YOUR EXPERIENCE

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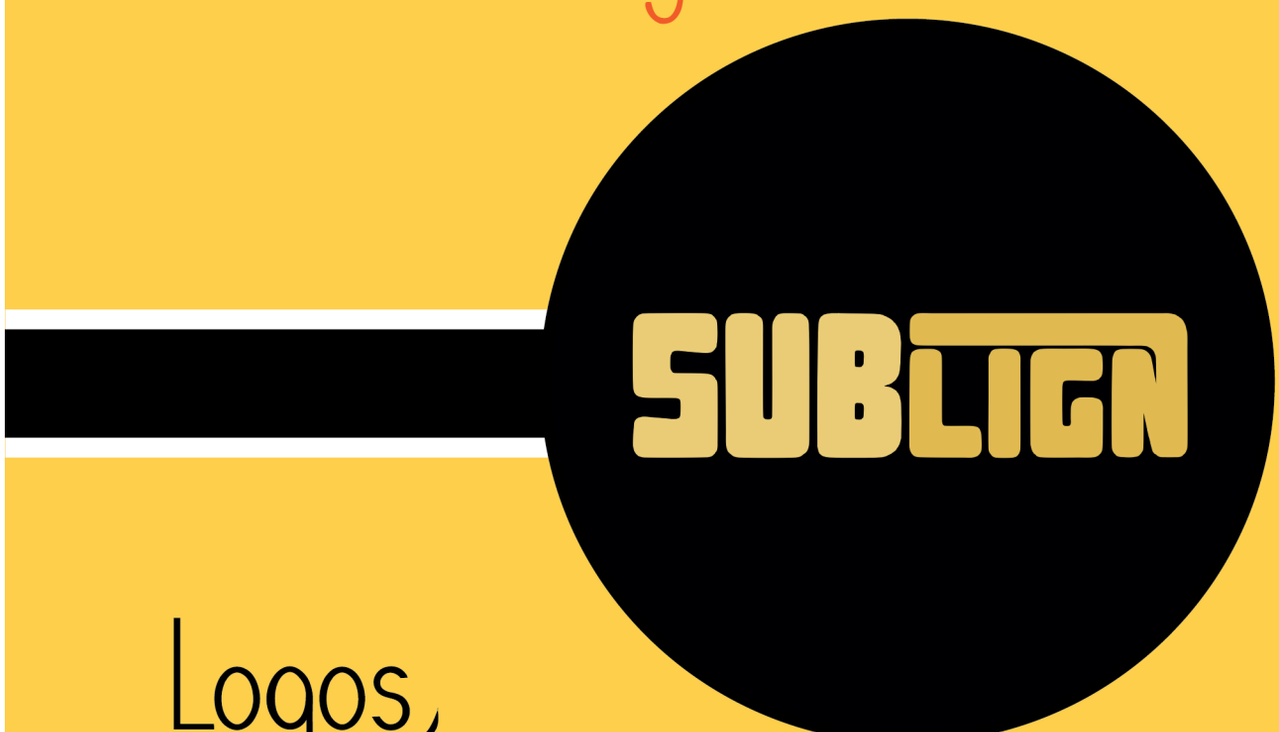


Logos,
custom lettering
and
identity design
services.

Welcome to Sublign!

Sublign is a graphic design company founded in 2018.
We specialise in custom lettering, logos and various identity design services.
Essentially, everything a business or brand would need.

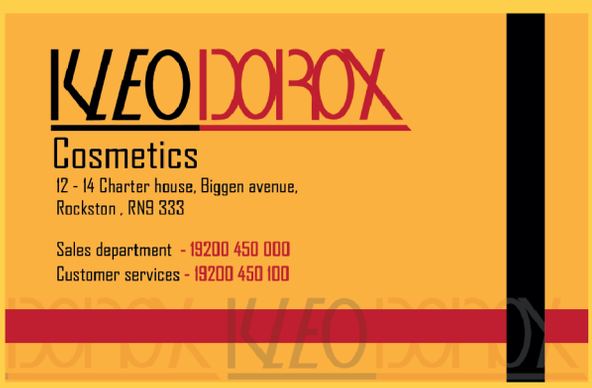
In this short brochure we are going to showcase some of our finest works and our process.
Then we will look at 2 example projects to show clearly the scope of services we are capable of.
Finally, we shall provide a rough price guide for each service we offer.
This could be your experience!
Let us show you why we are the best candidate for your business design needs.

