

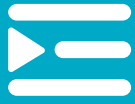


Where art meets design.



be creative.

the bahamian studio



your company

your visual brand



Where art meets design.

step 1. discovery

Underneath your logo, packaging or services, should be a deeper meaning of your values.

If you do not have clarity of your brand, your customers cannot connect, and your people cannot deliver.

values

a vision

Describes what you want your company to become in the future. It should be aspirational and inspirational.

a mission

Defines the purpose of your company and the needs it addresses.

an essence

The intangible emotions you want your customers to feel.

a personality

Describes the way a brand speaks, behaves, thinks and acts.

a position

Describes your product or service's unique value and its benefit.



identity

logo

It is the face of your brand and the most immediate visual identity

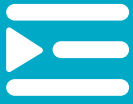
visual identity

Elements of a brand, such as color, form, and shape, which encapsulate and convey the symbolic meanings that cannot be imparted through words alone.

**request
a quote**

for a consult and assessment of your brand

page 1 — discover



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step 2. strategy

Creating a new logo & brand identity,
is more than an image.

At the heart of a brand is not a product
or service, it is people.

Understanding your organization's Mission and Vision, is used to determine your Essence, Personality and Value Proposition, to create the most relevant, memorable and accurate designs.



page 2 — strategy



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Developing a unique identity begins with a memorable logo.

step 3. logo



page 3 — logo

choose your package	elder	lignum	vitae
	\$ 350 ⁰⁰	\$ 550	\$ 750
Initial Concept(s) For Review [Initial design(s) created for review]	1	2	3
Revisions to Chosen Concept [1 design is chosen for final design process]	2	3	4
Final Workable File Formats [Completed files delivered to Client]	1 Vector Illustration (PDF) & TIFF Files Including B/W Format & Pantone System	4 Workable Formats Including B/W Format & Pantone System	10 Workable Formats Including B/W Format & Pantone System
Delivery [Turnaround time and Design Process]	3-5 Business Days	6-8 Business Days	10 Business Days
Digital Copy [Includes 2 Digital DVD Copy of Files]	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

The process by which logo designs are created is known as vectorization. This avant-garde style and approach, allows your design to be scaled at any size, without loss of quality or degradation, maintaining the original integrity of your logo at all times. Vector format is also the ideal output for designs meant for T-Shirt distribution and most modernized printing.



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Each design package is different,
and so are the files you will receive:

elder

8hr Design Process
Dedicated to the Initial
Concepts

1 Vector File (pdf)
TIFF Files for Print Media
B/W Formats for Branding
Pantone System for Branding



lignum

24hr Design Process
Dedicated to the Initial Concepts

Original Corporate Logo
.pdf - Encapsulated PostScript
Photoshop Standard File
.psd - Photoshop Document
Communicate & Collaborate
.pdf - Acrobat Portable Document
Format
Print ready corporate logo
.tiff - Tag Image File Format



vitae

40hr Design Process
Dedicated to the Initial Concepts

Original Corporate Logo
.pdf - Encapsulated PostScript
Photoshop Standard File
.psd - Photoshop Document
Communicate & Collaborate
.pdf - Acrobat Portable Document
Format
Print ready corporate logo
.tiff - Tag Image File Format
Web ready corporate logo
.gif - Graphical Interchange Format
File
Portable Network File
.png - Portable Network Graphic
Print hi-res file
.tif - Tagged Image File
System & web logo icon
.ico - Icon File
Rich interactive content
.swf - Flash Format File
Corporate HD Logo
High Definition (1920x1080p)
Corporate Logo - Full HD Media
compatible.
Corporate Mobile Logo
Corporate logo for mobile phones
(*Smart Mobile Phones)



page 4 — logo: details



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Elements that convey the essence of identity through form, shape & color.

