



2022

DESIGN BROCHURE

Where *Passion* Meets *Perfection*.



HG|Graphics

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NEED A DESIGN? WE'VE GOT YOU COVERED...

WE'RE HERE
TO BRING YOUR
PROJECT TO LIFE.

Our in-house design capabilities mean we work closely with customers to create on-brand concepts and ideas for your business.

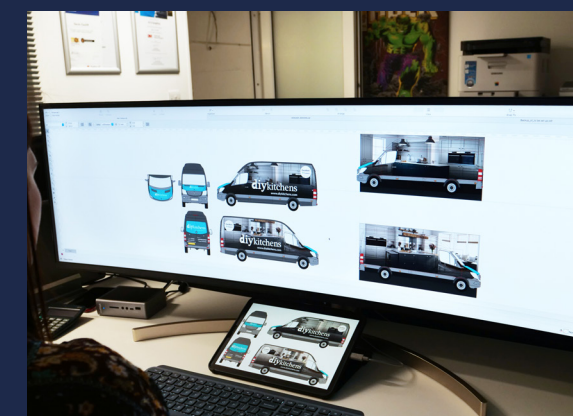
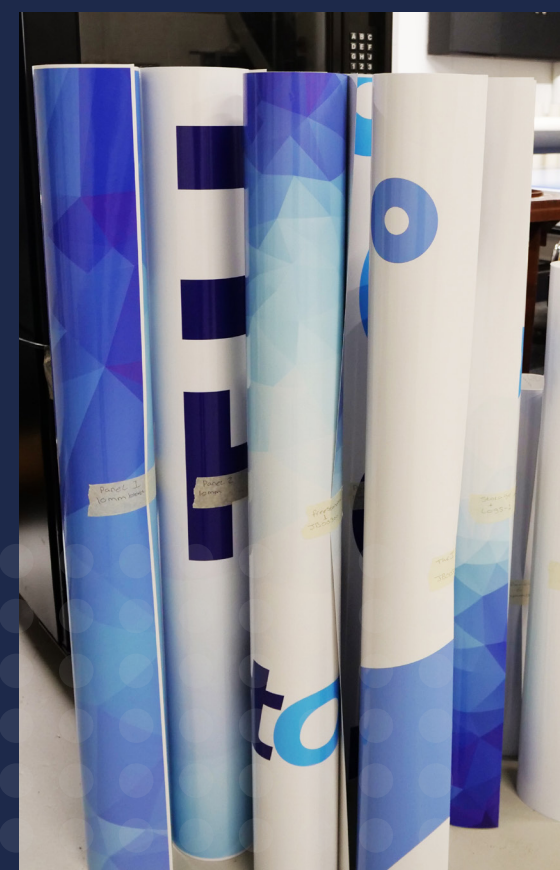
Our designers have spent many years in the industry, with degrees in graphic design. This means we have the creative ability, experience and skill set to offer our customers a one stop shop for their business branding solutions. From design, to signage and vehicle wraps.

What we're doing here at HG Graphics is not your traditional graphics design.

While we have a full working studio, our primary focus is on the design of vehicle wraps and signage, and this requires a completely different set of skills and understanding than other types of graphic design. This is why our workshop and studio environment has been created to allow our design team and installation teams to work so closely together, ensuring the best level of finish when it comes to complex printed wraps and signs.

Your signage and vehicles are an opportunity to stand out in a crowd. We understand how important it is to get your signage right, which is why we work closely with you to make sure we're conveying the right message, in the right way. We'll consult with you about your brand guidelines and requirements, and we'll carefully weigh up factors like layout, colour, font, and shape, before recommending what would best suit your branding and the positioning of your signage.

If you already have a design, that's great! We can work off your plans to perfectly recreate your vision - and we'll use the best materials and state-of-the-art printing technologies to secure the look you're after.



THE DESIGN PROCESS

AWARD
WINNING
DESIGN.

We offer a number of packages for the design element of your project because we know that one solution doesn't fit all.

Our client's needs differ, and we cater to suit those. We work with some clients who have their own internal graphics designers, and our in-house team may just need to produce a visual for the final proof and then we have some clients who require more involvement at this stage of their project.

Either way, there's a package to suit you because we know just how important the difference is between a good design and a GREAT design.

