOU!

Superfly
CREATIVE

THE DESIGN AND INFORMATION CONTAINED IN THIS BOOKLET IS TAILORED TO THE SERVICES PROVIDED BY SUPERFLY CREATIVE LTD,
PLEASE DON'T REPLICATE IT WORD FOR WORD AND USE IT FOR YOUR OWN BUSINESS, IT'S JUST NOT COOL!