



SpyderWebbDesign Print Design Process

questions? info@spyderwebbdesign.com

www.spyderwebbdesign.com

By accepting the Terms and Conditions of SpyderWebbDesign you understand that the building of your website requires a commitment on your part and the process described below is determined by the participation and work that you put forth. Complete Terms and Conditions are available on our website.

Step 1 – Planning

A 50% deposit on all graphic design fees is due prior to the beginning of the project unless you are utilizing our website design services, or if you are contracting SWD for monthly marketing campaign services. Upon receipt of your payment you will receive a design questionnaire. The design questionnaire provides us with details about you, your business and your overall vision of your logo. It is important at this time, as it is through the entire process, to be very specific. Upon receipt of your completed questionnaire, the standard projected turnaround time on all print design projects is 10 working days. As with all design projects this turnaround time is dictated by your feedback and participation.

Step 2 – Brainstorming & Research

After reviewing your completed design questionnaire, we will begin the brainstorming & research portion of your design. We will delve into your industry, review your competition & compare your goals with what is currently available. Our ultimate goal is to create a unique look that fits your business plan. It is important to us to thoroughly research your design; to insure what you receive is One of a Kind! (OOAK!)

Step 3 – Digital Design

You will be provided with at least 3 digital design

If you are not happy with any of the presented options, you will be asked for additional direction, after which, you will be provided with additional sketches. We want to make sure that you are 100% satisfied before proceeding!

Step 4 – Total Image Refinement

This round of revisions is to insure your print design is "just right"!

Adjustments may include some of the following:

- tweaking graphics
- adjustments to color balance
- text adjustments (spacing, capitalization, boldness, etc.)
- basic polish of the logo

Step 5 – Design Finalization

Your final design will be supplied as an electronic proof. At this time you will "sign off" on the design.

A final invoice will be sent for the project balance including any additional fees for font purchases, etc. All additional fees will be communicated at time of incurrence.

Once balance is received, all files will be released.

Step 6 – Final Files

Your design will be provided in the following formats:

- .pdf high resolution (for print)
- .ai high resolution (for print)
- additional formats are available upon request

Your design will be sent electronically to you, as well as, to the printing firm of your choice. Files will only be sent to third parties upon your approval.

Step 7 – Follow-Up & Customer Service

Our service does not end with delivery. SpyderWebbDesign maintains back-ups of all designs in the unforeseen event of file damage. Also, we are always available to communicate with you, your printing and advertising firms for your end user needs. Let us know if you need your files sent to any third party!

Questions?

If you have any questions about the above design process, please contact us.