



How it works?

WWW.LORARTIST.COM

About me

Hi! Nice to meet you!
My name is Lorrane, I'm from Brazil. I have a degree in advertising and a postgraduate degree in Game Design. I'm a freelancer since 2013. I started as a graphic designer and then started to do cute illustrations.



I had lived in Thailand for a while as a digital nomad where I really started to explore the cute illustration world. I decided to use my knowledge from graphic design area and my passion to illustrate to create my own style for brands. I love cute things, challenges, movies, animes, mangas, TV shows, games and oh and I have the cutest German Shepherd in the world, called Mabel.

I hope to be able to help you!
P.S. Lorrane ♥

How it works?

Start: The first thing is discuss the project, I send a brief and then I analyze the project to know if is something that I can help with.

50% advance payment - **Non refundable.**

★ **Step 1 - Logo:**

- 03 concepts
- 10-12 busines days.
- Concepts follows the details from the brief, so the more accurate the brief is, the more amazing will be the concepts.

★ **Step 2 - 10 Assets:**

- No concepts
- 4 busines days.
- Small and fast revisions are acceptable.

After finishing the logo I send all the files, so the client can start using the brand while we work on the next items.

★ **Step 3 - Business card:**

- 02 concepts
- 2 busines days.
- The chosen card will be the base design for all the stationery items (Letterhead, bookmark, email signature, and virtual card).

Final 50% payment

★ **Step 4 - Finishing:**

- 5 busines days.
- All the remaining files as patterns, icons, brand identity, stationery, etc... (those files don't have revisions). A dropbox link will be sent with all files and everything organized.

▶ **All files are stored for up to 6 months.**

▶ Revisions are about colors, small details, combining concepts, changing fonts, etc... Redo works from scratch may have an extra fee.

Rework vs Revision

Revisions are an important matter, I do all the concepts thinking already how it works best, but we can always tweak things a little. But, it's important to keep with the time in the schedule.

What's the difference between REVISION and REWORK? Easy, revisions are simple adjustments like changing a color, add/remove some element, size, fonts, etc... **Rework** is doing all over again, and for this kind of work **I charge as extra**.

So, let's say in the briefing was a request to do a fairy with pink hair and hearts, but after I send the concept they decide to change the color pink to blue and the hearts to stars, also change the font from a hand-drawn to a script one, this is revision.

But let's say they request to change the fairy to a frog, or to a magical hat, and this is not a revision, it's a rework, because I would need several days and start the work from the scratch.

Continues next page →

Rework vs Revision

For this reason I charge reworks as extras.

Is very important to have in mind a goal and a clear vision. But, if the client doesn't know what he wants? Simple, just fill out the briefing the more complete as possible, and I'll reunite all and create something awesome.

The briefing will help to trace goals and also define likes and dislikes. It's important to do a great brief with all the info to prevent extras in the budget.

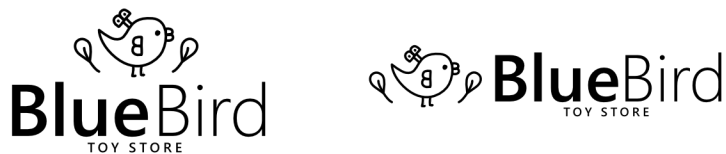
What is included

Basic Package

1 LOGO VERTICAL LOGO HORIZONTAL



2 BLACK WHITE LOGO



COLOR PALETTE



4 09 ICONS



PNG HIGH RESOLUTION

EPS VECTOR FILE

PDF VECTOR FILE

AFFINITY DESIGNER SOURCE FILE

FONT FILE/NAME COPYRIGHTS

how it works?

