

# logo pricing

## **EVENT LOGO** \$260

- 2 - 4 logo concepts to choose from.
- Two hours of minor revisions. Additional revisions charged at the hourly rate.
- Vector files, JPG, PDF and PNG files provided to the client in full color.

## **BASIC COMPANY LOGO** \$390

- 5 - 10 logo concepts to logos to choose from.
- Three hours of revisions. Additional revisions charged at the hourly rate.
- Vector files, JPG, PDF and PNG files provided to the client in both one and full color.
- A single PDF Style Sheet Including:
  - Recommended textures.
  - Typography selections.
  - CMYK, RGB and Web Color breakdowns.

## **FULL BRAND LOGO** *and* **STYLE GUIDE** \$1,495

- A minimum of 20 black and white concepts to choose from. A minimum of 5 color schemes applied to the selected concept(s).
- Six hours of revisions. Additional revisions charged at the hourly rate.
- Vector files, JPG, PDF and PNG files provided to the client in both one and full color.
- Vertical and horizontal variations.
- Business card design (and up to 5 employee cards laid out).
- Letterhead (in a Microsoft Word template) and envelope design.
- One additional piece of business collateral (invoice, estimate, presentation folder, t-shirt embroidery, etc.)
- Five Social media assets (Your choice of Twitter icon and header, website favicon, Facebook profile image and cover image, LinkedIn header, Google+ profile image, Pinterest profile image, Houzz profile image, Instagram profile image, etc.)
- A Multi-page Full Style Guide Including:
  - Recommended textures.
  - Typography selections.
  - CMYK, RGB, Pantone and Web Color breakdowns.
  - Brand standards including usage examples.