

Date: \_\_\_\_\_



## Logo Design Service

Promotion Name: \_\_\_\_\_

### Introduction

Blue Art Studio Company offers Logo design services based on the info below. Select the package that best fits your needs and send the filled-in copy to [info@blueartstudioco.com](mailto:info@blueartstudioco.com). Please make sure to read each section carefully! We make it our goal to be responsive and helpful to all your needs and do not want to surprise anyone with unanticipated costs. If you have any questions, please reach out via email at [info@blueartstudioco.com](mailto:info@blueartstudioco.com).

### Logo Design Service

- Logo Design = \$50/ea
  - Design consultation
  - x2 Preliminary Designs
  - Deliverables
    - x2 Versions
      - White background scenario
      - Black background scenario
    - PNG files for both versions
    - JPEG files for both versions
  - x3 Minor revisions

### Details

- How the process works
  - After receiving this document with total services selected, we will schedule a design consultation. If a meeting is not desired, or necessary, email or a phone call can be used instead. Depending on the total number of services selected, this consultation may require multiple meetings or emails.
  - Once a basis of design is agreed upon for all services requested a deposit of 30% of the total service value is required before design begins. This will come in the form of an invoice.
  - Preliminary sketches for all products will be created and sent for review. Minor revisions to the preliminary drawings do NOT count toward your revision totals. A total re-draw, however, is considered a new preliminary sketch. Please note after 2 preliminary sketch, all additional preliminary sketches are an additional cost.
  - Once the preliminary drawings are confirmed all designs will start in-full!
  - Throughout the design process I will send a mid-work update and near-completion update. Both of these are an opportunity for you to make minor revisions.

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- Once the logo is completed I will send a FINAL copy for review. Revisions and updates are acceptable here as well!
- If everything looks good a final invoice with the remaining costs will be submitted. After the invoice is paid, deliverables will be uploaded to the Google account of your choosing! A document stating the logo has been finalized will be included, along with receipts.
- Once a service is deemed "Finalized," new services will be considered additional costs.
- Deposit
  - A deposit of 30% of the total service value will be required after design consultations have been finalized.
  - Artists commonly require deposits to protect our services from theft and lack of timely payment. It is common in the art industry for someone to use designs they have not paid for. It is costly, difficult, and often impossible to recoup the value of lost time if an individual takes a design without paying for the services.
- Client Provided Files (JPEG vs PNG)
  - PNG files allow for transparent backgrounds, JPEG files do not.
  - When designing a poster, client provided logos or designs are required to be a PNG file with a transparent background in order to be properly placed on the poster.
  - When a file is provided by a client that does NOT have a transparent background, manual editing is required to make a new PNG file of the image. This is an added cost! Please make sure your files are PNG and have a transparent background.

Additional Service Options and Additional Costs

- Additional Preliminary Sketch = \$10/ea
- Additional Minor Revision = \$20/ea

TOTALS

Logo Design Service \_\_\_\_\_ QTY \_\_\_\_\_

\*\*Costs will be invoiced with Tax added\*\*

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