

SERVICE OVERVIEW

Please consider Idezi as your personal design team for your next label solution. We are happy to put our talented team of designers to work for you. Not a designer? Now you have your own virtual design team to create top quality professional designs for you.

We make the label design process a snap!

Our fixed price concept development and design model is created to make it easy for you to receive high quality graphic design services for your Idezi's labeling needs.

We have included in this document, a simple questionnaire to help us get started on your label design. Please review and fill out the questions to the best of your abilities.

DEFINING THE MESSAGE

Our Idezi design team will work with you to establish the criteria that will guide the process of creating your new custom label design. Information will be gathered from phone interview(s) and a brief questionnaire. Through this process, we will identify specific communication and aesthetic criteria.

QUESTIONNAIRE & CREATIVE BRIEF

Before beginning design work, the project's functions and goals must be identified. To help clarify these objectives, we first must define your target audience, core message and theme, as well as your Idezi's or product's "personality." This information will provide the criteria which will guide the design process.

THE IMPORTANCE OF DESIGN

The quality of the design and production should encourage conscious action on the part of your target audience. Quality and clarity become both a form of promotion and an expression of the label's goals. Our Idezi design team will work in collaboration with you to ensure that all materials produced support this goal.



CONCEPT DEVELOPMENT

Following our questionnaire review and interviews with you, our Idezi design team will create and present three initial label concepts for you to discuss with your team. The concepts will be variations of the provided information. The goal at this point is to select one of the concepts for further design development.

DESIGN DEVELOPMENT

Following your approval of one of the three concepts, and upon receipt of all final copy writing, the Idezi design team will begin a two-to-three round presentation and review process based on the chosen concept. Changes will be discussed and agreed upon at each presentation. Each subsequent presentation will incorporate all changes from the previous presentations. If any jobs require more rounds of changes or a completely new concept at this stage, additional fees will apply above and beyond the original fixed price. We will communicate with you closely to ensure there are no surprises during this process.

ARTWORK FINALIZATION

Once the changes from the last presentation are incorporated, reviewed and approved, the project will be considered finished. Our design team will send you a copy of the completed artwork & proof for final written approval and will also forward the artwork to our Pre-Press Department with all the specs needed to run the job correctly.

Thank you again for choosing Idezi design for your creative needs. We look forward to collaborating with you on this project.



1 CONTACT INFORMATION

Company Name: _____

Contact Name: _____

Email: _____

Phone Number: _____

Idezi Website: _____

2 DESIGN DETAILS

Brief Description of Company: _____

Label Application Description: _____

Size specifications in inches: W X HDie shape: Circle Oval Rectangle Square Custom

The artwork will be printed on what material? (e.g. White semi-gloss, clear, matte paper, poly etc.) _____

Wording to be included on the label: _____

A serif **A** sans serif

Is there a specific font style that is preferred? (e.g. modern, high-tech, simple, serif, sans serif etc.) _____

Color Specifications (what colors are and are not preferred?)

3 DESIGN DETAILS CONT.

What type of look are we trying to achieve? Please describe (e.g. modern, high tech, conservative, warm, simple, etc.) _____

What overall message does the label artwork need to convey?

Is there any vector or high resolution artwork of your Idezi logo to be incorporated in the label?

Yes No

Are there images that can be used for digital references? (If yes, tell us what is liked about the images.)

Yes No _____

Do you have other images and/or Idezi graphics that should be used in the new label design?

Yes No

If yes to any of the above questions, please provide materials digitally or in hard copy, include a note describing the relevance of the materials to the project.

4 ADDITIONAL NOTES

