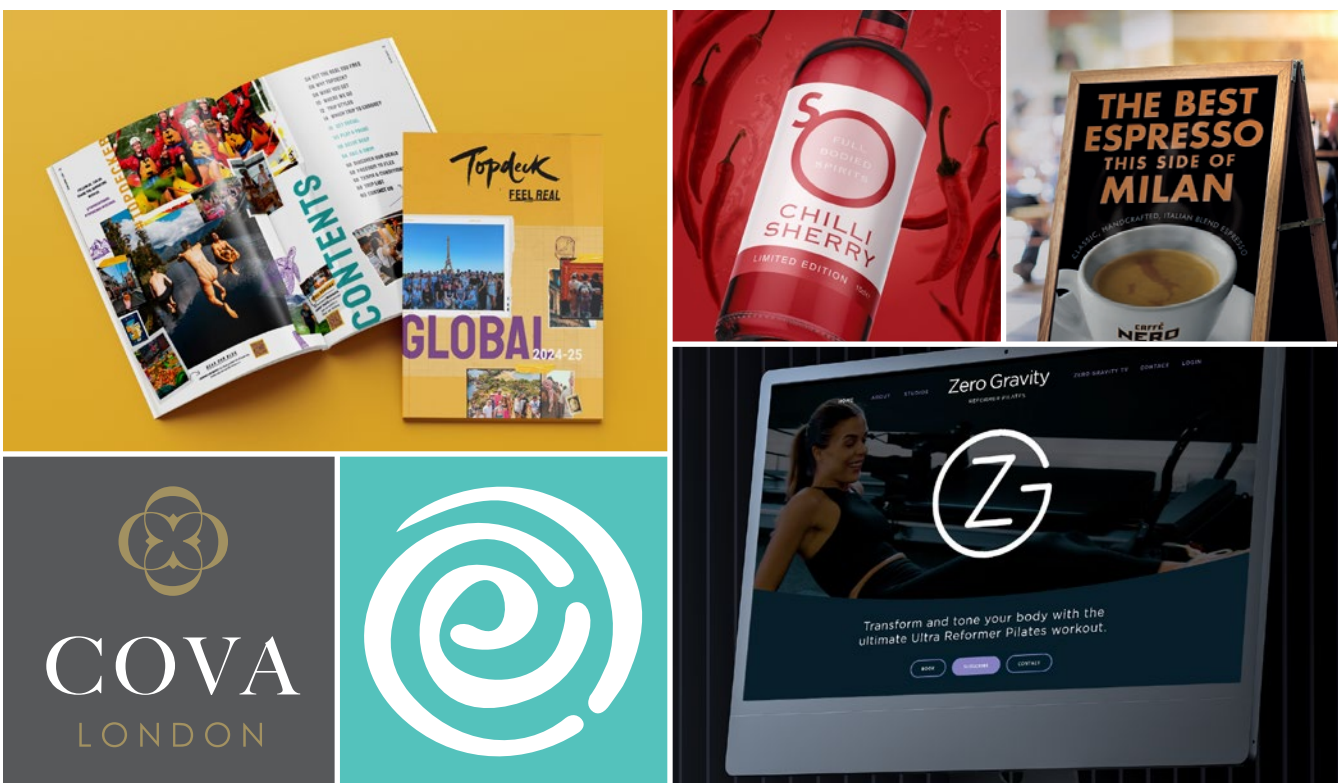


## BRANDING PRICE GUIDE



We are Right Angle, a full service **creative** graphic design **agency** based on the borders of **Hertfordshire** and **Essex**, celebrating over **30 years** of **design** and **marketing** excellence

## Award winning products need a powerful brand mark

Branding | Print | Packaging | Promotions



### GEO Smarter Energy

GEO design and build smart, connected home energy systems to help people understand and engage with their energy use.



# geo

They approached us to re-design their existing logo as they felt it didn't best represent their brand as being at the forefront of smart energy technology.



## Spirits brand that packs a real punch!

Branding | Packaging | Web Design

### SO DRINKS

So Drinks chose Right Angle Creative to design and produce all of their branding and marketing materials - everything from name generation, logo design, strapline, bottle packaging and website to corporate stationary and promotional materials.

