

LOGO DESIGN SERVICES

Minimize Costs & Time:

Logo Design Checklist

GOOD TO KNOW

Logo Design Process

FAQs

Frequently Asked Questions

When it comes to building brand awareness for your products and/or services, one of the most prominent contributors to building that awareness is your company's logo. Your logo is what identifies your brand from every other brand out there. It's what customers will associate as well as remember your brand by.

Think about it . . . If you saw McDonald's Golden Arch anywhere in the world where you didn't necessarily speak the language, unless you've been living in a cave or on the moon for the last 80 years or so, McDonald's and its' products (particularly the ones that are your favorites) would instinctively come to mind.

So, no matter what business you're in, branding the mind of your intended audience with your brand's products and/or services is what will have your business around for a while. The first step in this ongoing endeavor to stamp the minds of your intended audience is to create the visual cornerstone of your company's identity . . . namely its logo. That's where I come in. . .

I offer custom designed logos from just \$99 complete. Additionally, when I create and deliver your logo to you, I save it in a variety of formats and sizes (at no extra charge) to ensure you'll be able to brand your logo to any medium . . . be it on or offline.



FREE UP SOME TIME!

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\$249/month



FAQs

What do you charge for logo design services?

My logo design services start from just \$99 for flat fee quotes. Although I do have hourly rates, I also offer several pre-priced logo buys, which help minimize your costs. If the complexity of your design can't be achieved with any of my pre-priced buys I can usually quote you a flat fee. Otherwise, my logo design hourly rates are \$35/hr.

Many design firms/freelancers require a contract before committing to work or rendering services. Do you require any sort of contract?

Absolutely. However, to streamline my design processes, I have generalized all my contracts. What this means is that, by placing your order with me here online, you agree to the terms of these contracts. For your complete convenience I've made all contracts available for viewing and/or downloading on the contracts page.

If you quote me a certain price before I commit, will that price change during the design process?

As long as your needs don't change from the initial needs you stated at the time of the quote, no, the price will remain as quoted. If, however, your needs increase after the initial quote then the price may differ from the price quoted. In those instances, I will make you aware of the rate increase/decrease before starting any work.

Although you offer pre-priced or bundled products, can I buy designs without the extras or prints?

Absolutely. If there's a service you're interested in without extras or prints, just contact me for a free no obligation quote. Note: standalone designs may be billed at an hourly rate.

Do you charge an hourly fee or a flat fee for your logo design services?

I offer many service buys that are pre-priced, if you will, which saves you money in the long run. However, for custom projects or projects that exceed beyond the package price I do charge an hourly rate. Please see my pricing rates page for complete details.

Still have questions?

Contact me at contact@corkthedesigner.com

Do you charge an hourly fee or a flat fee for your logo design services?

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After I place my order, how long will it be before have my logo?

Typical turnaround times will vary according to each clients particular situation and needs. Typical logos can be completed in as little as 2 to 10 business days.

When you say, "save and deliver my logo in a variety of formats", what are they?

I save and deliver/ship your logo to you in a few different hi-res (high resolution) file formats, which include PDF, TIFF, PNG, JPEG as well as in the file format that the logo was created/designed in (i.e. .ai = Adobe Illustrator, .afdesign = Affinity Designer, .cdr = CorelDRAW, etc.).

I have a logo already. Can I have my current logo revised or redone by you?

I can and do occasionally revive (yes, I meant revive, not revise) old logos. However, because this involves redoing someone else's work my hourly rate will be charged on logo redo projects. Please see my pricing rates page for details.

When you create/design my logo, will I own the exclusive rights to it?

Absolutely! The logo I create/design for you is yours free and clear, to use when and wherever you choose. You will own the exclusive rights to the logo as well as any and all files associated with your logo.

What exactly are Revision Credits?

Revision credits are the number of times you can have your design re-worked without charge after the first initial mockup/design is submitted to you for approval. Once you exceed the credits given to you with your purchase or quote, you will be charged/billed at an hourly rate for each additional revision. Each credit is worth or equal to one revision.

Logo Design Checklist

Since your logo is one of the most important assets in your advertising and marketing arsenal, there are a couple of things you should know when it comes to choosing a logo. They are as follows:

Keep It Simple!

Although instinctively, we may want to say it all and put it all in the design recipe, but great logos aren't so cluttered. When thinking about your logo possibilities, please consider . . .

Less is more

Memorable logos often have less than more. By this I mean, 1 to 3 images and no more than 3 to 5 words. although there are many logos out there that exceed these parameters, they are far and few in between. If you must exceed these limitations, please try and do so tactfully

Self-Explanatory

Although easier said than actually done, your logo should visually and briefly give meaning to what your business is all about. By this I mean try and keep your images and text relevant to what your business does. So, by all means try and keep it relevant.

Picture This!

Although pictures are often worth a thousand words, as the old adage goes, a logo is one instance where you may opt to go silent. Because pictures often distort or have to be constantly altered or manipulated at different resolutions/sizes they don't make for good logo props. Cartoonish graphics and images are often the better choice for logos.

