

INTRODUCING



SUBLIGN

BUSINESS IDENTITY DESIGN

COPYWRITING

ILLUSTRATION

IDENTITY

TYPEFACE

PROMO

LOGO

WELCOME TO SUBLIGN!

We are a leading new company in the business identity design sector in Yorkshire, U.K.

Established in 2019, we focus mostly on business identity design. This expands into promotional, illustration and copywriting too.

Let's say that you are establishing a new business. We would be happy to assist! Whether it is just a logo you are looking for or a full identity design package. We can take care of all of it here.

Over the course of this brochure we are going to first take a look at the different services we offer. Then we will show you a demonstration of a project to show what a business identity design package would look like.

We also have a price guide to finish off with.

Allow us to show you why we are perfect for your needs!

OUR OFFERING!

Logo design.

This would be a great place to begin as letterform design is something of a speciality for us.

A logo is a very important place to begin when establishing a business identity and an original custom designed logo would really stand out.

Whether you are looking for a simple wordmark, a logo icon or a full logo illustration.

All of these tasks are easily within our capabilities.

CYCLORA

Do not
Donuts

HILL FORT
HOTEL

BrisKer's

INCARNO
MORPIX

MA
PERO

Archie
Baller

4toTude



Boone Theodore



THE FIRE SHIP



Illustration design.

Logos come in all different shapes and sizes and many would incorporate, an image, geometric shape or a custom illustration.

Though having a custom illustration would dramatically increase the price, in terms of originality and that personal touch. We feel sure that it is worth it!

Whether just a simple image or a full scene, we have what you are looking for.

Business identity.

A business generally deals with multiple operational materials.

Identity design covers the logo, imagery, typography, colour palette and other details like taglines for materials like business cards and brochures.

An identity package from us would include a business card and website header design.

All based off a central theme which we would set out for use in all identity and promotional materials.



Promotional design.

Whether you are looking for a leaflet or a poster to represent your offering.

This is also something that we can take care of.

We have a vast array of different examples to show within this brochure.



Jude's
coaches



A to B = ZZZ

FARMER RUFUS

SATURDAY 29 TH SEPTEMBER 2021



@RUFUS FARM
ORVILLE RD
WRENTON
WR3 72F

01377 435211

OPEN DAY!
SEE WHAT WE HAVE GROWING!

AGED WITH HONOUR

AGED WITH HONOUR

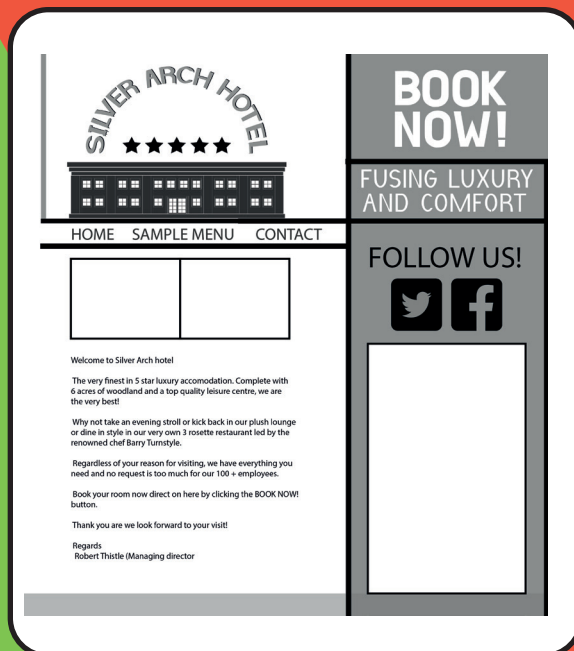
Parker
finest wines

Schiffse

Web design.

We currently outsource to a freelance designer with regards to domains and coding.

However we do and can take care of the actual design aspects to go on your website to the point that we can take it to a designer with the exact finished specifications.



Letterform design

Letterform design is something of a speciality of ours.

We offer a full typeface design package here at Sublign.

This isn't something that would fall into a business identity but it is something we can offer.

We will be sure to design a typeface that looks good in different styles and line weights.

