EGAN

EganGRAPHIC Program

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What is the EganGRAPHIC program?

EganGRAPHIC Program will provide consultation for graphic development. If the client needs assistances creating EganINK artwork; Egan can assist for $200 min charge. The EganGRAPHIC Service will provide a 30 minute Phone Consultation and 4 Renderings, additional support is available at $25 per hour. The consultation will conduct a creative brief to map out your ideas, so Egan can help you generate your artwork.

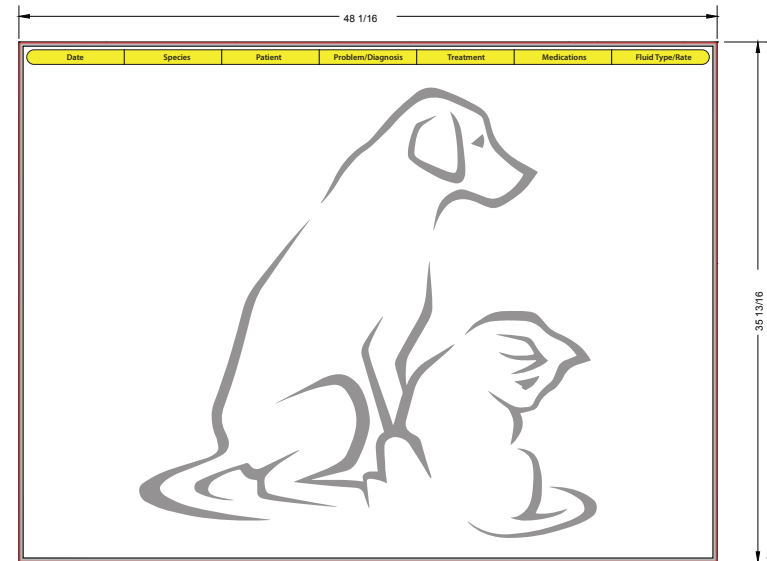## What will the EganINK process look like?

EganINK is a creative process that begins with clearly setting out your objectives, assisted by the consultation, so our factory can quickly reproduce your ideas on our product as you expect it to appear. Our process is set out in three key steps,

1. Egan Visual will acknowledge receipt of your design with a preflight memo that documents that the supplied art meets the criteria.
2. If the preflight is correct, Egan Visual will send a final presentation drawing with the art placed on the product selected for you to approve. This proof document is a critical stage for you to inspect color, appearance and to look for any errors.
3. On approval, Egan Visual will manufacture your product and ship within the normal delivery terms.