Our logo solution is that the 's' of 'SO' forms a stalk and the 'O' forms a berry, representing the fruits which infuse the drinks.





## Ecogrove is London's 1st carbon-neutral development

Branding | Print | Advertising | Web Design

### ECOGROVE

As the houses are fully powered by solar panels, our design solution for the branding comprises of a unique hand drawn sun symbol forming the word 'ECO'.

We were given full creative freedom to build a strong and cohesive brand.

We've delivered a full set of marketing collateral including a 32-page corporate brochure, website, promotional videos, site hoardings and a 4-page customer handout.



## Using the power of eight to create a strong brand image

Branding | Web Design



### NUMBER 8 EVENTS

Number 8 Events, based in Herts, provide event safety, support, equipment hire and traffic management.

Using the 8 in place of the 'B' in number we were able to create something that is instantly recognisable and can be applied successfully across various equipment; from small table legs to large sound barriers and van livery. The 8 can be used by itself as an icon, giving the brand flexibility and memorability.



Right Angle Creative offer 3 branding packages, so whether you're a start-up or an established business, we have a package to support you.

## Business from **£1440**

- ✓ Bespoke Logo
- ✓ © Your Design Copyright
- ✓ Digital Artwork Files
- ✓ **Unlimited** Revisions
- ✓ **Basic** Sector Research
- ✓ Social Media Icon
- ✓ **Simple** Brand Guide

MOST POPULAR

## Business Plus + from **£2520**

- ✓ Bespoke Logo
- ✓ © Your Design Copyright
- ✓ Digital Artwork Files
- ✓ **Unlimited** Revisions
- ✓ Sector Research
- ✓ Social Media Icon
- ✓ Business Card
- ✓ Landscape & Portrait Logo
- ✓ **Mini** Brand Guidelines

## Business Premium from **£3600**

- ✓ Bespoke Logo
- ✓ © Your Design Copyright
- ✓ Digital Artwork Files
- ✓ **Unlimited** Revisions
- ✓ **Extended** Sector Research
- ✓ Social Media **Templates**
- ✓ Business **Stationery**
- ✓ Landscape & Portrait Logo
- ✓ Strapline Development
- ✓ Brand Application Examples
- ✓ E-Mail Signature
- ✓ **Extended** Brand Guidelines

**CONTACT US FOR YOUR  
PERSONALISED QUOTE:**

Phone us  
01279 84 11 77

Email us  
studio@rightanglecreative.co.uk

OPTIONAL EXTRAS: these can be added to any branding package:

Name Generation from **£720**  
Animated Logos from **£540**  
Vehicle Liveries from **£360**

Video Production from **£720** per day  
Photography from **£360** per half day  
Photo Retouching from **£90** per hour

If you have any questions about our packages or would like to discuss your project in a little more detail, get in touch, we'd love to help.

## Our design process is simple and transparent: Here's how it works...

1

### **FREE Discovery Meeting**

To get things moving, we offer a FREE, no obligation 20-30 minute discovery call / screen-share to find out more about your brand. Typically on the call, we'll discuss what you're trying to achieve, your likes, dislikes, budgets and timescales etc.

2

### **Start Your Project**

We'll send you an estimate for the scope of work and deliverables agreed on the call, if you'd like to proceed, we'll ask you to fill out our 'new client' form, online. We'll then send over your deposit invoice (for 50% of the agreed amount).

3

### **Design Concepts**

Once we've received your deposit, your job goes live in the studio and we start producing various sketches. We'll create 3-4 design solutions which answer your brief, with the ones we believe work best, mocked-up onto key elements from the scope of work.

4

### **Presentation**

We'll set up a presentation meeting with you about 7-10 days from the start of the design concept stage. In this meeting / screen-share, we'll show you through all of our brand proposals and ideas and get your feedback on which concepts/routes work best for you. At this stage, you'll receive an invoice for the next 25% of the agreed project total.

5

### **Design Development**

Once you've had a chance to digest our design concepts, we welcome your comments/feedback. If you have any amends or need to see any variations or options, we'll produce these (at no extra cost\*) until you're completely happy with your branding design.