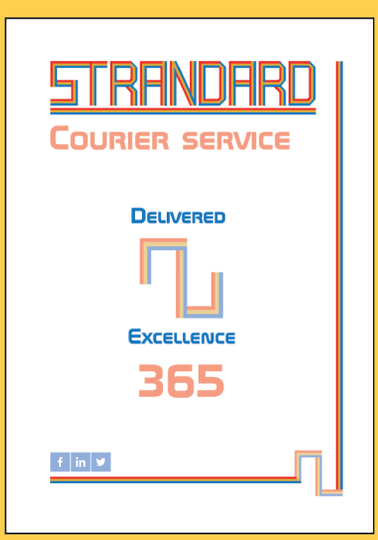
Logos, icons and typography.

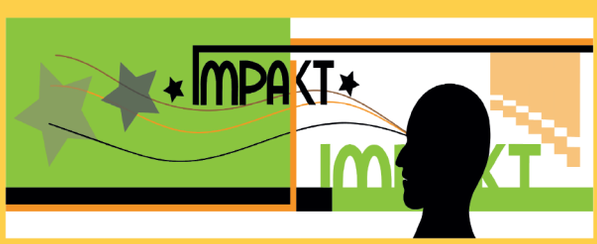
Since as a company our principle offer is letterform design, we design all logos ourselves.
Many graphic design companies might utilise one of hundreds of typefaces and that is fine.
We just like to take care of the entire process ourselves.
Below we have some logo examples that we have produced (some with icons) for you to take a look at.
Typography is essentially the arrangement of letterforms.
That is one of the things that makes logos unique, though typography fits into many other applications too.

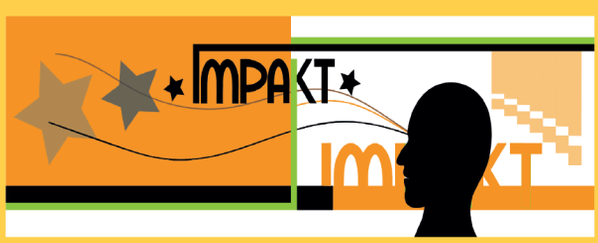
Branding and identity design.

In further expansion to logo design, we also cover identity design and essentially can kit out your brand for you.
This means we produce or utilise an existing logo, set up a colour palette, choose typefaces, taglines, custom branding themes and promotional materials like brochures, catalogues, flyers, posters, signage etc.
We can take care of this process for you.
We will be covering this in one of our projects.
Here are some random examples that highlight what we offer.









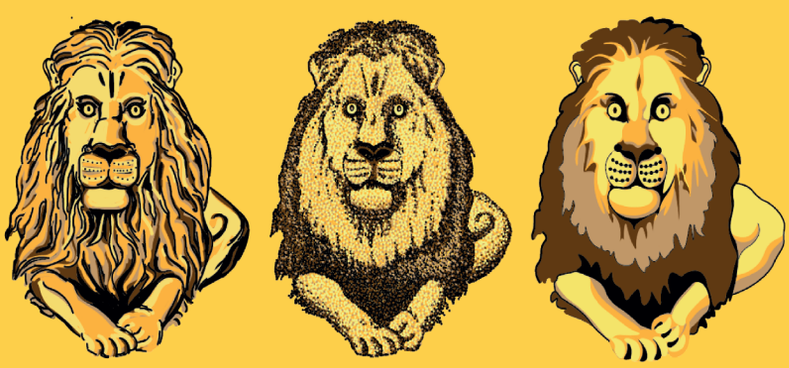
Illustrations

Though illustrations can fit into logo design we decided it would be better to cover this in further detail here.

Illustration can fall into many different categories of design, be it conceptual or specific.

We use three different styles of illustration here, using stippling, brushes and vector. All of them are layered.

These three lion illustrations should show you what we mean.



Brushes Stippling Vector

Typefaces

We also produce custom typefaces. For example, this brochure uses our very own custom typeface We are able to do this for you.

Milton Palmer identity project example.

Milton Palmer is a vocal coach setting up a vocal training podcast. He asks for a wordmark logo with an icon, a tagline, a choice of typeface, colours, a theme and two promotional works. In this case, a website header and a promotional poster.
The project involves an initial consultation via a phone call which takes roughly 1 hour. After this we produce the logo and send it to the client to be approved.
After the logo is approved, the other work begins. With one final revision, the project is finished and all of the materials are sent to the client along with the exclusive copyright to all materials produced by us.
This particular package is priced at £1,000.00
Additional revisions are £200.00 per revision.
Here is the full spread of this offer.