Color Selection

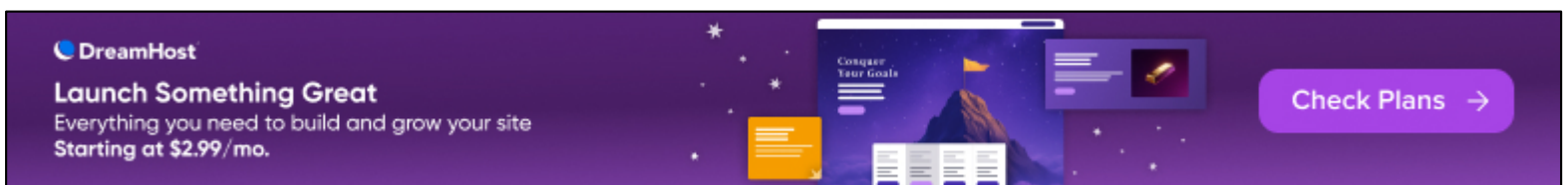
Choosing appropriate colors is also key to a great logo. When pondering colors, think about the backgrounds you may envision your logo on throughout the life of your company. Will it show up as vibrant on a dark background as it will on a lighter background.

Versatility

Wishing your company all the best in all of its' pursuits, as such, your logo may end up on television, on billboards, in magazines, on business cards, scattered across the internet as well as a host of other points of exposure.

So, when envisioning your logo think about whether the images you envision will be adaptable in a wide spectrum of mediums, both off and online.

ADVERTISEMENT

A horizontal advertisement for DreamHost. On the left, the DreamHost logo is followed by the text "Launch Something Great" and "Everything you need to build and grow your site Starting at \$2.99/mo." The background features a dark purple space theme with stars and a mountain peak. In the center, there are several overlapping interface elements, including a "Conquer Your Goals" banner, a list of items, and a "Check Plans" button with a right-pointing arrow.

(Put your social media marketing on auto pilot)

Logo Design Process

My intention is to remove the high cost, hassle and frustration to purchasing a professional logo. So, to that end, I try and make the design process as smooth and simple as possible. However, before we begin the design process, I ask that you, if possible, complete the logo design checklist (see previous pages). By ensuring this checklist is completed, you will minimize the time needed to complete your logo project.

Once you have successfully completed the items in the logo design checklist the design process will involve a multi-step process, which has been outlined below:

Purchase your package

The first order of business involves purchasing the logo design package that best fits your situation as well as your budget (or paying the invoice I submitted to you if this is a quoted custom buy).

Gather and Organize Content

Soon after your purchase (usually within 24 to 72hrs), I will be contacting you and establishing best contact times for you, as well as gathering or requesting information about your vision (color scheme, imagery you envision, slogan/catchphrase, etc.) for your logo.

Create a mockup

When all information and content is gathered, a mockup will be created based on all the information and/or content you provided to me during our initial meeting or correspondence. Once you approve or exercise revision credits the actual design will be created based on the approved and/or updated mockup.

Submit revised or final design for your approval

Once this revised or final design is completed it will be submitted to you for your approval. If you decide to have your design re-worked, I will re-work your design to your new or added suggestions and feedback. Once done I will re-submit the design for another preliminary or final approval.

Submission of your files

After your expressed approval, I will create the final design and then I will either provide a link to download any necessary files, deliver the files in-person or ship any and all products and/or files associated with your project to you.

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Popular	Essential	Premium	Ultimate
	\$99 Logo Design	\$149 Logo Design	\$199 Logo Design
	Custom Logo	Custom Logo	Custom Logo
	No Hourly Fee*	No Hourly Fee*	No Hourly Fee*
	2 Revision Credits	4 Revision Credits	6 Revision Credits
	Multiple File Formats^	250 Business Cards	500 Business Cards
	×	Business Card Design	Business Card Design
	×	Multiple File Formats^	Multiple File Formats^
	×	×	×
	×	×	×
	×	×	×
	×	×	×
	×	×	×
	BUY NOW	BUY NOW	BUY NOW

*Hourly fee is waived as long as your revision credits are not exceeded. If revision credits are exceeded a \$35 hourly fee will be applied from that point until completion.

^Multiple file formats refer to the various file formats (design files – svg, eps, ai, psd, aff, cdr, etc.) and (print files – pdf, jpg, png, gif, etc.) your completed design will be saved in for use in offline and online campaigns as well as for future editing. Turnaround times for logo projects are typically between 2 to 10 business days. Actual times will vary based on each client's particular needs.

Interested in additional Services?

If you're interested in any additional services and would like to learn more about any of them before committing to anything, you can do so by downloading any of the adjacent digital brochures.

Thank you in advance,
Corwin "Cork" Smith

Cork THE DESIGNER
Creative Designer, Developer & Brand Ambassador

