

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 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 pages 14-15 in our Buying Guide for full details.

LOGO FACE LIFT

**£49**  
(1 hour design)  
Logo looking tired or out of date? Let us give it a quick nip and tuck and a cheeky face lift.

BUDGET CORPORATE IDENTITY

**£149**  
(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**  
(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

ALL PRICES EXCLUDE VAT

FASCINATING A.I.D.A & THE MAGIC FORMULA



RUN ALL YOUR SALES literature through this simple magic formula and you'd better be prepared for the increase in response. This is a great tool for writing powerful sales letters and killer copy. This formula is called A.I.D.A. You'll be very glad you met her...

ATTENTION

Attract your reader's attention with an exciting headline. Make them intrigued, just by reading it. Either reveal or conceal a common interest. For example

**HOW TO MAKE YOURSELF IRRESISTIBLE TO LADIES  
WANT TO RETIRE AT 50?  
DON'T MAKE THESE COMMON HOUSE-BUYING MISTAKES**

INTEREST

Evoke interest from your potential customer by telling them multiple, life-enhancing benefits. Steer away from just listing features – people buy benefits, not features. Use simple, short sentences and talk to them as if they're sitting next to you.

DESIRE

Make them want it. Make it irresistible. Give them guarantees of their money back. Or extra special bonuses or discounts. Don't forget to state the urgency – make your offer timebound. You could try "Order within 7 days and get this free pen set. If you're not 100% satisfied, we'll refund you in full."

ACTION

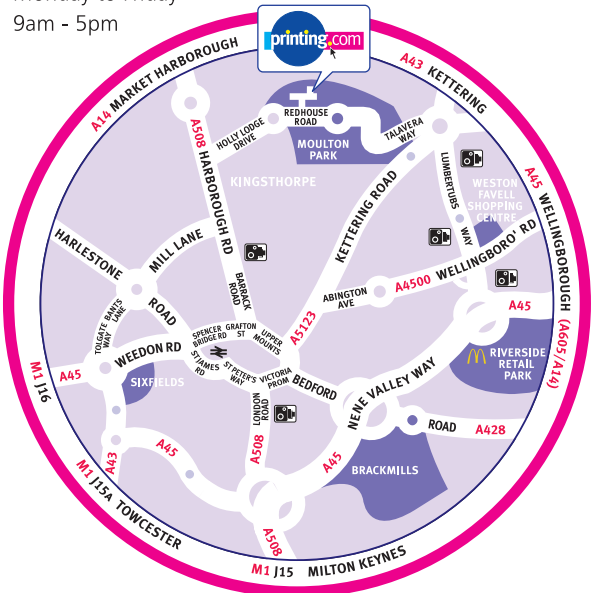
Tell 'em what to do! You'd be amazed how much sales literature misses this vital step. Don't assume they'll know what to do. Get them to "Call now for a no-obligation quote" or "Call us free to place your order". You don't need to close the sale there and then, just lead them through your sales process.

So, there it is. Stick her on your wall, write her name on your monitor, engrave her on your pen – whatever you do, just don't forget A.I.D.A. She'll make you a better writer.

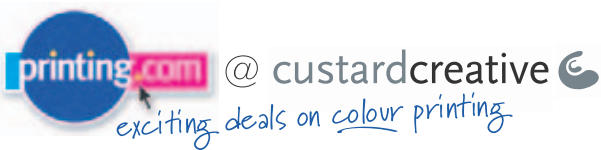
AS MUCH... OR AS LITTLE

...help as you need. From the concept, to writing the copy, choosing photography and creating eyecatching artwork. We aren't just here to sell you printing, we're different, we are out to help you better promote yourself and make the most impressive impact for your money! See our credentials visit [www.custardcreative.co.uk](http://www.custardcreative.co.uk) and contact us with your requirements.

**open**  
Monday to Friday  
9am - 5pm



**your local store**  
14 Brookfield | off Duncan Close | Moulton Park  
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t: **0870 122 11 23** | f: 0870 122 44 23  
e: [print@custardcreative.co.uk](mailto:print@custardcreative.co.uk) | [www.custardcreative.co.uk](http://www.custardcreative.co.uk)

