

# ABD BROCHURE DESIGN PACKAGES

## **SILVER PACKAGE: (\$400-600) - FOR THE QUICK, SIMPLE BROCHURE**

Silver packages are meant for businesses that want a basic brochure. It is an inexpensive brochure with a professional design. The brochure will fit in a standard envelope or can be designed to be mailed using standard postage. It is typically of a three fold design on the standard (8 ½ x 11") paper. Up to 5 revisions are allowed to ensure that the final product is satisfactory. The package allows for 1 concept and up to 5 basic content revisions. The brochure normally takes about one week to design.

## **GOLD PACKAGE: (\$600-800) - PROVIDING OPTIONS AND FAST TURNAROUND**

The gold package is for businesses that plan to include a large amount of information as text or images. It is typically of a three fold design on the standard (8 ½ x 11") paper. The package allows for 2 concepts and up to 10 basic revisions. The brochure normally takes about one week to design.

## **PLATINUM PACKAGE: (\$800-1000+) - TOP TIER BROCHURE**

The platinum package is for businesses that have a variety of products to be marketed. There are twelve pages and can be a great to advertise with a variety of text and pictures. The full color brochure is typically of standard size, but it can be customized. The brochure is offered in 5 concepts and revisions are endless\*. Such a brochure can be produced in approximately two weeks. The Gold Package Logo typically takes about 1-2 weeks depending on the detail of the design required and the amount of changes needed.

*\*Endless revisions are in regard to content and content basic layout. Does not include endless full redesign.*

## **UNDERSTANDING BROCHURE DESIGN**

Brochures are the spearhead of marketing efforts: their purpose is not only to inform the customer about the products or services you offer, but also to emphasize the fact that you offer better solutions than your competitors. Our approach to brochure design revolves around these concepts and around one key element: your own input.

The creation of such a delicate and important tool for your business must be left in the hands of professional designers! Our experience and skill ensure that the brochure we create for you will be of the same caliber of marketing materials used by large corporations, but you will pay only a fraction of the price these companies spend on their designs.

**What is the general purpose of your brochure?**

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**Will you be providing us with a logo?**  Yes  No

If YES, please provide us with a vector or high resolution logo.

If NO, do you need a logo designed?  Yes  No

If YES, please fill out the ABD LOGO DESIGN CHECKLIST

**How will you be providing your content?\***  Email  Word Doc or PDF  Existing Brochure

*\*All content must be provided preproofed and in full. Text must be digital to allow for easy copy & pasting .  
If development of content is needed, ABD can help to prepare your copy for additional charge.*

**Will you be providing us with any visual elements for reference or inspiration?**  Yes  No

IF YES, EXPLAIN: \_\_\_\_\_

**Identity Style:**

Corporate  Clean  Elegant  Bold  Edgy  Simplistic  Organic  Retro  
 Other \_\_\_\_\_

**Do you need Imagery incorporated into your design?**  Yes  No

IF YES:  We have images we would like incorporated in the design\*

We will need ABD to find appropriate images for the design\*\*

*\* Images that are low resolution will be flagged upon receipt by the designers, and suggestions will be made on how to proceed.*

*\*\* Concepts utilizing stock photography will be shown using low resolution samples. Final images must be purchased prior to printing.*

**What is your target demographic?** \_\_\_\_\_

**Preferred Due Date** (List the preferred date you would like the design completed): \_\_\_\_\_

**Budget (Please provide the price range you are willing to spend on your brochure design\*)**

\$400-\$600 (Silver Pkg)  \$600-\$800 (Gold Pkg)  \$800-\$1000+ (Platinum Pkg)

*\*See Brochure Design Package Form for pricing details & more information.*

