

ABD LETTERHEAD DESIGN PACKAGES

SILVER PACKAGE: (\$Under \$75) - FOR THE QUICK, SIMPLE LETTERHEAD

Silver packages are meant for businesses that want a basic and simple letterhead. It is an inexpensive letterhead with a professional design. A standard letterhead format is 8.5" x 11" but can be customized if needed. Up to 5 basic revisions are allowed to ensure that the final product is satisfactory. This letterhead package typically allows for a 3 day turnaround.

GOLD PACKAGE: (\$75-150) - PROVIDING OPTIONS AND FAST TURNAROUND

The gold package is for a more high end, less typical design that includes custom design styles and a detailed creative approach. A standard letterhead format is 8.5" x 11" but can be customized if needed. The package allows for 2 concepts and up to 7 basic revisions. This letterhead package typically allows for a 3-5 day turnaround.

PLATINUM PACKAGE: (\$150-300+) - TOP TIER DESIGN OPTION

The platinum package is for businesses that need a very customized and unique design and may require additional pages that are modified versions of a cover page. A standard letterhead format is 8.5" x 11" but can be customized if needed. The letterhead is offered in 3 concepts and content revisions are endless (Does not include full redesigns, only content and minor design changes). Such a letterhead can be produced in approximately 1 week.

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

ABD ENVELOPE DESIGN PACKAGES

SILVER PACKAGE: (\$Under \$75) - FOR THE QUICK, SIMPLE ENVELOPE

Silver packages are meant for businesses that want a basic and simple envelope usually consisting of a logo and address only. It is an inexpensive envelope with a professional design. This is for standard sized envelopes only. Up to 5 basic revisions are allowed to ensure that the final product is satisfactory. This letterhead package typically allows for a 3 day turnaround.

GOLD PACKAGE: (\$75-150) - PROVIDING OPTIONS AND FAST TURNAROUND

The gold package is for a more high end, less typical design that includes custom design styles and a detailed creative approach. Standard sized envelopes only. The package allows for 2 concepts and up to 7 basic revisions. This envelope package typically allows for a 3-5 day turnaround.

PLATINUM PACKAGE: (\$150-300+) - TOP TIER DESIGN OPTION

The platinum package is for businesses that need a very customized and unique design. Custom sizes are available (Does not include die cut costs) and revisions are endless (Does not include full redesigns, only content and minor design changes). Such an envelope can be produced in approximately 1 week.

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

Letterhead Envelope Both

Please explain any ideas you may have for your letterhead/envelope:

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): _____

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

Under \$75 (Silver Pkg) \$75-\$150 (Gold Pkg) \$150-\$300+ (Platinum Pkg)

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

Under \$50 (Silver Pkg) \$50-\$75 (Gold Pkg) \$75-\$150+ (Platinum Pkg)

**See Letterhead/Envelope Design Package Form for pricing details & more information.*

