



bringing ideas to life. creative graphic solutions.



SUMMER SIGNATURE DESIGN PROCESS

1 of 2

STEP 1 CONTACT US.

Contact us by phone or e-mail to schedule your FREE consultation. A Summer Signature designer will respond within 48 hours of your request, Monday through Friday, 8am to 5pm PST. To give us an initial idea of your design needs, feel free to Request a Quote, Complete a Project Questionnaire or Send Us an E-mail through our website, www.summersignature.com.

STEP 2 PHONE CONSULTATION.

Speak with a Summer Signature designer via phone to discuss your design needs. This is where the excitement begins! During your phone consultation, you will have an opportunity to ask questions, give a broad overview of your (business/event), and allow your designer to develop design specifications for your project. From this discussion, your designer will gain valuable insight into your (product/service/project), your visual style and color preferences and the sorts of areas where you will utilize your new logo/design (business cards, letterhead, web site, promotional items, etc.).

STEP 3 THE PROPOSAL.

Within 24 hours, our designer will e-mail you a proposal detailing your requested services, timeframe for completion & design fees. This proposal, sent as a PDF attachment, will be e-mailed to the address given by you during your consultation.

***A Note About Design Fees:** We pride ourselves in being extremely accommodating and offer creative design solutions to fit your budget. The advantage of custom design services is the flexibility to create the perfect piece(s) based on your needs, desires and budget. As each piece is unique, design complexity and specifications are also taken into consideration when determining final pricing.*

STEP 4 25% DEPOSIT.

Once you approve, sign & return the proposal to your designer, a 25% deposit* is required to commence work. Deposit will be applied toward total estimate.

STEP 5 DESIGN PHASE.

During the design phase, concepts will be supplied to you as e-mail attachments in PDF or JPEG format. Concepts are basic designs from which you may choose a particular style to explore further. The turnaround time to receive a basic design varies depending on the complexity of your project. If you would like to see more concepts, let your designer know. We want you to be 100% satisfied.

Once you choose a design that suits your needs, your designer will fine-tune your piece(s) until it is exactly how you want it to look. It is important you convey ideas to your designer to insure you are satisfied with the final product. For example, if you feel aspects of a design like layout, color, size or font are not quite as you would like, let your designer know. Your designer will continue tweaking and polishing the design until your ideas are brought to life.

BE SURE TO VIEW PAGE 2 OF OUR DESIGN PROCESS...

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2 of 2

STEP 6 FINALIZE.

Once you are 100% satisfied with and approve the final design(s), the remaining balance* is required prior to e-mail delivery of printer-ready files.

The final files e-mailed to you will be printer-ready & can be sent in many formats (.jpg, .bmp, .tif, .gif, .ai & more). After final design files have been delivered to you, design revisions will incur additional charges.

Summer Signature retains the right to publish, display, reproduce, modify, create derivative works from, distribute and/or display all designs created for you (in whole or in part) for purposes of promoting Summer Signature services. Brand Identity Clients shall own the final hi-resolution design file(s) provided by Summer Signature. All Clients shall not, however, own any design concepts, materials or other content generated during the design process or revision cycles leading up to the final Client-approved design. Summer Signature retains the rights to all design concepts and other content not selected by the Client. Brand Identity Clients acknowledge that ownership rights are limited to the final design, and that no trademarks or service marks in or to any final design are being conveyed by Summer Signature.

STEP 7 PRINTING.

If requested, Summer Signature offers a Project Management service which includes Printer Selection and Management, File Preparation and Press Checks, Project Reporting & Packaging and Shipping.

To achieve optimal results, designs should be professionally printed as we use the industry standard PANTONE color management system. Keep in mind, printing costs are typically directly correlated with the number of colors (i.e. printing a 2-color business card may be less expensive than printing a 4-color business card) or the type of paper stock your design entails.

**Because our design services are custom, all payments are nonrefundable. We prefer payment via PayPal. Invoices will be e-mailed via PayPal. Acceptable forms of payment thru PayPal are Visa, MasterCard, American Express, Discover & bank account draws. If you do not have, wish to create or pay via a PayPal account, please inquire about other payment methods accepted.*