

corporate identity



"I don't need a logo to succeed." Maybe. But it sure helps. It's the centrepiece of your brand. If it wasn't important, would the big boys and girls spend so much developing theirs? We think not. We design logos day in, day out and we've got **Corporate Identity** packages to suit any budget – from a pigeon's purse to a walrus's wallet. See page 26 in our Buying Guide for full details.

logo face lift

£49^{+VAT}
(1 HOUR DESIGN)

Logo looking tired and out of date? Let us give it a quick nip and tuck and a cheeky face lift.

Budget corporate identity

£149^{+VAT}
(3 HOURS DESIGN)

Already have a strong idea for your corporate image but need us to realise **your concept?**

Our Budget Package includes:

- 1/2 hour consultation
- 2 hours design time
- A minimum of 2 logo ideas
- 1/2 hour fine tuning

Premium corporate identity

£299^{+VAT}
(6 HOURS DESIGN)

We'll take care of it all – from concept and **research through to visualisation.**

Our Premium Package includes:

- 1 hour consultation
- 2 hours research and development time
- 2 hours design time
- A minimum of 2 logo ideas
- 1 hour fine tuning



PROPULSION PRINT SERVICES LTD

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CREATIVE SERVICES

AND ARTWORK PACKAGE GUIDE



artwork packages

Look for the Artwork Package logo next to each item in our Buying Guide and refer to the packs below for details of our low prices. These are the minimum we'd expect to charge. If you're looking for something a bit more individual, please ask for a quote.



VALUE
ARTWORK
PACKAGE

£35 +VAT

1/2 HOUR OF ARTWORK
+ **FREE** 1st SET OF COLOUR PROOFS



XTRA VALUE
ARTWORK
PACKAGE

£49 +VAT

1 HOUR OF ARTWORK
+ **FREE** 1st SET OF COLOUR PROOFS



STATIONERY
ARTWORK
PACKAGE

£95 +VAT

2 HOURS OF ARTWORK
+ **FREE** 1st SET OF COLOUR PROOFS



PROMO
ARTWORK
PACKAGE

£149 +VAT

3 HOURS OF ARTWORK
+ **FREE** 1st SET OF COLOUR PROOFS



BROCHURE
ARTWORK
PACKAGE

£199 +VAT

4 HOURS OF ARTWORK
+ **FREE** 1st SET OF COLOUR PROOFS



BOOKLET
ARTWORK
PACKAGE

£399 +VAT

8 HOURS OF ARTWORK
+ **FREE** 1st SET OF COLOUR PROOFS

good design sells... fact



The latest software has really clever wizards which let you knock up a design in no time. But design isn't just about knowing which buttons

to press. It's about creating the mood, delivering the message and making the sale. Forgive us for sounding rude, but, if you want to look professional, leave it to the professionals.

Good design sells. Fact. Bad design – or even just average design – may do more damage to your business than you might care to think. Trust us. We'd recommend you invest at least a third of your budget in sorting out some decent artwork. After all, it's not about how many items you distribute, it's about how many responses you get. Our design fees are probably a lot lower than you think.

side orders

COLOUR SCANS UP TO **A4** **£10** each
UP TO **A3** **£25** each

EXTRA PROOFS **A4** **£6** each
A3 **£10** each
email **£6** each

STOCK PHOTOGRAPHS FROM **£10** each

STOCK ILLUSTRATIONS FROM **£20** each

CD/DVD BURNING **£25** each

ALL PRICES VALID ONLY AT
PROPULSION
PRINT SERVICES

ALL PRICES EXCLUDE VAT

creative services

Add some whoomph to your design with some of our snazzy creative services. Whatever you're trying to achieve, have a chat with us – we'd love to create something special and knock your little socks off – and more importantly, the socks of potential customers.

ICON DESIGN



FROM **£49** +VAT
per set of 4

Use graphical icons to make your marketing message easier to understand.

PHOTO MONTAGE



FROM **£49** +VAT

Create an impression with a striking combination of your corporate imagery.

PHOTO RETOUCHING



FROM **£49** +VAT

Have your photos tidied up, cut-out, enhanced or let us apply some special effects.

SIMPLE MAP



FROM **£49** +VAT

Make it easier for your customers to find you with a custom map.

DETAILED MAP



FROM **£99** +VAT

We can create more complex maps with a little more time.

EXTRA ARTWORK



FROM **£49** +VAT
per hour

Our regular, low hourly rate for additional artwork.