

start-up business package

logo design

The logo will represent the essence of your company and will be memorable and distinctive within your market place. Based on the brief, we will develop 2 optional logo designs and describe how each could represent your company. We will assist you in selecting one design and making final edits to arrive at your new company logo.

stationery layout

The new logo will form the basis of how the stationery and marketing material will be designed. The basic concept, colour palette, and shapes will all integrate in the new stationery design. We will submit a layout for the letterhead and, once finalised, then apply to the business card and compliment slip. Artwork will be setup for digital or lithographic printing.

brochure design

Now that the basics of your corporate identity are in place, it's time to roll out the design and really communicate the character of your products or services. For your brochure, we will submit one cover design incorporating the new logo and branding. Once the cover is finalised, the inner spreads and back page will be laid-out. The brochure will be 4 pages (including the cover) with an option to include a pocket for holding inserts. Imagery from House of Design's extensive image library may be used if appropriate. Artwork will be setup for digital or lithographic printing.

website development

House of Design can seamlessly integrate your new visual brand across both print and digital media. We create websites that are not only finished to a high visual standard but are also coded to meet best practice in web standards, accessibility criteria and are optimised to compete on search engine rankings.

In this package we will create a customised Home Page design. Once this design is finalised we will roll it out across the website. We will build a page describing your company; a page about your services or products; and a contact details page (4 HTML pages).

PACKAGE PRICE: €1,500

Packages allow for two rounds of edits on the visual designs. Additional rounds of edits may add to the cost of production. All text content for the brochure and website must be supplied by the client. Copywriting and photography services can be supplied if required at additional costs. Hosting and domain name registration are charged separately. House of Design offer very competitive printing prices, which will be quoted separately to the package price due to varied quantities and specs. All prices exclude VAT @ 21%. Package available until July 2010.