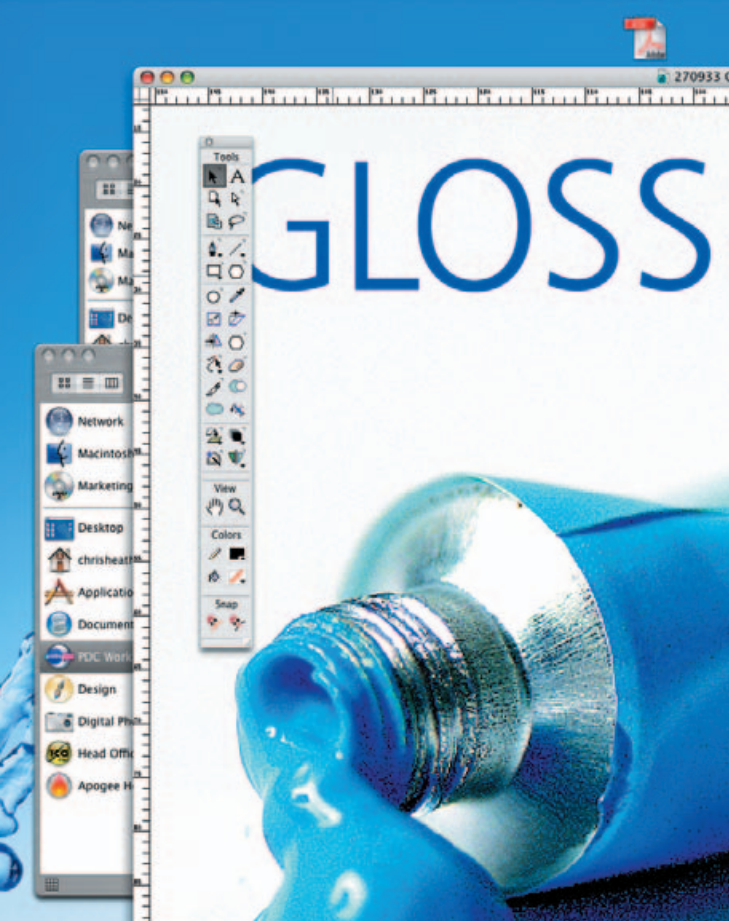


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ALL PRICES EXCLUDE VAT

ARTWORK  
PACKAGES  
AND CREATIVE SERVICES





## 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 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.

## 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.



CONSULTATION  
MINIMUM ARTWORK & DESIGN  
+ **FREE 1st SET OF COLOUR PROOFS**  
FOR  
**£45**



XTRA VALUE  
ARTWORK  
PACKAGE

CONSULTATION  
MINIMUM ARTWORK & DESIGN  
+ **FREE 1st SET OF COLOUR PROOFS**  
FOR  
**£89**



STATIONERY  
ARTWORK  
PACKAGE

CONSULTATION  
MINIMUM ARTWORK & DESIGN  
+ **FREE 1st SET OF COLOUR PROOFS**  
FOR  
**£95**



PROMOTIONAL  
ARTWORK  
PACKAGE

CONSULTATION  
MINIMUM ARTWORK & DESIGN  
+ **FREE 1st SET OF AUTHORS**  
+ **FREE 1st SET OF COLOUR PROOFS**  
FOR  
**£185**

Authors are defined as copy changes and/or a picture change but does not refer to reworks or retouching.



BROCHURE  
ARTWORK  
PACKAGE

CONSULTATION  
MINIMUM ARTWORK & DESIGN  
+ **FREE 1st SET OF AUTHORS**  
+ **FREE 1st SET OF COLOUR PROOFS**  
FOR  
**£235**

Price is per 6 pages based on A5 booklets. Please ask our store for alternative sizes. Authors are defined as copy changes and/or a picture change but does not refer to reworks or retouching.



BOOKLET  
ARTWORK  
PACKAGE

CONSULTATION  
MINIMUM ARTWORK & DESIGN  
+ **FREE MADE-UP COLOUR DUMMY**  
+ **FREE 1st SET OF COLOUR PROOFS**  
FOR  
**£399**

Price is per 8 pages based on A5 booklets. Please ask our store for alternative sizes. It is important to prepare your content fully at the start of major projects to minimise authors as a charge may be required to cover these.

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.



MAP  
DESIGN

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

FROM  
**£69**



ADDITIONAL  
ARTWORK

Our regular, low hourly rate for additional artwork.

**£39** PER HOUR



PHOTO  
MONTAGE

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

FROM  
**£49**



PHOTO  
MANIPULATION

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

FROM  
**£49**



JPEG  
BMP PCX  
TIF and  
WEB  
FILE  
CONVERSIONS

Use your logo on everything, convert to use on you PC in office and fax programs

FROM  
**£25**



WEB PAGES  
DESIGN

Give your products and services 24 hour access with our on-line web packages.

FROM  
**£249**

Price is based on the store holding current artwork and the content of the pages and enquiry form requirements supplied. Includes: Initial Consultation, Home page, About Us page, Services page, Contact Us, Enquiry Form.

ALL PRICES EXCLUDE VAT

## DISK ACCEPTANCE

We want the same thing that you want. We want your graphic files to print with no fuss and look like you meant them to. We'll be honest with you – of the small number of jobs that don't print as expected, the vast majority are supplied to us on disk. Read our guide before you start designing, your file should print like a breeze. Even if you're a seasoned professional and are used to supplying files for print – **our process may be different to what you are used to.** And once you've correctly supplied a few files the printing.com way, you may become a 'Disk Risker' explained in the guide. Download your copy from [www.custardcreative.co.uk](http://www.custardcreative.co.uk).



## OUR HAND HOLDING SERVICE

...is a comprehensive series of final checks to ensure that your file complies with all of our production requirements. We thoroughly recommend you let us do this, especially on your first order, or if someone else is creating the graphic file for you. Our low-cost Handholding Service is your guarantee that your file will print right, first time. Prices start from as low as £15 (prices depend on software and number of pages).

## EXTRAS



COLOUR  
SCANS

UP TO **A4**  
**£10**  
5+ **£6**  
10+ **£5**  
+VAT EACH



ADDITIONAL  
PROOFS

**A4**  
**£6** +VAT EACH  
**A3**  
**£10** +VAT EACH

UP TO **A3**  
**£25**  
+VAT EACH

**email**  
**£6** +VAT EACH



STOCK  
IMAGES

FROM  
**£15**  
+VAT EACH



CD  
BURNING

**£25**  
+VAT EACH

ALL PRICES EXCLUDE VAT