

### **Why is a Business Image important?**

Your image is the foundation on which your business is built. Whatever the 'first contact' your prospective customer experiences – whether it's your business card, email, brochure or website - it is imperative that you have a strong, appealing and consistent image.

### **What is a brand?**

A brand is not a logo, it is not a typeface, it is not a tagline. A brand is defined by the way people perceive your product, your service, your company, your reputation, your quality and more. When you don't have a well-defined professional image, your advertising and marketing will always be a struggle.

Branding any business is a detailed strategic process that can translate ideas into reality, bringing the brand to life, giving it the best possible start in the marketplace, and making a positive first impact as a foundation for future growth.

### **What branding services do you provide?**

We not only build new brands and energise existing ones; Big Ideas also offers name development and screening, brand implementation to help you launch your new image, brand management to effectively carry your brand across all business and marketing collateral, and even digital brand management for online applications.

### **What is the difference between a Corporate Identity and a Logo?**

Think of your Corporate Identity as the 'look' of your business and your logo is obviously an essential part of that. A Corporate Identity comprises all the visible elements used to identify your company including the name, logo, vehicle signage, stationery, packaging, website and more.

### **Can't I just create a logo myself?**

Most business owners find it difficult to market themselves or their companies because they are too close to it and view things from their perspective. That can make it difficult to communicate the relevant image or messages to your target market. This is when it's valuable to hire professionals who can bridge the gap between what you the business owner want to say and what the consumer can understand and wants or needs to hear.

### **How long does the design process take?**

Our branding and business image creation process is structured around ensuring you get the highest quality solution and service. Expect the process to take 2-3 weeks. If you are tempted to try and 'crunch' the time required, remember you do so at the risk of compromising the commercial value of the project.

### **What if I don't like the designs created?**

Acceptance of one of the logo designs will incur payment of the full amount quoted. If you do not like any of the designs created, you will only be required to pay our base fee of \$360 (+GST) or you can choose to continue working on an hourly basis to develop the logo design you want.

### **What is the difference between a print logo and a web logo?**

Print logos require a much higher resolution (i.e. pixels per inch) to create and need to be saved in certain standard print file formats. Web logos require a much smaller resolution (since they only need to be displayed on screen), but because they are so small in file size, they are not a good choice for printing, as the quality will appear very blurred or jagged.

### **Do you design animated logos?**

Yes. We have detailed experience in Flash, Quicktime movies and 3D rendering software. We can create dynamic flash animated logos, website intro movies and any other such jobs, complete with music and sound effects.