Here is an example of what we mean from the typeface we designed for this brochure.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?"\$%&-x++= % ^&#
" " " , ; : i () () / °

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?"\$%&-x++= % ^&#
" " " , ; : i () () / °

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?"\$%&-x++= % ^&#
" " " , ; : i () () / °

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?"\$%&-x++= % ^&#
" " " , ; : i () () / °

Other services.

Our experience with design and illustration expands far beyond what services are presented here.

Perhaps you need a set of infographics or a series of stylescapes.

We can do this for you too.

Contact us directly to discuss custom or concept projects.

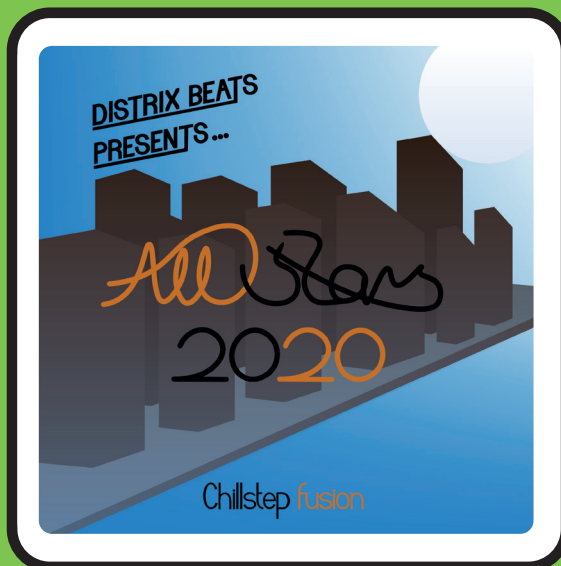


Copywriting.

Do you need content writing for a website or brochure?

We would be happy to help!

Whether for a one off project or for ongoing services, we can consistently produce content that would best represent your product or brand.



EXAMPLE PROJECT

This project is for a full business identity design package with a few extras.

The client has asked for an icon design to go with the logo and they have asked us to write and design the content for their website.

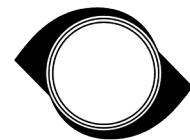
In addition to this, they have asked us to design a template for their monthly newsletter.

This is a project for a rebrand.

The client feels that a fresh look is required to push the company forwards.

Here are all of the materials that we have produced.

