

DESIGN CORPORATE IDENTITY


BUSINESS STARTUP KIT



THOBSON
Technologies

We Perform, You Achieve

Thobson has been providing effective and scalable design, development and infrastructure integration solutions for over a decade with a sincere commitment to customer satisfaction. Thobson is an interactive agency producing high-end web, branding, print media solutions.

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A creative problem-solving organization focused on collaboration & action

Thobson is a global IT solutions company with over 18+ years of experience and about 40+ employees. We provide full-cycle services in the areas of networking, design & development, infrastructure integration solutions, software development, web-based enterprise solutions, web applications, portal development. We combine our solid business domain experience, technical expertise, profound knowledge of latest industry trends and quality-driven delivery model to offer progressive, end-to-end solution.



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Your identity will define who you are Combining design and strategy to build **Successful Brands**



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Q1: WHAT DIFFERENT KINDS OF STATIONERY ITEMS DO YOU DESIGN?

Thobson specializes in providing all types stationery to supplement your Logo Design and present you with a complete company promotional package. Our stationery items include:

- Business Card Design
- Letterhead Design
- Envelope Design - Small, Medium & Large
- Complimentary Slips Design
- Corporate Calendars
- Annual Reports
- Corporate Newsletter

Q2: WHAT IS THE PROCESS OF STATIONERY DESIGN?

The process is simple and similar to our parallel products we offer. Once you provide the details and submit our online stationery form. We provide you concepts of the stationery design in 2-5 business days based on the package you select, and then if any iteration is required it will be completed within a business day.

Q3: AFTER PLACING AN ORDER WHAT IS THE NEXT STEP?

You will get an acknowledgement by email with your order details and our Sales Representative will contact you for any additional information if required. You will receive the design concepts within 2-5 business days.

Q4: WHAT ARE THE STANDARD SIZE OF ENVELOPE AND LETTERHEAD YOU DESIGN?

A standard envelope and letterhead size are 4.125" x 9.5" and 8.5" x 11" respectively.

Q5: WHAT ARE THE STANDARD FINAL DELIVERABLES FORMATS?

The stationery item will be designed and delivered to you in the essential print friendly file formats. They are as follows:

1. PSD (Photoshop Document)
2. AI (Adobe Illustrator)
3. JPEG (Joint Photographic Experts Group)
4. TIFF (Tagged Image File Format)
5. PNG (Portable Network Graphics)
6. PDF (Portable Document Format)

Q6: WHAT IS THE STANDARD PRINT RESOLUTION?

300dpi (Dot-Per-Resolution) is the standard print format we will provide your final print artwork with.



Q7: WHAT IS THE TURNAROUND TIME OF THE COMPLETE PROCESS?

2-3 business days for the design phase. 1-2 business days can be considered for each iteration (Dependent on the volume of design edits).

Q8: IF I WANT TO PLACE AN ORDER ONLY FOR BUSINESS CARD OR JUST LETTERHEAD/ENVELOP, WHAT IS THE PROCESS AND COST?

If you want to order any one of stationery item, then you need to place separate order for letterheads, envelopes via email or contact our online sales representative.

Q9: WHAT DETAILS I NEED TO PROVIDE TO PLACE A CORPORATE IDENTITY ORDER?

You Need to provide the following:

- a. Logo File (Original source artwork files like PSD, AI)
- b. Placement name & designation if any.
- c. Address & contact information.
- d. Basic design layout you have in mind if any.
- e. Details like alignment & one/two sided.

Q10: WHAT DOES THE TERM CMYK, 4/4, 4/1, 4/0 MEAN?

4/4, 4/1, 4/0 are printing terms used to describe the colors printed on a page. There are only four primary inks that printers mix to produce every single color you see in full color printing. These colors are Cyan (C), Magenta (M), Yellow (Y), and Black (abbreviated by the letter K). Printers call this CMYK or 4-color process printing. 4-color process printing means you get a full color print job. 4/0 or "4 over 0" means full color on front and 0 (no color or blank) back side. 4/1 or "4 over 1" means full color on the front and one color on the back. The one color is only black ink printing on the back side. 4/4 or "4 over 4" means full color on front and full color on back.

Q11: WHICH FILE FORMAT OF THE LOGO NEED TO USE FOR PRINTING PURPOSE?

The vector resizable files required for printing purpose (.AI), high-resolution image (.TIFF), and a Photoshop PSD (.PSD) file.

We are here for you. Let's talk!

Let one of our sales engineers take you on a live tour of Thobson from the convenience of your own desk.

For custom pricing, volume discounts and corporate solutions, please contact sales team

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