



SARAH DRAKE CHICAGO

Custom Monogram, Heraldry, and Logo Process

Design Process

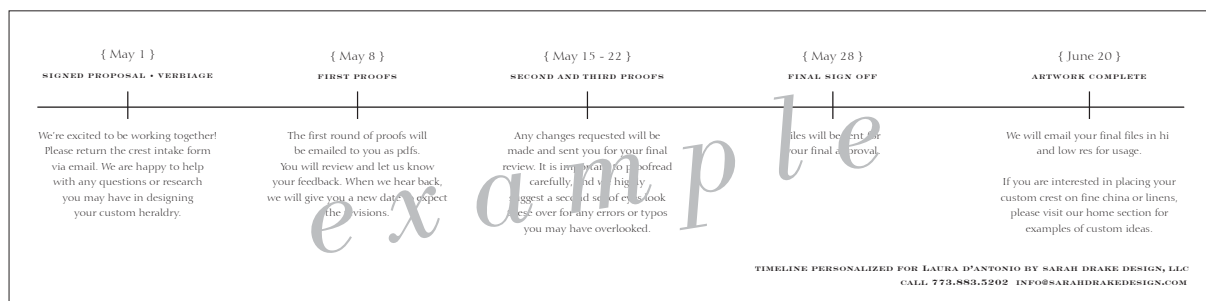
The process of designing your custom artwork is a collaboration between client and artist. Custom clients will participate in the discussion about their design, and communicate their desires, either verbally or through visuals. We gather this information over the phone, via email, through online pinboards, or, if you are in the Chicago area, in person at your consultation. Sarah will take the information you provide to us and create artwork that expresses your unique history in our understated, clean design style.

The Proposal

Custom Crests, Logos and Monograms are a set fee of \$1500. If you decide to let us create your custom artwork, you may purchase the product on our website, or we can send an invoice for checking account or credit card payment.

Setting the Date

We will create a timeline and email it to you. Your timeline will specify target dates during the process, so that you will know when to expect proofs and your finished product.



Proofs

We will share a beginning of the work we will create together via emailed pdf. Based on our discussions, this will show between 1 and 3 options for your custom crest. At this stage, you will have a chance to let us know if we are on the right track, or if we should make changes to the general design direction. You may choose to show us something more specific that you have found online, make your own rough sketch, or tell us your ideas.

Your first proof will be a response to our conversation. Every client is different, so each first stage could also be different. Subsequent proofs, up to three, will be sent for discussion and feedback until final.

Artwork Style

Below you will see a few styles that your Custom Heraldry can be completed. Please keep in mind that the illustrated styles can be reproduced in a variety of ways: engraved, embroidered, letterpress printed and on china. The Watercolor option has less possibilities of reproduction - for example, it can be flat printed on cotton paper and reproduced on paper napkins and china, but not embroidered into fabric, letterpress printed, or engraved.



Hand Illustrated, Organic

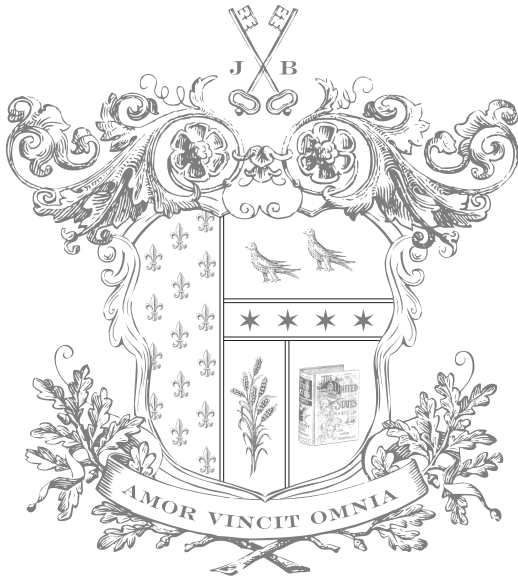


Watercolor



Hand Illustrated, Clean

What our Clients are saying...



for Weddings and Social Stationery

Awesome! Thanks. Seriously, you make me so happy with your work :-)

How horrible is it that I want both? Of course.

*Thanks.
Bonnie*



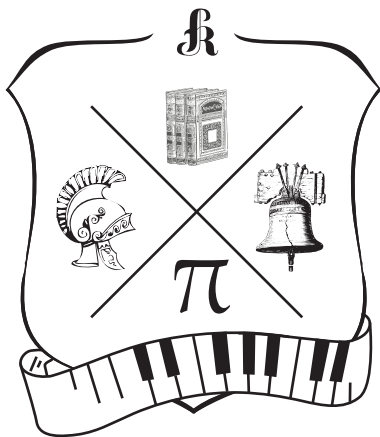
Hi Sarah,

We took a look at these, and really love the idea of the compass with both the N and S (so clever and what a surprise when when thought we wanted a crest!!!).

We love the idea and are excited to be getting close to a final design!

*Thanks!
Sara & Nick*

For a family celebrating a milestone anniversary



Corporate Event

*Sarah, Thanks for all of your hard work. Dina
(Created for Lexus of Southampton
US Open Event Invitations)*

First of all, we loved it all!!!! All of it!! Loved it.

But, since we can't have it all, here are our thoughts.

*we like the shape of the bottom right hand image.
and we like where the "K" is placed.
we love the idea of incorporating text.
we love the liberty bell.
we love the piano keys.
some of us love the pantheon.
my little one would like to see a Roman soldier
helmet with a plume (can we give that a try?).
and while we all thought the pi symbol was genius,
my husband wants to know if you could try putting
an actual pie (in profile) above the "K"*



For China and a Vacation Home

*Hi. ok- stonebrook is final! :)
and I like the crest on the bottom right!
(more profile, nose in the air)*

*love it!!!!!!!!!!!!!! :)
Holidae*

Feel free to email us directly, or send in the attached style questionnaire if you would prefer.
sarah@sarahdrakedesign.com

Style Questionnaire

Client name(s)

The following questions are the first step in the design process of developing your custom artwork.

What is your personal style? (circle all that apply)

classic traditional modern vintage regal eclectic other

Tell us more: _____

Is there verbiage you'd like to include? a verse, quote, motto, last name, or date are some options

What are the specific elements (symbolism) you'd like to see in your custom crest?

What kind of design/style do you prefer?

Hand drawn clean, hand drawn organic, or watercolor

Tell us more: _____

What initials would you like to incorporate in your design?

First Name _____ Last Name _____

First Name _____ Last Name _____

Additional information: _____
