

Professional

LOGO & BRAND

In the world of business, there's no denying the importance of proper branding and logo design. The art of conveying your business to the world through an icon, symbol, mascot or even creative text has far more rhyme and reason than simply typing it next to clipart. It's literally the face of your business to any of your potential clients or customers; whether on a business card, a website header, a poster, a shirt and hat, or a fleet of your own company vehicles.

Your logo and branding identity *has* to stand out... so you can, too.

Passionate

OUR PROCESS



Client Research

We will listen to you and find out what your business does, how it needs to be perceived, and exactly who your core audience is. We have our new clients fill out an in-depth Logo Questionnaire so that you can tell us, in your own words, who you want to be and who your competitors are. We'll use this to help you develop a branded identity even your own competition will look up to.



Initial Design Concepts

In many cases, people hire designers with one art style or idea of how to direct their future. With cb{d}, however, this is simply not the case. With both male and female designers working on your initial design concepts, the branding process has both the boldness it needs to stand out and beautiful color you'll want.

Customer Feedback/Revisions

Once the initial design concepts have taken shape, it's all up to YOU - the client - to decide what direction best suits your needs. After all, you're the one who needs to love it, every single day. You'll have 2 rounds of revisions during the feedback process.



Final Logo Packet includes:

- Final Logo Files provided on 2 discs and in digital format
- Final Logo Spec Sheet for your color and usage guidelines
- Copyrights to the logo and brand, after final payment
cb{d} retains portfolio rights only so we can display our design work.



EVERY PACKAGE INCLUDES:

BASE BRANDING PACKAGE

\$1950

- ✔ New Custom Logo Design: EPS, PDF, & JPG files on CD
- ✔ Business Card Design + 2 Sets of 1,000 Premium Printed Cards
- ✔ Letterhead & Envelope Design and Word Doc. Letterhead File
- ✔ 1,000 Custom Designed and Printed Return Address Labels

POPULAR ADDITIONAL SERVICES

OPTIONS WITH DESIGN ALREADY INCLUDED

	QTY 250	QTY 500	QTY 1000	QTY 2500
Basic Business Cards - Matte or Gloss Finish	33	46	60	76
Premium Business Cards - Spot Gloss 16pt / Special Shapes	N/A	N/A	130	165
Plastic Business Cards -20pt, Two Sided	N/A	150	170	426
Linen Card Stock Business Cards	42	44	48	74
Printed Letterhead - 8.5" x 11" Full Bleed	118	170	172	258
Printed Envelopes - 9.5" x 4.125" Full Bleed	186	190	316	610

OPTIONS WITH AN ADDITIONAL DESIGN PRICE

	DESIGN PRICE	QTY 250	QTY 500	QTY 1000	QTY 2500
Rack Cards - 4" x 9" Two Sided	350+	92	100	112	182
Postcards - 4"x 6" Two Sided	250+	50	58	66	126
Postcards - 5.5" x 8" Two Sided	350+	106	128	144	234
1 Page Flyer - 8.5" x 11" One Sided	350+	86	96	106	166
Tri-Fold Brochure - 8.5" x11"	750+	174	190	199	310
Door Hangers 4.25" x 11" Two Sided	175+	N/A	N/A	218	334
Greeting/ Thank You Cards	150+	116	146	276	N/A
Presentation Folders	350+	385	697	950	1772

Pricing and availability of products/services listed on this card are subject to change.
Shipping/handling & sales tax not included in these prices. Contact us for other options.

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