

COMPREHENSIVE LOGO DESIGN PACKAGE PROPOSAL

OVERVIEW

With this package, I will take your vague ideas and turn them into a unique, eye-catching, professional logo that will accurately represent your business. This package is best for people who are looking for help with figuring out their vision for their logo. For this reason it includes a more comprehensive prep sheet to help organize your thoughts as well as 3 different custom preliminary designs. And to ensure maximum versatility across all platforms, a secondary logo and brand mark will be included.

RESEARCH

- You will receive a short logo prep sheet to help me better understand your vision for your business and brand.
- If necessary, we'll discuss the answers (through email, phone or Skype).
- I will research your market, competitors and peers.

DESIGN & DEVELOPMENT

You will receive 3 preliminary designs for review. Based on your feedback I will make 1 comprehensive design that you will receive to review. After I receive your feedback, I will create the final design as well as a secondary logo and brand mark, prepare the files and deliver the following in all necessary digital and print formats:

DELIVERABLES

- 1 full-color primary logo
- 1 single-color primary logo
- 1 full-color secondary logo
- 1 single-color secondary logo
- 1 full-color brand mark

POST PROJECT

Once you begin using your logo I will continue to be there for support, questions and to supply addition formats if necessary.

PRICING

Starting at \$1200

PAYMENT SCHEDULE

Half of payment will be invoiced through paypal at the beginning of the project. The remaining balance will be due upon scheduled project completion date.