BRITTANIC BOLD *Brittanic bold*



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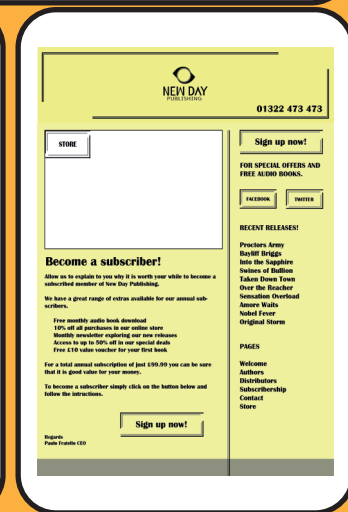
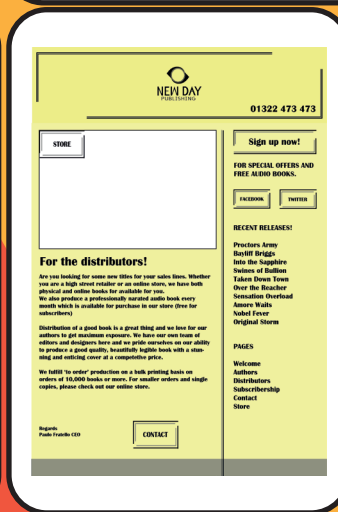
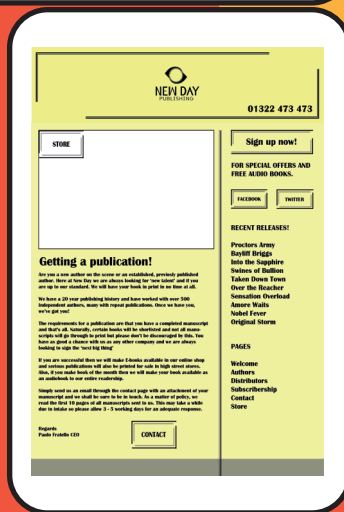
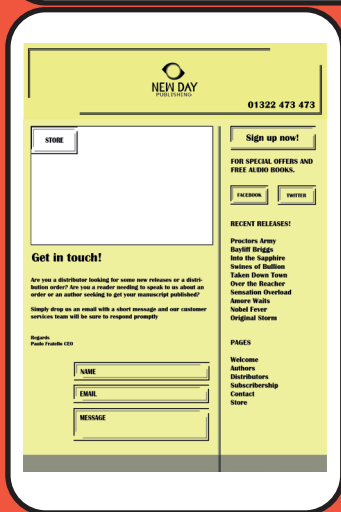
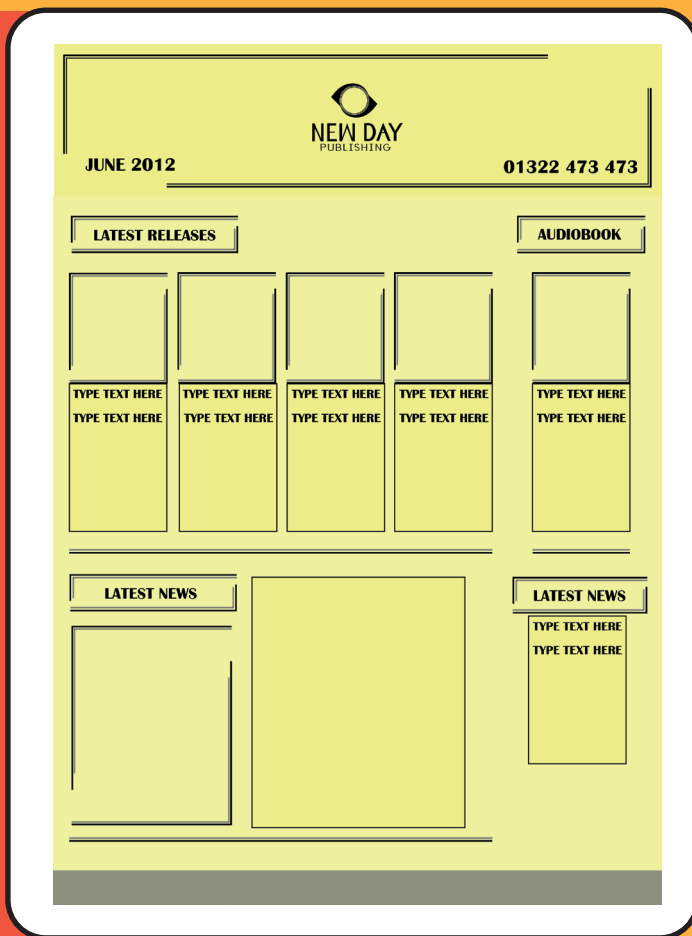


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As you can see, we kept the theme consistent throughout. We feel that this kind of approach is important. The total price of this project is £1,200 which is broken down as follows.

Identity design (standard logo)	-£500
Logo icon design	-£200
Website content / layout	-£300
Newsletter template	-£200
Total	-£1,200

PRICE GUIDE

Standard
wordmark
logo
1 revision
£200

Premium
wordmark
logo
1 revision
£400

Illustration
design
(Quote)
1 revision
From £500

Standard
identity
design
1 revision
£500

Premium
identity
design
1 revision
£700

Typography
design
(Quote)
1 revision
From £300

Logo icon
design
(Quote)
1 revision
From £200

Custom
design
(Quote)
1 revision
From £200

Copywriting
services
(Per page)
1 revision
£60

Typeface
design
(Quote)
1 revision
From £5000

Consultation
(Per hour)
£60

Designer
dayrate
£300

Revisions
From £100

50%
Deposit

Thank you for taking a look at our brochure.

We are a developing company and plan to stick around.

If you would like to open a project with us then simply drop us an email at subligndesign@gmail.com

You can also see much more and download a PDF of our brochure on our website at sublign.com

Why not follow us on any of our social media platforms.

We are on Behance, Instagram, Facebook, and Twitter.

Simply search for Sublign.

Be sure to recommend us to your friends and business associates and once again, thanks for your time.



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