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# LOGO PRICE LIST BREAKDOWNS & DESCRIPTIONS

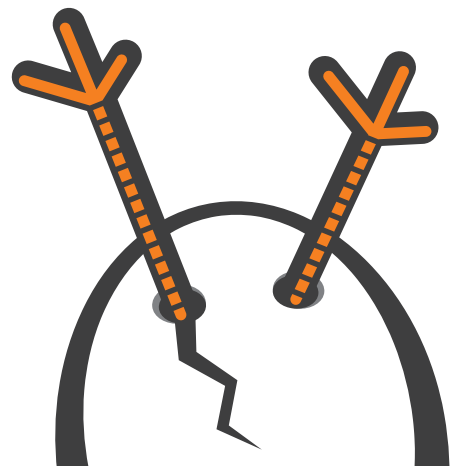
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“Authentic brands don’t emerge from marketing cubicles or advertising agencies. They emanate from everything the company does...”

**- HOWARD SCHULTZ**

# LOGOROOST

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At Logoroost we respect individuality. No two clients are ever the same. New or established, big or small, it's always a good thing to be recognised and understood as distinctive and separate from your competitors.

That's why we won't make specific price promises for any of our clients without first talking with them about what they need.

But we only want to give you pleasant surprises so here's a guide to give you a better idea of how we will treat you and your requirements.

When your business takes off, which one of these will it be?

## SPARROW

You're quick and full of zip, a rapid responder to business opportunities.

### £399 - £599

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For budget conscious small business, self employed, freelancer or consultant who need a logo.

#### INCLUDES:

*Logo Design (with alternative positional options if needed) • Social Media Profile Image • Website Favicon • Full Ownership*

## OWL

You're building for the long term, forward thinking and looking to grow your business.

### £600 - £999

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For medium to large companies who need that bit more than just a logo. Like integrated stationary and brand identity requirements. You want continuing advice and logo development for your brand identity as your company's spreads into other fields for business opportunities.

#### INCLUDES:

*Logo Design (with alternative positional options if needed) • Social Media Profile Image • Website Favicon • Starter Logo Guidelines • Starter Stationary Package (Business Card, Letterhead) • Advice and Consultation during and after completion • Full Ownership*

## CONDOR

You're a real high flyer, you can see for miles and miles and now you want to make sure that your brands reach goes as far as your vision.

### £1000 - £2999+

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Small to large corporations or professionals looking for a comprehensive visual identity package. This is not just putting a logo on everything, it's a joined-up and thought out look at every aspect of your brand identity, where nothing that represents your company isn't considered.

#### INCLUDES:

*Logo Design (with alternative positional options if needed) • Social Media Profile Image • Website Favicon • Logo & Identity Guidelines • Full Stationary Package (Business Card, Letterhead (Print and Electronic), Comp Slip, Envelopes) • Advice and Consultation during and after completion • Full Ownership*

## GLOSSARY

### LOGO DESIGN:

After speaking to you, and getting you to answer our questionnaire, we go through a number of steps to create your logo. This isn't a set-in-stone approach, but generally we go through a number of stages;

The Brief - a collated form of Q&A, which helps guide us in the right direction

The Research - we review your information and begin researching direct and indirect competitors

The Concepts - we investigate potential avenues for your new brand identity

The Presentation - supply a PDF showing the process we took to develop the concepts

The Review - we take time to listen to your feedback and make the necessary changes

The Delivery - we supply all the necessary final files needed in relevant formats

The Support - it doesn't just end after the final payment is made, we're here to help where we can

### SOCIAL MEDIA PROFILE IMAGE:

If you are active on the social media platforms, like Twitter, Facebook etc. then you will be aware that you can showcase your new logo in the profile area of these sites. We will adjust your logo to work in the formats of those platforms - this can be your entire logo, or just the icon, but we will make sure the best solution is presented.

### WEBSITE FAVICON:

A favicon, also known as a shortcut icon, Web site icon, tab icon or bookmark icon, is a file containing one or more small icons, most commonly 16x16 pixels, associated with a particular Web site or Web page. And we will adjust your icon to the required size for this.

### STARTER LOGO GUIDELINES:

Once we've finalised your new logo, we will produce a small document showing the logo, in all its formats, explaining the colours and fonts used.

### LOGO & IDENTITY GUIDELINES:

This is a more comprehensive version of the starter guidelines. As well as doing what is set-out in those guidelines, we'll also demonstrate logo specifications, correct and incorrect usages of the logo and applications (stationary etc)

### STATIONARY PACKAGE:

Once the logo is complete, we might help with the creation of stationary. We will use the logo and colours created for that, as a guide to come up with creative solutions for stationary elements. These may include; business cards, letterhead, comp slip and envelopes.

### COST VARIATION:

Each price bracket will reflect the increase of time and labour required to achieve the goals set-out, and things like researching and analysis (something done before we've even got started) can take many hours.

If you are unsure what budget bracket you fall into, or would like to discuss anything at all, then please do drop me a line: [angus@logoroost](mailto:angus@logoroost) and we'll find the right solution for you!