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What is included Standard Package

1

LOGO VERTICAL

LOGO HORIZONTAL



2

BLACK WHITE LOGO



3

COLOR PALETTE



C:53 M:22 Y:0 K:5
R:82 G:155 B:206
HEX:#5298CE



C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX:#FFFFFF



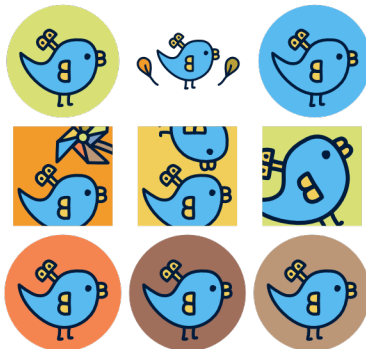
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R:240 G:208 B:89
HEX:#F0CE59



C:58 M:86 Y:44 K:56
R:0 G:27 B:80
HEX:#001B3C

4

09 ICONS



5

PDF BRAND IDENTITY

PNG HIGH RESOLUTION

EPS VECTOR FILE

PDF VECTOR FILE

AFFINITY DESIGNER SOURCE FILE

FONT FILE/NAME COPYRIGHTS

What is included Premium Package

1 LOGO VERTICAL



LOGO HORIZONTAL



6 BUSINESS CARD FRONT & BACK



2 BLACK WHITE LOGO



7 EMAIL SIGNATURE



8 VIRTUAL BUSINESS CARD



COLOR PALETTE



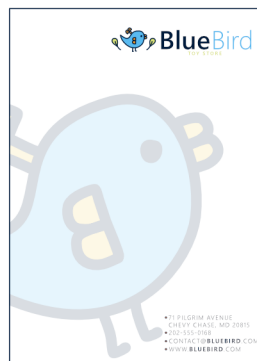
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C0 M0 Y0 K0
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HEX:#FFFFFF

C5 M16 Y70 K9
R:240 G:206 B:89
HEX:#F0CE59

C58 M26 Y44 K56
R:0 G:27 B:60
HEX:#001B3C

9 STANDARD LETTERHEAD



10 FAVICON 64X64PX



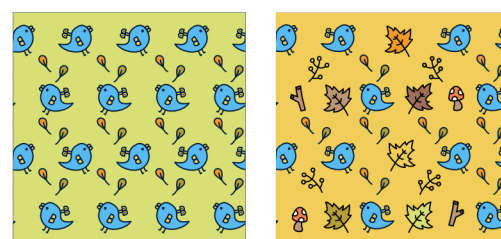
4 09 ICONS



11 ASSETS PACK WITH 10-15 ASSETS

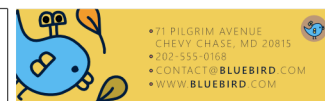


12 PATTERNS PACK WITH 02 PATTERNS



5 PDF BRAND IDENTITY

13 BOOKMARK OR FACEBOOK COVER



PNG HIGH RESOLUTION

EPS VECTOR FILE

PDF VECTOR FILE

AFFINITY DESIGNER SOURCE FILE

FONT FILE/NAME COPYRIGHTS

how it works?

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Difference between Logo and Illustration

With my style is very easy to mix things up, so to a better understanding of what I offer as a brand, here it is two examples:

LOGO



Icon simple, half body, can be applied in all sizes. Perfect to be used as logo.

ILLUSTRATION



Complex figure, full-body, impossible to use as logo and in small sizes.

SIZES



Easier to use in different sizes



Difficult/impossible to be used in small sizes.

Disclaimer: **Your Personal Toothfairy** is a brand that I did and cannot be used by anyone besides me and their owner

FAQ

Can I have more items?

Sure, not a problem! But first, we need to create the new Brand, choose colors, choose fonts, revise, etc... After everything from branding is done, we can start new projects, like facebook covers, packings, storefront, banners, adhesives, etc...

Do I have ilimited revisions?

Sure! The only thing that you need to be aware is the schedule, as soon I finished it will start the time to do revisions, and everything you want to change needs to be following the time already set up.

Why do I have to answer a brief?

Answer a brief helps you and me to find the right direction, so we can stay on the same page. Also, this gives me an idea of what your likes and dislikes are and also, who is your audience, what is your product/service. A brief is the foundation of the brand and is so important to me to meet you and your audience. Your preferences will be my starting point, and your audience will be my goal.

What happens if I don't like any of the concepts?

