



Tips for Saving Time and Money

At Springford Design Group, we offer creative design solutions. High quality does not necessarily mean high cost. We will work closely with you to ensure that your next project stands out from the crowd, while remaining true to your vision and budget. We will gladly meet with you free of charge to discuss your next project. Considerable amounts of time and money can be saved with some simple planning and forethought.

1. Gather as much information about your company, product or service as possible. The better we understand your company, the better we will be able to communicate your message.
2. Know specifically who your target audience is. Effective communication takes place when the right ideas are delivered to the right audience.
3. What is the objective? Give some thought as to what action you would like your target audience to take. What message will the piece communicate? Will it be informative, persuasive, or both?
4. Who are your competitors? Create a list of websites, and bring along some printed samples of logos, brochures, and advertisements. Letting us know what you like and don't like about them will help us better position your company in the market place.
5. What sets you apart from your competitors? Tell us why customers should choose your company over your competition.
6. Organize the information that you would like to present. Large amounts of time and money can be saved by supplying us with Word documents or text files that have already been approved and are finalized. Starting the design process with copy that will later be edited during the design phase will incur unnecessary expense. Carefully proofread your copy for grammatical and typographical errors before supplying it to us. Retyping handwritten copy uses valuable design time. If necessary, we offer copywriting services to help fine tune your existing content, or develop new copy from the ground up.
7. When supplying us with electronic files, please name them with relevant file names. Logos should be supplied electronically if possible to avoid re-creating artwork. If specific Pantone colors are used in your logo, please let us know what they are.
8. Get what you are paying for. We are specially educated, creative professionals with many years of experience in the design field. Decisions regarding design elements, photography, typography and color choices are made for specific reasons, and not by whim or personal preference.
9. Allow sufficient time for the most effective design solution to be developed. Although we live in a world of tight deadlines, the creative process takes time.
10. Working with a single design firm can save you time and money in a number of ways. Being familiar with and understanding each other's needs streamlines the entire process. Visual consistency is improved throughout all of your company's communication efforts. Avoid jumping between different designers that will try to their own unique twist on the look of your project. Upon final approval, artwork is seamlessly transferred through our network to the digital pre-press department. We then take a special interest in overseeing our clients' projects through the printing process.