

Date: _____



Logo Design Service

Client 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. 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.

Logo Design Service

- Logo Design = \$300/ea
 - Design consultation and communication (unlimited)
 - X4 Preliminary Designs
 - Deliverables
 - x2 Guaranteed Versions
 - White background scenario
 - Black background scenario
 - All colored versions as requested
 - Raster Files for all versions
 - JPEG, PNG
 - Vector Files for all versions
 - EPS, PSD
 - Other file types available upon request
 - Unlimited Minor Revisions after selection of preliminary design

Details

- How the process works
 - Once this document is received 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 designs will be created and sent for review. Minor revisions to the preliminary drawings are completely acceptable. A total re-design, however, is considered a new preliminary design. Please note after 4 preliminary designs, all additional ones are an added cost.
 - Once the preliminary design is confirmed the final design will start in-full!

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- Throughout the final design process I will send mid-work updates and near-completion updates. Both of these are an opportunity for you to make minor revisions.
- 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 vs Vector)
 - PNG files and vector files allow for transparent backgrounds, JPEG files do not.
 - When designing a logo, client provided files are required to be a vector or PNG file with a transparent background in order to be properly incorporated.
 - When a file is provided by a client that does NOT have a transparent background, manual editing is required to make a new vector or PNG file of the image. This is an added cost! Please make sure your files are vector or PNG and have a transparent background.

Additional Service Options and Additional Costs

- Additional Preliminary Sketch if more than 4 are required = \$50/ea
- Additional Minor Revisions = \$20/ea

TOTALS

Logo Design Service _____ QTY _____

Costs will be invoiced with Tax added

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CLIENT ACKNOWLEDGMENT OF DESIGN PROCESS

NAME: _____

SIGNATURE: _____

DATE: _____

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