SB

LOGO / IDENTITY DESIGN PROSPECTUS

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Experiential Graphic Designer
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About Me

Hiya. I'm Stevie Bales a trained designer and lover of all things 'experiential'.

I enjoy exploring, creating, and trying new things. This love of memory-making gives me the edge that you need to design something great. Using my theatrical storytelling skills, I work to create experiential designs that captivate audiences & teach through interactivity. I work at the intersection of digital technology, integrated design, and environmental graphics, to create experiential designs that help organizations & businesses be unique in their industry, attract new foot traffic, and increase visitor engagement.

My Mission

I'm working to rescue people from mundane design experiences because I know the power of just one moment, and how it can change lives! I want to help organizations develop a sense of pride in their uniqueness and give them a platform to tell their story through design.

My Strategy

Just like the carpenter, plan twice (or more) and execute once. I like to dive deep into understanding your organization, your space, and your story. Deep understanding leads to engaging, educating, and delightful design!

Package #1

Logo Design | $989

What does this package include?

- Research intensive to really understand your brand positioning
- Moodboard and/or sketches of ideas
- Single logo design of up to 3 colors, with or without tagline
- Final logo design sent as: PNG, JPEG, EPS, and SVG

Estimated Timeline

- 2 Weeks from start date

Package #2

Logo Design & Identity System | $1,549

What does this package include?

- Everything included in the **Logo Design** package, plus the following:
  - 2 Modified versions of the logo; 1 square icon style and 1 made for dark backgrounds
  - 2-3 Fonts for use across print and web*
  - 3-6 Colors for use across print and web
  - PDF Documentation on how to use font scheme, color palette, and logo in materials

Estimated Timeline

- 3 Weeks from start date

Purchase of copyrighted fonts not included

Package #3

Logo Design, Identity & Business System | $1,998

What does this package include?

- Everything included in the **Logo Design & Identity System** package, plus the following:
  - Designed Business card with editable word document for future cards
  - Designed Letterhead in Word Template for easy document creation
  - HTML or Image email Signature

Estimated Timeline

- 4 Weeks from start date

The Process

1. In-Depth Research Intensive

I always start with the research. I need to understand your industry, your sector, your market, your business, or your organization. With that, I will start to take a look at your story, your history, and finally your culture. All of these things inform an identity, beyond the shapes, colors, and fonts. To have truly memorable logo, which will guide word-of-mouth traffic, you need something that is the essence of your brand.

2. Ideate

Next is the ideas phase. I take all the little bits of information gold I've collected and turn it into something else. I generate *moodboards* which show you how I want to make your viewers feel. I sketch out simple ideas and sometimes even create custom illustrations. At the end of this phase you will get at least 2 options to choose from as we move forward.

3. Revise

Revision allows me to take large scale concepts and narrow down on the details. It gives me the chance to hyper-specific in the way the text is laid out, the space between the words or shapes, and even adjust various pieces to best represent the story we are trying to tell. I offer up to 3 rounds of revisions, which work time in between to really let ideas percolate.

4. Present

Finally I will present you with your final design. For logos I always provide 4 file types: PNG, which allows you to show a transparent background; JPEG, which will include a colored background of some variety; EPS, which you can give to any printer and blow up your logo to a massive scale; and SVG, which is a file type used on the web as well as by other types of designers. If are receiving an Identity or Business system as well, I package everything up neat-and-tidy and send to you via WeTransfer. You will receive files as well as instructions on how to use them, if necessary.

I realize the choice of a designer is a big one, so I wanted to take a moment to thank you for considering me for your work. I know that price is a factor in your decision that I don't take lightly, but what I offer is well worth the payment. I'm here to help you make your identity design experience simple, straightforward, and ultimately speak to your organization or project. Please have a look at my website if you'd like to see some of past work and reach out to me via email with any questions. I look forward to hearing from you.

STEVIEBALES

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