Example of rendered Pre-flight Mobile

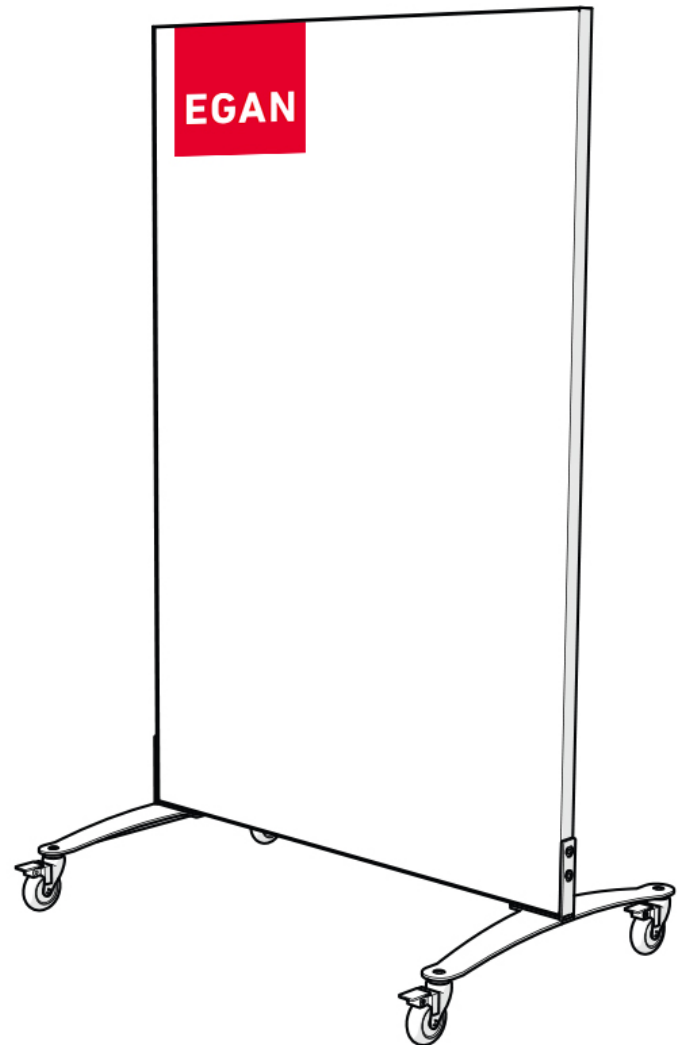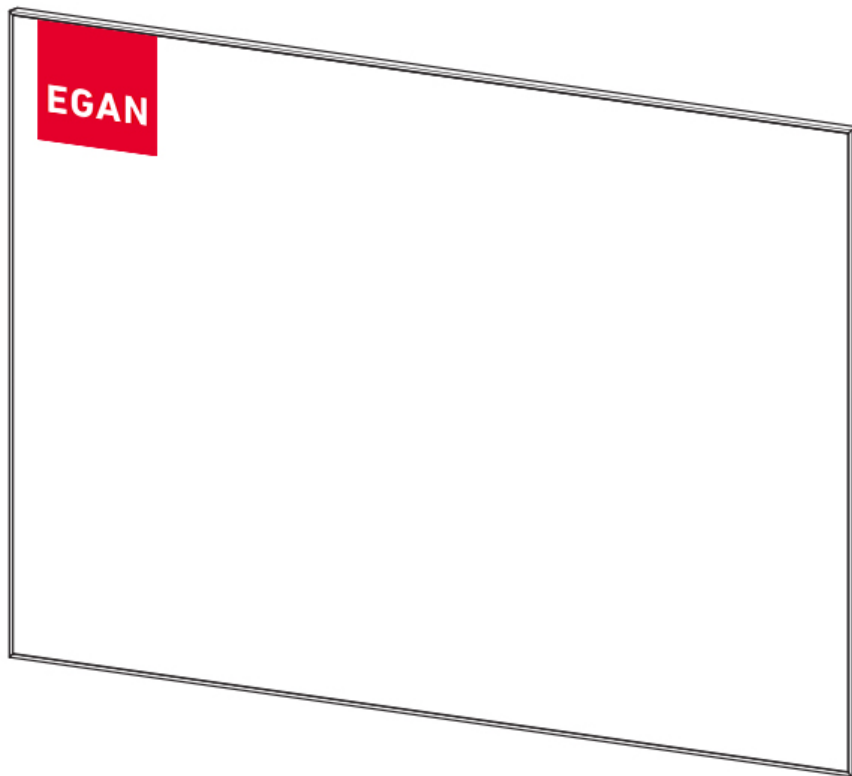Example of rendered Pre-flight Markerboard

Printing Your Logo

What do I need to provide if I want to print my logo?
- Vector file of company logo. File types include ai., PDF, .and eps).
- Logo size and aspect ratio
- Location of logo on Egan Product - circle where you want your logo to appear

Requirements for other Fonts and Images
- If type is included in the document, fonts must be packaged and emailed
- If pixel based imagery is included with the document, images must be 300dpi

Signature:_____ Date: _____

Creative Brief

- Client Name
- Project Name
- Background: Provide some background information on the project.
- Template: Are you looking for art or something else? ie. patient board organizational chart.
- Logo: Do you want your logo printed? Specify size and positioning.
- Objective & Opportunity: What do you hope will come out of the finish product?
- Imagery: Do you already have the images and/or files you want printed? Or will you be needing Egan to share recommendations based on your objective. If providing pixel, based imagery, images must be 300dpi
- Fonts: If type is included in the document, Fonts must be packaged and emailed
- Audience: Who are you trying to reach?
- Message: What is the key idea to be remembered?
- Attitude: Style and Tone
- Schedule: Project Timeline, important dates, deadlines, etc.
- Comments & Thoughts.