I'll do my best to deliver something that you will really like, but also, I'll be delivering something that I belives it works. But, keep in mind that sometimes we would need to sacrifice what we like to achieve success. Let's say: Your favorite color is neon pink, but your audience is kids aged 1-5y so, neon pink does not work with those kids neither their parents, so I would need to change the color for a pastel palette or yellows, etc... I have years of experience, and I like to do extensive research to know what is works for you. From the colors to the fonts, I'll not pick randomly, I'll pick something that will be effective to your audience. I'll keep your preferences in mind, but your target will be my main direction because they need to see your logo and be attractive for them.

But, if after everything I still do not like the concepts and want to stop the project, Will I be reimbursed?

To start the project I request 50% of the payment at front, if you do not like the concepts even after the revisions we can stop the work, but, that 50% are not reimbursed. This fee is related to my effort and time.

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FAQ

After the project is done, can I ask for revisions?

Sure, but these extra revisions after we finish will have some extra fee on them.

Can I put a 'hold on" on the project?

Yes, you can. In this case, the 50% will not be reimbursed and I'll keep the files up to 3 months, after that it will be deleted. To start the project after 3 months the 50% will no longer be discounted, a new price will be applied.

Is there Illustrator and Photoshop files?

Unfortunately, no. I do not work with these type of files. But, I deliver EPS vector and PDF vector, both can be open on Illustrator without a problem. Photoshop is not used to do professional vector designs, this is because Photoshop is used for photo editing, not vector designs.

Which software do you do the logos?

I use Affinity Designer. But do not worry, I do not use any exclusive effect from it, so you receive your files in EPS or PDF (or both) and you can open in any vector software you like without compatibility problems.

How long do you keep my files with you?

If the work is completed, I keep the files up to 1 year. But, I recommend you to store your files in a secure place like Dropbox, OneDrive, iCloud, etc...

I want multiple objects/people/animals or full body characters, it is possible?

Yes and no. Yes because I can send a custom order to you to add complex, multiple and full-body character, and no for the logo. For my logos I only do up to 2 half-body characters, not complex and not multiple elements.

Can I have an illustration as my logo?

No. Logos are really simple and easy to remember, illustrations are complex and do not possible to use as a logo. If you need an illustration, I'll be glad to assist.

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FAQ

Do you teach technical information?

Everything about how to use vector software, apps, how to open files, Dropbox settings... I don't teach. The best is to have someone with tech knowledge to assist you with technical support. Please, do not request this kind of information, teaching is not something I do.

What is a Brand Identity?

Brand identity is a PDF document where I add all the work in one place. When you open the Brand Identity you can see all the logo files. This document helps to maintain the same style in all your work. Also, I do a simple guide as Do and Dont's to your logo to not be used wrong.

What about the Font used in my logo?

Fonts name or file (if free) are included in all packages. Please note: For premium fonts, I'll send a link, so you can buy the font and license.

What about copyrights?

After everything finished, I'll send you a simple document that gives you the copyrights and also some rules and my contact if need to talk to me. This document has no law power but is what you need to officialize a Registered Mark® in your country.

Do you have terms and conditions?

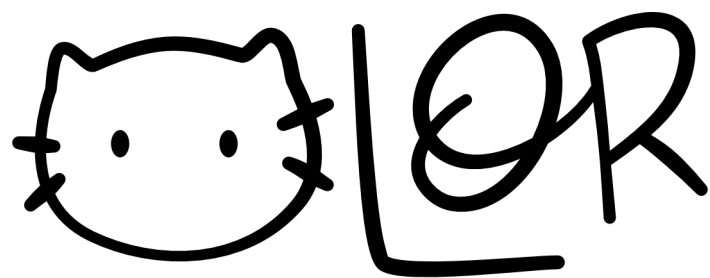
At the time, no. So, I use this FAQ as a base. Effective the first payment (50%), I understand you have read aware of everything on the FAQ.

Do you do virtual meetings to discuss a project?

Yes! We can set up a time and date. Send me an email at: lorrane@lorartist.com requesting a spot, I'll reply with more details. For live meetings I use Discord, or if you own a virtual headset like Oculus Meta Quest, we can meet at Workrooms.



Still have any questions? Ask me!



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