

## Identity design: Logo packages

Mik and Joe Creative is a specialised communication agency that has been designing logos for over 20 years. We create tailor made brands for clients of all sizes and industry sectors.

	Package 1 \$ 2,000	Package 2 \$ 4,000	Package 3 \$ 7,000	Package 4 \$ 15,000
Research and brainstorming with client discussion	X	✓	✓	✓
Finished logo concepts presented	2	4	6	8 or more
Number of logo revisions	1	2	3	4
Logo files provided on completion; (for print and web)	PDF, JPEG	PDF, JPEG, PNG, GIF	PDF, JPEG, PNG, GIF, Native design files	PDF, JPEG, PNG, GIF, Native design files
Colour versions provided	Black, CMYK	Black, CMYK, RGB	Black, CMYK, RGB, Pantone	Black, CMYK, RGB, Pantone
Business cards designed	✓	✓	✓	✓
Additional free stationery items	X	1	3	9
Style Guide; (your colours, type and other brand elements designed then explained in a customised publication)	1 page	4 page publication	12 page publication	Comprehensive publication & staff education session
Copyright ©	Retained by designer	Retained by designer	Can be purchased. A contract will be prepared transferring Copyright to the client.	Can be purchased. A contract will be prepared transferring Copyright to the client.
100% client reproduction rights	✓	✓	✓	✓
<b>After completion:</b>				
Education & brand direction counsel	X	✓	✓	✓
Technical support with logo files	X	X	✓	✓
Registering as a Trademark ®	X	X	Artwork preparation	Artwork preparation & Application Submission
On site client location full brand audit annually (from A - Z)	X	X	X	For 3 years

The information and prices provided are a summary only, as of 1st January 2020. If you would like a comprehensive quote please contact us, and we will email you a return brief based on your needs.