

**HERALDIC
DESIGN**

BROCHURE



HERALDRY



The term heraldry refers to the science and the art that deal with the use, display, and regulation of hereditary symbols employed to people (individuals and families), places, institutions, and corporations. Those symbols, which originated as identification devices on flags and shields, are called armorial bearings. In heraldry, an armiger is a person entitled to use a heraldic achievement, i.e. a coat of arms, which is a heraldic visual design on a shield. Coats of arms date back to the 12th Century, when they were worn over armour in battle and in tournaments so that opponents could identify each other.

Heraldry is all about knowledge, symbolism, composition and work on the extremely fine details. Everything displayed on a CoA has its meaning and purpose. The specific CoA tell a historic story of the places, individual and the family origins, and their personal interests.

ABOUT HERALDIC DESIGN



I became interested in heraldry while researching my own heritage. The more I studied medieval history and heraldry, the more I realized that coats of arms and flags are a good way to represent ideas and values with symbols. And finally, I decided to start one of a kind spin-off project of my own freelance brand **hëllo - the freelance lifestyle**. This way **Heraldic Design** was born on 27th of September 2020. This day is very important in Orthodox Christianity because the Feast of the Exaltation of the Holy Cross is celebrated each year on September 27 (September 14 in the Julian calendar). The Feast commemorates the finding of the Holy Cross by Saint Helen, the mother of the Emperor Constantine. I design personalized coats of arms for individuals, families, institutions and places from different regions throughout the world. Like an experienced freelance consultant and graphic designer, I would guide you through the whole process of making of CoA, up to the digital service delivery within two weeks. You will be able to preview online draft version of your CoA at every stage of designing process and give me your suggestions. I will keep posting revisions (up to two overall) until you are happy with the design.

Srđan Ilić

Bachelor with honours in electrical engineering and computing

READY2USE DIGITAL DELIVERY



With decreasing our reliance on paper files, we become more efficient overall through digital communication among clients! Digital service delivery is environmentally friendly, and it creates more efficient communication. Appropriate digital service delivery is now more important than ever. Digital technologies enhance service delivery and drive a transformation in business. You can download all of documents and purchased designs directly from www.heraldicdesign.com by using Ready2Use service powered by **Heraldic Design**, or you can choose to receive them over a file sharing platform. In both cases there is no need to manage login credentials. All that it takes is an Internet connection and a few minutes — so you can enjoy the customization **Heraldic Design** stands for, without the wait, and environmentally conscious.



SERVICES

When it comes to Coat of Arms (CoA) design, it is very important to understand all the heraldry elements and to make sure that everything is perfect upon completion.

The design process starts with **CONSULTING**, the first step in which we should receive from you all information needed to design your CoA. This stage consists also of planning, and research regarding your future CoA. In this step we are sending you also a first handmade draft version of your CoA, and final commercial proposal based on previously discussed design elements. If you are agreed with our terms, I will send you an invoice. **BASIC CUSTOM DESIGN** is the main part of the process in which we will be designing your CoA - the shield. You can opt for more detailed CoA that consists of surrounding elements beside of the shield. I've labeled this as **ADDITIONAL CUSTOM DESIGN**. It is possible to make necessary corrections in design (up to two overall). Another optional part of design process are **SPECIFIC ADD-ONS** (personalized wallpapers with your new CoA). Finally, I will prepare for you all the image files in different file formats, and documentation (including the Coat of Arms' blazon and graphic book of standards).

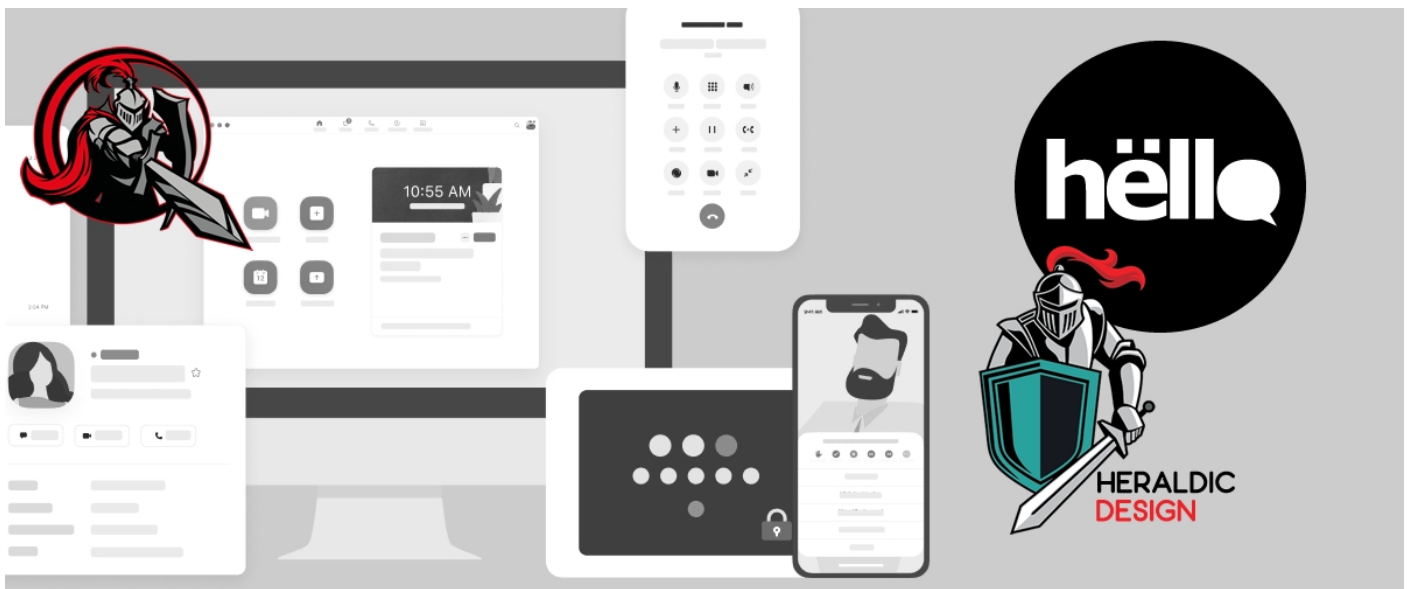
Starting from scratch?