Due to the time that's involved in design, we charge a one off artwork fee prior to any design commencing. These come in 3 packages, Level 1, Level 2 and Level 3. You can read more about our design packages and the fee's on page 8 of this brochure.

Once the artwork fee has been paid, we will get to work coming up with 1-2 design concepts (depending on your chosen package). From there we will work with you to make any changes to get this 'signed off and approved'.

Once approved, we will send across another invoice for either 50% or 100% for the work to get this into production for you.

If your job is being installed at HG Graphics premises then it will be subject to 50% booking deposit. This is to secure a booking date and put your job into production (chargeable at any job cost) The remaining balance of 50% is then due on collection.

On Site Installations / Supply Only: Jobs that are supply only or install onsite are 100% chargeable once quote is accepted.

1. CONSULTATION

By email or phone our friendly staff are at the other end to ensure your enquiry is dealt with efficiently, there may be a couple of questions that they ask or even require you to send in photo's, particularly if it is a vehicle, these are all to help us help you and ensure the right advice and solutions are provided from the off.

2. DEPOSIT

We charge an initial artwork fee, with 3 packages, Level 1, Level 2 and Level 3, you can read more about our packages on page 8.

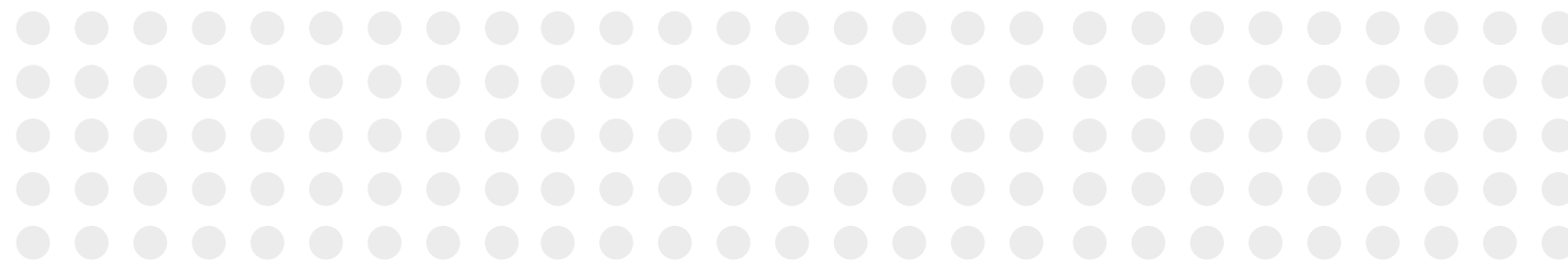
3. VISUAL

Depending on what package you've paid for you will receive 1-2 design concepts which we will discuss and amend for you, if you prefer, you could always book an appointment with our designer to run through your ideas with them till we get this approved.

4. PRODUCTION

Production will be started based on the confirmation of the visual and payment of deposit, any amendments required after this will be at an additional cost should any be incurred if we cannot easily make changes.





OUR DESIGN PACKAGES

LEVEL 1 £50+VAT

This package would suit the customer who has a print-ready logo/graphics and knows what they want and where.

This is for customers who have their logo as a master file format (.AI/.EPS/.SVG or an editable PDF) please note, if you only have a JPEG/PNG of your logo we would have to charge this at a level 2 design package, as we would need to recreate the logo to be suitable for large format printing.

- Includes 1 revision
- Basic Setup of Artwork Providing the Customer with a Mock-up and Print-Ready Artwork

LEVEL 2 £75+VAT

This package would suit the customer who has a good idea of what they want and where but doesn't already have a print-ready logo/graphics for our designers to work with.

Customer has an idea for a design but doesn't have concept designs or print-ready logos.

- 2 concept visuals.
- Includes 2 revisions.
- Setup of Artwork Providing the Customer with a final mock-up and print-ready Artwork.

LEVEL 3 £150+VAT

This package would suit the customer who is just starting out with no print ready graphics or the ones who want to create something bespoke and are wanting our designers to create something original for them.

For the client who requires a bespoke design package creating to ensure their brand is successfully implemented across all touch points of the business please speak to the team to discuss your requirements and let us create something as unique as your project.

