

ABD LOGO DESIGN PACKAGES

SILVER PACKAGE: (\$100-200) - FOR THE QUICK, SIMPLE LOGO

Silver packages are meant for businesses that want a basic logo. It is an inexpensive logo with a professional design, but the focus is on creating a simple identity utilizing the text for the logo. The Silver Package Logo will be prepared in a vector format that will ensure that the logo usage will be adaptable to most situations. A color and basic black & white version will be provided. Up to 3 basic revisions are allowed to ensure that the final product is satisfactory. The silver package logo typically takes about 3 business days to concept, prepare, and release.

GOLD PACKAGE: (\$200-300) - PROVIDING OPTIONS AND FAST TURNAROUND

Gold packages are meant for businesses that want a more customized logo with more time spent on branding the logo to the industry and having options to select from. 2 finished, professional options will be provided, and a simplistic mark may be developed to accompany the text. The Gold Package Logo will be prepared in a vector format that will ensure that the logo usage will be adaptable to most situations. A 4 color, 2 color and basic black & white version will be provided in multiple formats. Up to 3 basic revisions per logo option are allowed to ensure that the final product is satisfactory. The Gold Package Logo typically takes about 3-5 business days to concept, prepare, and release.

PLATINUM PACKAGE: (\$300-600+) - TOP TIER, ALL REACHING LOGO

Platinum Packages are meant for businesses that need a fully customized logo, intricate design related mark(s), a brand developed logo approach, and multiple options to select from. 3 finished, professional options can be provided*. The Platinum Package Logo will be prepared in a vector format that will ensure that the logo usage will be adaptable to most situations. A 4 color, 2 color and basic black & white version will be provided in multiple formats. Up to 5 basic revisions per logo option are allowed to ensure that the final product is satisfactory. The Gold Package Logo typically takes about 1-2 weeks depending on the detail of the design required and the amount of changes needed.

**Extremely complicated designs requiring detailed illustrative elements may require less options to stay within the budget.*

UNDERSTANDING LOGO DESIGN

The average logo design requires time for client discussions, concepts, changes, and final design along with packaging all file variations for the client. The average cost of a professionally branded and well planned logo is typically in the \$300-\$600 range, but can be less or more depending on the needs of the client, the amount of concepts required, and the time frame requested. ABD will help to tailor your concepts to fit within your budget, but the budget will be dictated by the length of time required to produce the design. The more complicated or research driven logos will be in a higher range than a simple text based or simple mark style logo.

Ideas, Elements, and Details you might have regarding your logo needs:

Usage (What will you be using this logo for?):

- Business Identity (*Flyers, Brochures, Forms, etc.*) Web Advertising Embroidery Other
IF OTHER: _____

List any logos (competitors or others) that you like and provide website url if available:

_____ url: _____
_____ url: _____
_____ url: _____

Color Scheme (Provide preferred colors if any are determined):

Primary Color: _____ Secondary Color: _____ Other: _____
Pantones (if available): _____

Identity Style:

- Corporate Clean Elegant Bold Edgy Simplistic Organic Retro
 Other _____

Will you be providing us with any visual elements for reference or inspiration? Yes No

IF YES, EXPLAIN: _____

What is your target demographic? _____

Do you have or need a Tagline you would like included in your logo? Yes No

IF YES: We have an existing tagline: _____
 We would like ABD's assistance in developing an effective tagline.

Logo Text (Please provide us with the exact words as they will appear on your logo)

Preferred Due Date (List the preferred date you would like the design completed): _____

Budget (Please provide the price range you are willing to spend on your logo design*)

- \$100-\$200 (Silver Pkg) \$200-\$300 (Gold Pkg) \$300-\$600+ (Platinum Pkg)

*See Logo Design Package Form for pricing details & more information.