Please provide me with details needed to make a custom made CoA by using this form or send me an email with those details.

Do you have any ideas how you would like your coat of arms to look like?

There are some details I would need to know before creating your coat of arms:

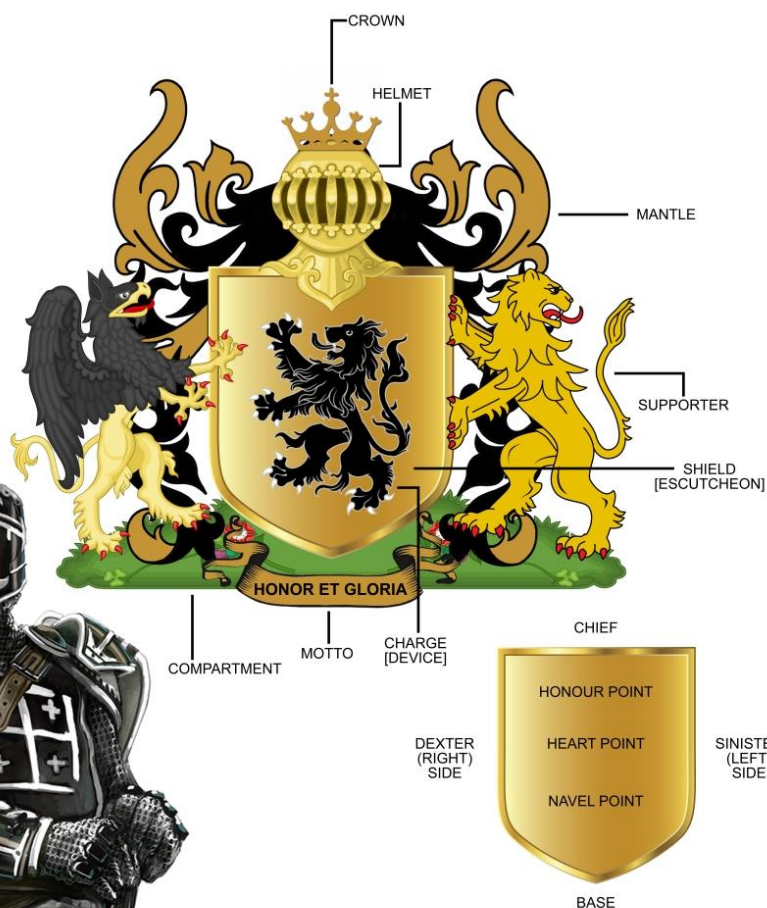
- What about colors?
- What elements and values would you like to convey on the shield of Coat of Arms?
- Do you have any specific motto?
- What animals would you like to be used as supporters (if any)?



You already have a previously designed and professionally hand-down or digital painted CoA, CoA engraved into a signet ring, or engraved plaque? You would like it to be traced, and converted from raster image to vector artwork with shapes and paths?

Please provide me with the image scanned in high-resolution required to make work done.

Don't hesitate to contact me for specific details on the process prior to purchase. I'll be happy to provide an estimate. A deposit is required when the order is placed, and the balance is due upon approval of the final artwork.



custom made **coats of arms**
for individuals, families and places
www.heraldicDESIGN.com

SHIELD: The shield has changed shape over the centuries, but its surface has always been the area on which armorial bearings are usually displayed.

NAME AND MOTTO: Names and mottoes usually appear on a scroll beneath both the shield and any decorations. Mottoes are often written in Latin, French and English.

SUPPORTERS: The supporters are figures or objects usually placed on either side of the shield and depicted holding it up.

MANTLE: The mantle is a decorative accessory displayed each side of the crest and shield and reflects the tinctures of the arms.

COMPARTMENT: The compartment is a design placed under the shield, upon which the supporters are depicted as standing.

HELMET/TORSE/CREST: Those components of a heraldic display consist of the elements borne on top of the shield.



HERALDIC DESIGN

spin-off project of freelance brand **hëllö** - the freelance lifestyle

Website: www.heraldicdesign.com

Email: info@heraldicdesign.com

Follow me on Instagram [@heraldicdesign4u](https://www.instagram.com/heraldicdesign4u)