Milton Palmer

Typeface - Beatnik SF
Tagline - Vocal training podcast

Milton Palmer
Vocal training podcast

Vocal

Milton Palmer
Vocal training podcast

Milton Palmer
Vocal training podcast

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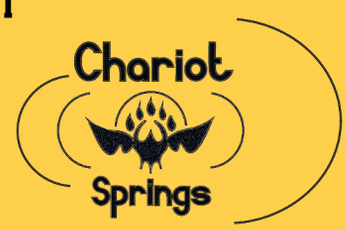
Chariot springs logo project example.

Chariot springs is a bottled water company and have asked for a logo from us.
The project brief is to produce 3 different draft logos. We produced these 3.
The drafts are sent to the client for choosing.

1



2

3

The client decides upon option number 2 with some minor embellishments.
This is the finished result.

The client is happy and the logo is sent.
This particular project is priced at £600.00

Package offers and price guide.

Package offers and price guide.

Here at Sublign we offer a number of different packages.
They are listed here below.

Identity design package.

1 custom logo, 1 logo presentation, colours, typeface choices, taglines, mock ups and 2 additional works with 1 logo revision and 1 final revision.
Full package price £1,000.00 (50% deposit)

Standard logo package

1 custom logo design with 1 final revision
Full package price £300.00 (50% deposit)

Premium logo package

3 different draft logo examples to choose from and 1 final design with 1 revision
Full package price £600.00 (50% deposit)

Illustration package

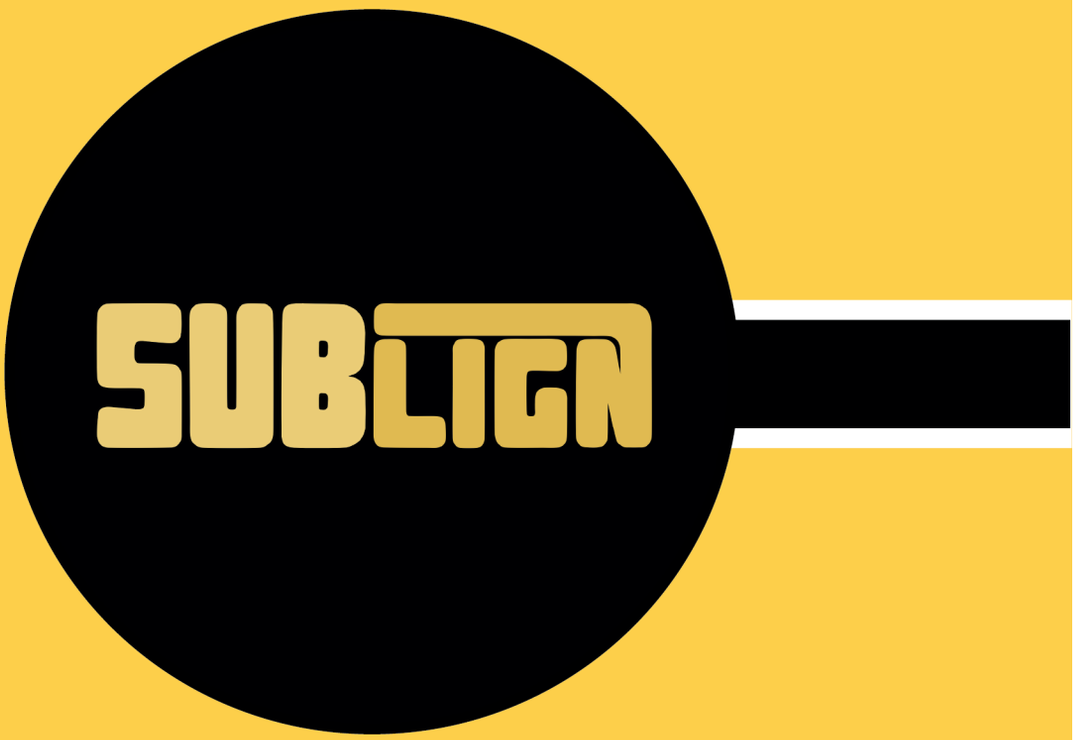
A complete illustration in either stippling, brush or vector. All of them are layered and come with colour codes. We also offer 1 revision. (Price may vary depending on your requirements)
Full package price £600.00-£900.00 (50% deposit)

Typeface design package

A fully designed typeface and creation of 3 fonts (condensed, semi condensed and bold) with 1 revision.
Full package price £5000.00 (50% deposit)

Designer dayrate £300.00
Extra revisions £200.00

For additional services contact us at
subligndesign@gmail.com



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