- 2 concept visuals.
- Includes 3 revisions.
- Setup of Artwork Providing the Customer with a final mock-up and print-ready Artwork
- Artwork time is based on 3 hours (additional hours will be discussed with you at this point and quoted accordingly.)



VISUAL FORMS

The ability to picture the end product is something we want our clients to be able to do.

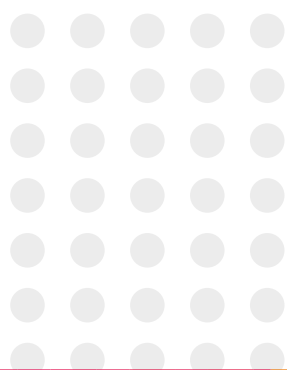
Working harmoniously with you to confirm all of your design(s), material and colour choices via email so that you are confident to go ahead and happy to pay a deposit to confirm a booking slot.

Once the final quote has been accepted and the Booking Deposit(s) paid, we would then order the parts specifically for your works and look forward to seeing this come to life!

Visual forms will have a version number at the bottom, depending on the amendments made, you will be asked to check the latest version of your design carefully, ensuring all wording, numbers and colours are correct and confirming in writing that you are happy to proceed.

Production will be started based on the confirmation of the visual and payment of deposit, any amendments required after this will be at an additional cost should any be incurred if we cannot easily make changes.

Please note colour representation is only as accurate as the web design process allows. If you have a colour you want matching to, we would need a Pantone, or RAL reference to match the print to.





LOGO FORMATS

When supplying artwork, we always ask for the 'master file' of your logo.

Your master file will either be an .EPS, .AI, SVG or an editable PDF version. The designer who created your logos should be using a vector-based software and would be able to supply you with these kinds of files.

VECTOR (EPS / AI / SVG / PDF)



A logo should always be designed in a vector format as these images can be scaled (made larger and smaller) without diminishing the quality because they are created with points, lines, and curves. Vector files are the original source files that can be edited by design applications.

Our plotters can clearly read these files and can contour cut around the shapes within it.

RASTER (JPEG / PNG / GIF)



These files are best used for photographs or web applications, these kinds of file lose resolution when scaled up and soon become pixelated. Although these files can look great on screen if these are scaled up for large format print, they lose their clean lines and shapes..

These files don't have a cut path, so if you're wanting your logo to have a contour cut, (with no white background) you would need to

File Format	Colour Profiles	Vector / Raster	Print / Digital	Transparency	Editable
JPG	RGB	Raster	Print & Digital	x	x
PNG	RGB	Raster	Print & Digital	✓	x
EPS	RGB & CMYK	Vector	Print	✓	✓
PDF	RGB & CMYK	Vector	Print & Digital	✓	✓
AI	RGB & CMYK	Vector	Digital	✓	✓
PSD	RGB & CMYK	Raster	Digital	✓	✓
SVG	RGB	Vector	Digital	✓	✓
TIF	RGB	Raster	Digital	x	x
GIF	RGB	Raster	Digital	x	x

OUR FREQUENTLY ASKED QUESTIONS

WHY IS THERE A DESIGN FEE?

Due to the time that's involved with creating designs for each customer, we've introduced an artwork fee. This fee is payable upfront prior to any design commencing. As this is a personalized service, it only seems right that we charge you a small fee.

HOW LONG BEFORE I RECEIVE MY DESIGN?

We aim to get you a visual across within 5 working days. A rough guide:

Level 1 Design - 3 working days
Level 2 Design - 4 working days
Level 3 Design - 5 - 7 working days.

CAN YOU SUPPLY ME WITH THE LINEWORK?

We would be able to supply an outline as a JPEG, if you're wanting the master file (.AI/EPS) for your designers to work with, we would have to charge a small fee for new customers.

WHY CAN'T YOU USE MY JPEG OR PNG LOGO?

Unfortunately we would require the master file format for your logo, as this is scaled up to size. JPEG's/PNG's can't be scaled to size and are not suitable for our plotters to read.

CAN YOU MATCH THE COLOUR TO MY STATIONARY?

We can try, we would either need a Pantone reference or RAL number where we will print a few samples for you to check over prior to production. As every printer prints different colours we unfortunately wouldn't be able to go off a CMYK/RGB reference.



POP IN FOR A BREW & A CHAT...

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