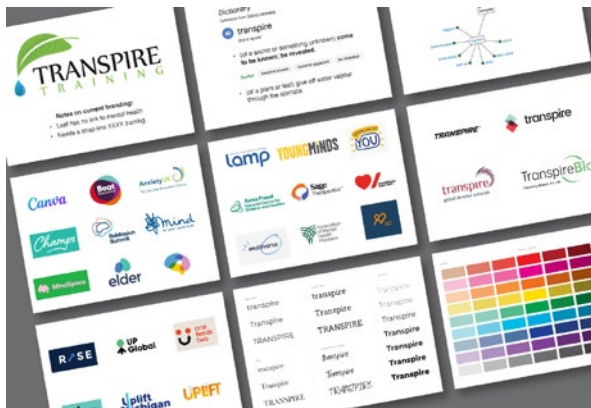
6

### **Artwork Files**

Once signed off, we'll produce your logo artwork files and submit our final 25% invoice. You'll then receive all the logo variations you need (ai, eps, pdf, jpg, png), saved in CMYK for print use and RGB for online use, together with a set of simple brand guidelines and depending on the brand package you've chosen, artwork for your business stationery and social media elements.



Our 4-step **branding process** is tried and tested:  
> Discover > Design > Develop > Deliver



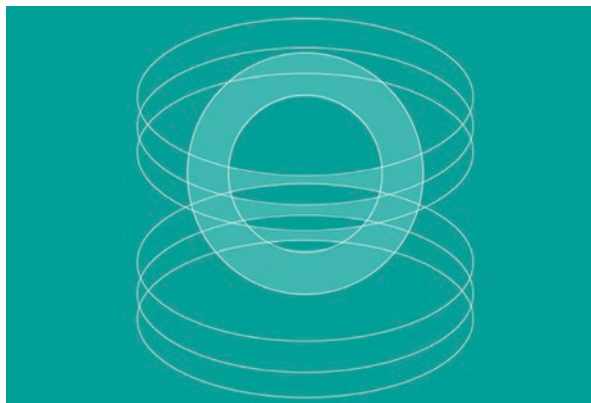
## Discover

Research into your market sector, competitors and brand name together with discussions with you about likes, dislikes, preferred styles, fonts and colours etc gives us a solid foundation to base our design concepts on.



## Design

From initial sketches and rough ideas, we produce 4-6 design concept solutions to answer your brief. We then present our ideas to you, to see which route best suits your business.



## Develop

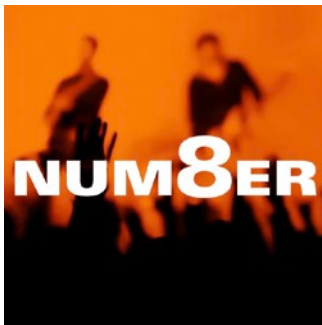
If there are any changes from the design presentation and you need to see any variations, we'll produce these (at no extra cost). Our guarantee of satisfaction, with unlimited revisions means that we'll carry on designing until you're completely happy with the branding solution.



## Deliver

We'll then produce your brand artwork pack with all your logo variations saved in the file types you'll need (ai, eps, pdf) in CMYK for print use and (ai, jpg, png) in RGB for online use, you'll also get simple brand guidelines sheet showing colours specifications and recommended fonts to use with your brand.





To see **100 brands** created by Right Angle over the last 30 years, please visit:  
[www.rightanglecreative.co.uk/brand-showcase](http://www.rightanglecreative.co.uk/brand-showcase)

## LET OUR DESIGN TELL YOUR STORY

"All of our clients, big or small are treated with the utmost importance and respect. Working with Right Angle you can expect a highly professional creative design service with a personal touch." *Tony Whitehead* CREATIVE DIRECTOR

## CONTACT US

☑ Phone us  
01279 84 11 77

☑ Email us  
[studio@rightanglecreative.co.uk](mailto:studio@rightanglecreative.co.uk)

☑ Visit our website  
[www.rightanglecreative.co.uk](http://www.rightanglecreative.co.uk)