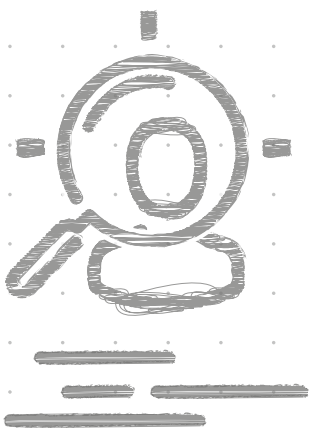


there are two ways we can approach your

logo design

1. OUR PREFERRED WAY



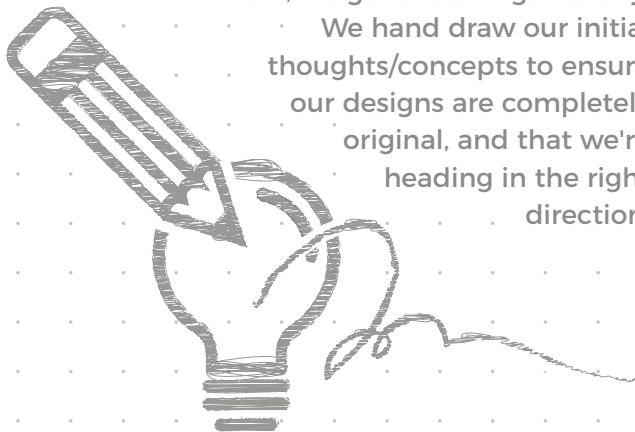
\$1200
per logo

RESEARCH

We also research your competitors and ensure we have a deep understanding of where you hope to sit in the market.

CONCEPT SKETCHING

Once we've taken a complete brief and done all our discovery work, we get sketching. Literally. We hand draw our initial thoughts/concepts to ensure our designs are completely original, and that we're heading in the right direction.



1 CONSULTATION

This price point allows us to do considerable consultation with you about your logo, (who's it for, how do you want them to feel when they see your logo, what kind of brand are you trying to build before we start designing.

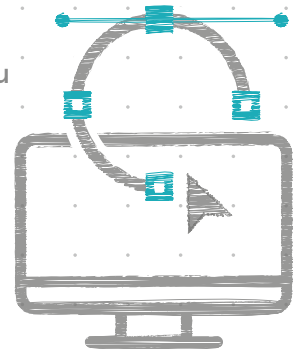


2

3

4 DIGITISE

When we've confirmed (with you) that we're heading in the right direction, we digitise your preferred sketch concepts, colorise them... and then apply different font treatments.



5

FINALISATION

We then go back and forth with you until the logo design is complete.



2. OUR NON-PREFERRED WAY

We simply execute your instructions.

Some people know exactly what they want, and just want us to execute their idea and make it look professional. In this situation we charge our hourly rate of \$120/hr. Logos done this way usually take 3-6 hours.