step 4. identity

page 5 — identity

choose your > style	goombay	junkanoo
	\$ 550	\$ 950
complete brand guide A guide of the primary DNA of your company's branding, design elements and word usage, that defines your brand identity in visual and print media.	✓	✓
corporate brand		
Business Corporate 1 Double Sided Business Card Design	✓	✓
Letterhead & Envelope Design Includes 1 Design for each item	✓	✓
Folder Presentation 8.5"x11" Design (Front, Back & Inside Flap)	✓	✓
digital branding		
Powerpoint Presentation 2 Cover slides, 3 content pages & End Slide		✓
Online Media Includes FB Cover Photo, Display Photo and Email Footer Design,		✓

request a quote |

for additional services or to customize your own package

This estimate is provided as a service to our customers. However, as each request is unique, so too is each estimate. Actual cost may change once project elements are finalized or negotiated. Please call (242) 428-8996 with any additional questions. www.bahamianstudio.com



step 5. launch!

1. state your brand's introduction message

1. The purpose of our brand introduction is to convince [insert a brief description of your target market] that our brand offering [insert your value proposition by describing how your offering helps customers make or save money, improve effectiveness and efficiency, enhance safety, security or success, or enjoy other valuable benefits]

2. We back our value proposition by [insert a description of how you prove and reinforce your value proposition throughout your organization]

3. To reinforce our brand promise and character, all our brand communications and every experience with our brand conveys the mood and tone of [insert a description of the voice and personality that all communications with your brand will convey]

2. benchmark your pre-launch

Determine your brand's current levels of awareness, emotional connection, distinction, credibility and trust, and sales. Filling in this figure's table can help you.

3. define your business' brand promise and character

Convey these aspects in all brand communications and experiences.

4. detail marketing tactics

Include how you'll use advertising, publicity, promotions, online marketing, sales efforts, packaging, and point-of-sale efforts to introduce your brand.

5. establish your budget

- Public Relations
- Events/Functions (Customers, Industry Groups, VIP Groups)
- Direct Mail: Including list development, mailer and mailing costs
- Marketing Materials: Brochures, CD/DVD's, ad specialities
- Online Marketing/Ads
- Web Site Development
- Other:

6. create your action plan and timeline

Get in writing what you want to do and when so that you can make sure you stay on track.

7. measure and monitor your success

Decide what markers you can use to indicate whether your new brand is having the effect you want.

**request
a quote** | for a consult and
assessment of your
launch campaign





print media

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	flyer	poster	sign
design	\$ 120	\$ 150	\$ 85/hr
sizes	sizes under 11"x17"	sizes 11"x17"- 22"x28"	sizes larger than 22"x28"
file format	jpg	jpg	jpg
process	1-2 business days	1-2 business days	2+ business days

page 7 — print media & publications

publications

catalog please request a quote	newspaper advertisement		
	quarter page	half page	full page
85/hr	120⁰⁰	150⁰⁰	190⁰⁰

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marketing materials

business card single-sided double-sided		brochure bi-fold tri-fold	
110⁰⁰	150⁰⁰	250⁰⁰	350⁰⁰
letterhead 8.5"x11" - Docx & PDF Files	envelope Docx & PDF Files	powerpoint template & design	invoice/form template & design single pg.
150⁰⁰	150⁰⁰	85/hr	250⁰⁰
vehicle wrap vector design	feather flag design up to 14ft	pull-up banner	tote/cap design please request a quote
350^{00&UP}	250⁰⁰	250⁰⁰	110⁰⁰

page 8 — marketing materials

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illustrations

vector design
please request a quote

85/hr

tattoo design
please request a quote

85/hr

apparel design
please request a quote

85/hr

web & social

landing page
jpg design only

250⁰⁰

app icon

250⁰⁰

newsletter
jpg 300DPI powerpoint template

85/hr **85/hr**

facebook cover
jpg design only

120⁰⁰

twitter header
jpg design only

120⁰⁰

email footer
text and image

95⁰⁰

website banner
up to 2000x200px, 72Dpi

110⁰⁰

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Page 9 — illustrations, web & social



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product & package design

product design
please request a quote

85/hr

calendar design
please request a quote

85/hr

album art
please request a quote

85/hr



page 10 — product & package design

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