



WHAT IS A LOGO?

A symbol or design that identifies a brand.

PROBLEM

We define what problem your business solves.

Create a vector logo from original hand drawing.

Define your story that can be used in a larger branding system in the future.

SOLUTION

Address 3 unique solutions your business solves.

Create a logo system that can be tested in the marketplace through print, and web based applications. This system can be built into a larger brand identity.

This solution includes an introductory color palette, and typography solution. Final files to be delivered in formats for print and digital screens. The branding system consists of the following:

RESEARCH

1. Your target market audience.
2. Your competition.
3. Culture related to your business.

HAND DRAWING

1. Red pencil sketch and Refinement of logo.
2. 3 Variations presented..
3. Client chooses final drawing.

DIGITAL VECTOR DRAWING

1. Create vector of artwork and type, in color.
2. 3 Variations presented..
3. Client chooses final logo.

DELIVERABLES

1. All research in PDF document. (Audience, competition, culture)
2. 1 Color palette, (CMYK, RGB) 2 typeface solutions.
3. Final vector logo files. (PDF, JPEG, PNG)

TOTAL = \$3k