

Logo/Identity

- Decide on the name of your company
- Decide on who you are targeting
- Look at the competition and see what qualities and Unique Selling Point (USP) you want your brand to have (or avoid)
- Put together a brief with your requirements, likes/dislikes and other logos or pieces of graphic design that inspire you
- Decide what colour(s) you want to use throughout your branding
- Get some concepts created
- Obtain feedback from people you trust and give your own constructive criticism
- Get a final version of the logo created
- Work out where you need your logo applied, e.g. business stationery; company vehicles, etc
- Get different versions of the logo created for use in black and white; different sizes; different file formats

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www.pfagraphics.co.uk

THE GUIDE TO SORTING YOUR NEW BUSINESS GRAPHICS

Your very own tick list poster to go in your office, reminding you of the key graphic design tasks that need doing when you start a business. We can do the design work and advise you at every stage of this process.

Website

- Decide how big you need your website to be: just a one-page presence; several pages detailing services; a complete online service/shop?
- Choose the name of your website and purchase the domain: .com, .co.uk, .net?
- Buy hosting depending on how big you need your website and how many viewers it is going to have
- Create the content: write the text; take photos; get a logo designed (see **Logo/Identity**)
- Get the text edited for maximum impact
- Put together some inspirations of other websites you like
- Get some concepts designed
- Obtain feedback from people you trust and give your own constructive criticism
- Get the final page designs created
- Have the website coded to be search engine friendly and fully XHTML valid
- Put the website live online and have it submitted to search engines and online directories so it can be found
- Get email addresses set up
- Get email signatures designed and applied

Business Stationery

- Get a logo designed (see **Logo/Identity**)
- Think about the type of paper, colour of paper and finish you want for your brand: glossy, smooth, matt?
- Get some variations of letterhead and compliment slip layouts designed and then printed
- Think about the huge number of different promotional techniques used by the business card: size, shape, material, usage
- Get some business cards designed and then printed
- Decide on any additional stationery you might want branded, i.e. envelopes, stickers, labels, notepads, etc
- Get a company brochure designed and printed
- Decide if you need promotional leaflets or other literature to inform people of your services before getting them designed

Advertising

- Work out who you want to target and research appropriate publications and websites
- Decide on the offers you want to run or events you need to promote in the near future
- Get print advertisements designed for public newspapers and trade magazines
- Decide if you need any signage or posters designed to make people aware of your presence and get them designed
- Get signs custom-made and printed at a sign makers
- Get online advertisements and banners designed to run on other websites or directories such as yell.com
- Decide if you need a pay-per-click campaign such as Google Adwords set up
- Make sure the pay-per-click campaign is monitored for optimum results and value for money

For a competitive quote or free consultation
Email: graphics@pfapl.com
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THE SMALL BUSINESS GRAPHICS CO.