

The Process

This document endeavours to simply explain the step-by-step process of engaging Fifty Two services.

1. Engage

This is where you begin the process of enlisting the services of Fifty Two for your project. If you are reading this, then chances are this step of the process has been successfully completed! You can contact us via our [website](#), phone, Skype or [email](#) – whichever is your preference. We will be happy to have a brief discussion and begin the process of gathering information necessary to begin your project.

2. Consultation

Upon receiving your completed briefing questionnaire and initial payment, (between 25-50%, depending on your project), we will make contact with you to discuss the overall concept of the project. The creative process is very much a team effort between client and designer. We require all clients to undertake a design questionnaire (which forms the basis of the design brief, without which, nothing much is possible) prior to commencing any creative work. The more forthcoming and detailed you are with this information the better the result. So don't be shy! The design questionnaire can be completed electronically, via phone, Skype, or face to face over a coffee!

The completion of this briefing form/questionnaire is critical step in the design process and allows us to understand your specific needs.

We also encourage clients to create an inspiration board filled with images that reflect the direction you'd like your new brand to take.

([Pinterest](#) is a great tool for this!)

3. Research

In this crucial phase we will review your creative brief and address any questions to help us define your business vision and voice. We will research and analyse your peers and competitors in your market, then, using a combination of your responses and our creative expertise, establish a visual direction before beginning the design concept phase.

4. Design Concepts

This is when we will begin creative work. In the design execution phase, we create concepts based on the briefing questionnaire, research and your input.

Within 10 business days of receiving your initial payment, you will receive your initial concept proof, based on your questionnaire, design brief, inspiration board and exchanged communications. All concepts are provided electronically (pdf format) via email ('soft' proofs). Printed proofs ('hard' proofs) can be provided by request at an additional cost.

5. Revision

After the design concepts will be sent to you, we await your feedback. We will work together to edit and revise your favourite solution.

It's so important that you love your design, so we include rounds of revisions to make sure everything is perfect into our Logo Design Packages and Complete Business Packages. (Refer to individual design packages for number of concepts and revisions allotted for each design element). You can purchase additional rounds of revisions at our standard hourly rate. If your design project is outside of the scope of one of our packages, revisions will be charged at our standard hourly rate. If you'd like clarification of what the creative industry considers a 'revision', please refer to our website, or download our terms & conditions document.

6. Finalise

Once you have agreed upon the final design, we will prep your design for release. Your final payment will be required at this stage, in full prior to delivery.

7. Delivery

Upon confirmation of the final payment, all necessary files will be turned over to you, the client. Logos will be supplied in full colour, B&W and/or greyscale renderings of your design.) Additional file formats can be supplied, please check with us for details. Printed items will be delivered via courier.

Celebrate!

Our hard work is ready to step out into the world and visually represent your business!



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