



Our Office
O N L I N E

Logo and Branding Guidelines Design Package

Cost: \$250

- No Branding Guidelines - \$175
- 50% deposit and 50% at completion

Design time: About 1-2 weeks

File Formats Included:

- **Logo** - PNG, JPG, SVG (vector file)
- **Branding Guidelines** - Powerpoint, PDF, PNG

What's Included?

- **4 first draft samples** of logos in your chosen shape(s)
- **1 final copy** of your logo including text and an icon
- Branding Guidelines based on your specific logo and brand for use in marketing
- **File formats included for branding guidelines:**
 - Powerpoint, PDF, PNG
- **File formats included for logo in addition to the source file:**
 - PNG, JPG, SVG (vector file)

What We Need From You:

- **Any logos you may like from other competitors/ brands/ websites?**
- **Any colours you prefer?** Be as specific here as possible
- **Any fonts you prefer?** Be as specific here as possible
- **What shape would you prefer for your icon?**
 - Rectangle, circle, or square - choose up to 2

How the Process Works:

- Once we have the deposit and your answers to our questions, we will schedule a 30-minute call to go over design ideas.
- We will create 4 examples from which you can choose. You're welcome to pull elements from any of the 4 examples or add your own flare at this revision stage.
- We will then present you with a final copy based on your stated needs in the revision stage.
- Any revisions after this point count towards your 3 revisions provided so be sure to communicate clearly what you want in your logo.

Extras and Add-Ons:

- **Additional Final Logos** - can't quite decide between 2 or more ideas? Get both!
 - 1 additional logo with 3 revisions - **\$125** - (\$50 savings!)