

Which Logo Design Package to Choose?

To make a great first impression your logo design must be able to project a confident and reliable business image to the world within the short time span of 3 seconds.

»Free design consultation - online or telephone

»A well balanced variety in the number of initial design samples and design alterations

»3 moderately priced logo design tiers that provide the highest quality work available

Levitation Logo Design Package - \$499

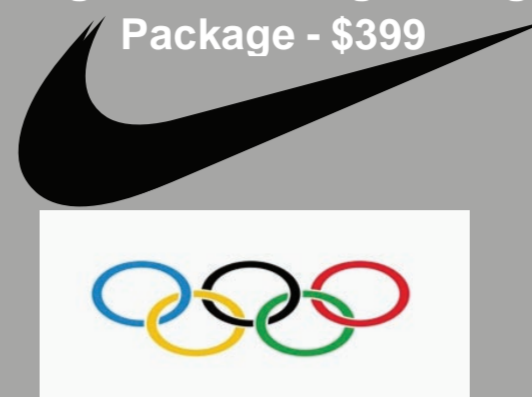


1) An Emblem type logo is a complex mixture of pictorial elements and type that are linked to the organization and its positioning.

2) Character logos contain the mascot. They are mostly used by sports teams but also some companies have character logos. Mascots are very "friendly" elements of logos because they draw attention to their liveliness.



Enlightenment Logo Design Package - \$399



1) Abstract Marks/Symbols use visual forms to convey a concept that is relevant to the brand message.

2) Pictorials represent the brand and can be directly connected to the name of the brand or not. Pictorial marks leave a strong graphical and symbolic impact on people because they are memorable.



Insight Logo Design Package - \$249



1) A Wordmark is a logo comprised of text only featuring a typographical treatment use to convey the brands message or positioning.

2) Letterform marks use one or more letterforms as a symbol to convey a brand message.



PACKAGE AND PRICE COMPARISON

LOGO DESIGN

	Levitation Logo Design Package - \$499	Enlightenment Logo Design Package - \$399	Insight Logo Design Package - \$249
Number of logo samples	12	9	6
Number of unique concepts	4	3	3
Number of variations on unique concepts	3	3	2
Number of alterations on final logo	4	3	2
Online control panel to view your logo samples	yes	yes	yes
Phone consultation prior to beginning work	yes	yes	yes

STATIONERY DESIGN

	Levitation Logo Design Package - \$499	Enlightenment Logo Design Package - \$399	Insight Logo Design Package - \$249
Business card design	yes	yes	no
Letterhead design	yes	yes	no
Envelope design	yes	yes	no
Fax cover template	yes	yes	no
Number of stationery design alterations	2	1	n/a

FINAL FILES

	Levitation Logo Design Package - \$499	Enlightenment Logo Design Package - \$399	Insight Logo Design Package - \$249
Ownership of design rights	yes	yes	yes
Artwork on CD - Ground shipping (US/Canada only)	yes	yes	no
Artwork delivered in 8 different formats (AI, PSD, EPS, PDF, TIFF, GIF, JPG)	yes	yes	yes
Black & White logo design for faxing	yes	yes	no
Fonts and color codes provided	yes	yes	no
Free archiving of your logo design on our server	yes	yes	no