



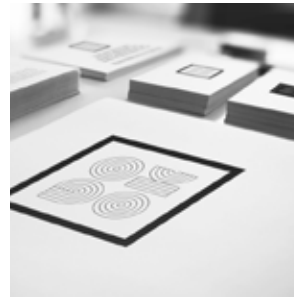
nettl<sup>®</sup> *Brand*

# nettl<sup>®</sup> Branding

*Can you afford to invest in design?  
We'd say, can you afford not to.*

You only get one chance to make a first impression. But the main reason you should invest in professional design is Cold. Hard. Cash. The Design Council conducted a national survey and identified "design alert businesses" could identify a direct impact on a number of factors;

Rapidly growing businesses are nearly six times as likely as static ones to see design as integral. Evidence also showed shares in design-led businesses have outperformed the FTSE 100 by more than 200% over the past decade. For every £100 a design savvy business spends on design, turnover is quoted to increase by £225.



*Talk to us and we'll  
help you find the  
right path*



nettl:logo design

You know you want to look good. You know your own style. We can get you there. We'll artwork you up and supply the finished design in all suitable formats for online and offline use.



nettl:logo & brand

Creation and presentation of logo concepts, including variations and visualisations. Providing brand recommendations in an easy to use style guide for accurate and consistent ongoing execution.



nettl:brand identity

The veritable logo and brand full monty. Comprehensive concept presentation, amends and concept visualisation. Upon approval supply of complete brand guidelines documentation.





“I THINK  
THIS IS THE  
BEGINNING  
OF A  
BEAUTIFUL  
BRAND”

*(not) Humphrey Bogart, Casablanca*



# nettl :logo design for making your mark

*If you don't currently have a logo ready to use we can provide a design to kick things off with*

*So what do I get with a **Nettl** :logo design?*

Based on a solid and defined brief you provide we will design a single logo concept and present it to you in a format suitable for use on light and dark backgrounds. This will help to visualise the logo should it need to be used in either context.

This level of logo design includes a single round of amends. If further amends are required, we can quote for the additional design time. We'll also provide single and full colour versions of the finalised logo.

Upon completion, we'll supply the finalised logo in all the essential file formats you will need going forward. (.jpg, .png, .eps and .pdf).

£99





“FRANKLY  
MY DEAR,  
I JUST  
NEED A  
DESIGN”

*(not) Clark Gable, Gone with the wind*





# nettl :logo & brand for solid brand foundations

*Working closely with you to establish  
your perfect look*

*So what do I get with **Nettl** :logo & brand design?*

Our full logo and brand design service begins with a consultation with you, to fully understand your business and offering, your likes and dislikes. We will then research your marketplace and competitors within your appropriate field, industry and geographical area if appropriate.

From this we will work on producing some logo concepts, and creatively design and develop these as part of the process. We will work up a selected logo execution onto business card and letterhead to show how your logo will work in context. Similarly, we will provide more advanced conceptual visualisation - put simply; showing how your proposed new logo would work across different medium.

We design and present the logos to you in a format suitable for use on light and dark backgrounds. This will help you visualise the logo should it need to be used in either context.

We will also present single and full colour versions of the logo. Upon presentation of your identity, we will discuss with your feedback and thoughts and provide up to 3 rounds of amends to the completed artwork.

Upon completion, we will supply the finalised logo in the following formats;

- Single Colour; dark and light.
- Full colour logos in CMYK (for print) and RGB (for web) formats.
- All file formats you will need going forward. (.jpg, .png, .eps and .pdf).
- A social icon/marque suitable for the sizes and dimensions required for social media.

You will also receive a Brand Style Guide - all the key information regarding your brand including colour profiles and typefaces on a handy reference sheet.

£249



(not) Henry Ford, Ford Motor Company



# nettl :brand identity for cementing your brand

Everything your business needs to  
protect and maintain consistency

So what do I get with **Nettl** :full brand identity?

We will create a full set of brand guidelines, a written manual that explains how your brand should be used internally and externally. The brand guidelines provide very specific instructions about how tangible elements of a brand should be used in all forms of branded communications — from business cards to adverts, packaging to signage, and everything in between. In other words, by following specific brand guidelines, your brand can leave its fingerprint across all communication touch points consistently.

Your brand guidelines will include some contextual visualisation examples, stationery set up as well as instructions related to colour use (and profiles), fonts, stationery, website, logo specifics such as how and how not to use the logo and what logo file types are suitable for specific jobs.

We can also create a branded Print Ordering System for you, a central online repository where all your branded items can be stored and ordered. Through our market leading templating technology we can create editable templates from any printed artwork, or branded merchandise, so it can be edited and ordered simply and easily.

£499





“THE FIRST  
RULE OF  
NETTL IS: DON'T  
TALK ABOUT  
COMIC SANS”

*(not) Brad Pitt, Fight Club*





# nettl :brand application for everything else

When it's all said and done, we can keep on going.

So what is **Nettl** :brand application?

Once we have established your logo and brand, we can then help you apply that across whatever collateral you need to be delivered through. This may be through physical products you design and manufacture yourself, with branding or labels for example, or through any of the thousands of promotional merchandise items we can provide.

Ask us about our core corporate branding packages, where we can tailor items, and an ordering system designed around your needs. Work on these items will essentially be costed based on each brief and worked out from the time taken to deliver to your requirements.

From £60 *per hour*





“I CAN  
GUARANTEE  
THE BEST  
PROMO YOU’LL  
EVER KNOW”

*(not) Brad Pitt, Fight Club*



**nettl** incorporating  
**absolutecreative**  
gloucester**nettl.com**

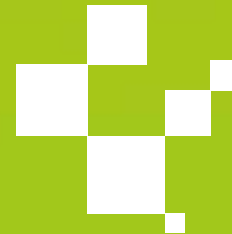


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