

LOGO STARTER PACKAGE

Includes all file types you need to get started
plus an Email Signature & Business card design

\$1000

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Whats included

- **3 alternative logo concepts** to choose from, each with variations.
- **2 rounds of revisions** (additional amends will incur a fee based on hourly rate)
- **Full ownership** of the logo
- **Logo library** provided for print and Web - vertical, horizontal, colour & black & white versions
- **High Res vector formats** for large scale printing.
- **Watermarks** - JPEGs and PNGs of your logo design to use yourself to brand content
- **Instagram Highlight Covers** x 4
- **Canva templates** x 5 to use for instagram account.
- **Brand Style Guide** Includes logo colour codes, logo application, correct usage, Logo Suite, Typography and touchpoints.

What is included in the Logo Library?

Logo Library contains the final logo in various digital file formats & colour schemes to suit your internal & external print & web needs, Plus fonts.

Folders & Files Included

PRINT FILES

High Res Formats (Print Ready) - EPS, PDF

These include Digital Files for work Vehicle Signage, and shirts

WEB FILES

Image Formats (Web Ready) - PNG

Web Files for website and Social media Profiles.

Logo watermarks - Great for branding your Projects.



Inclusions



SOCIAL MEDIA SUITE



HIGHLIGHT COVERS



Print



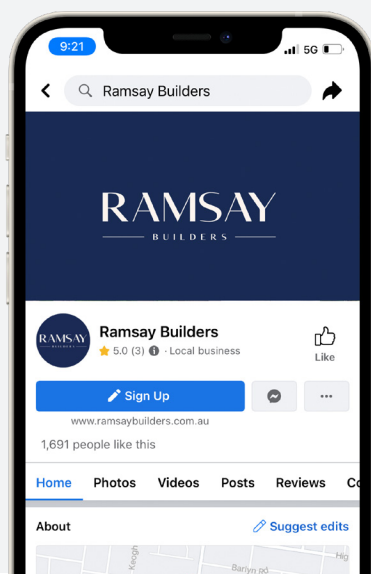
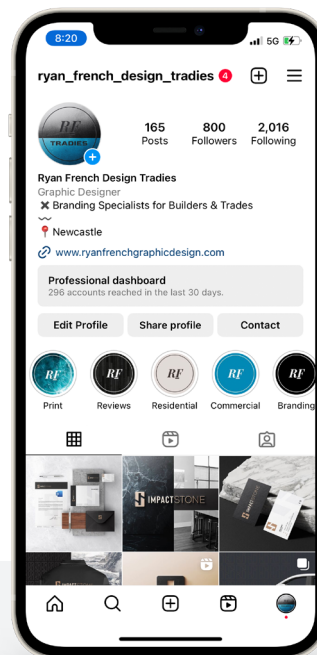
Reviews



Residential



Commercial



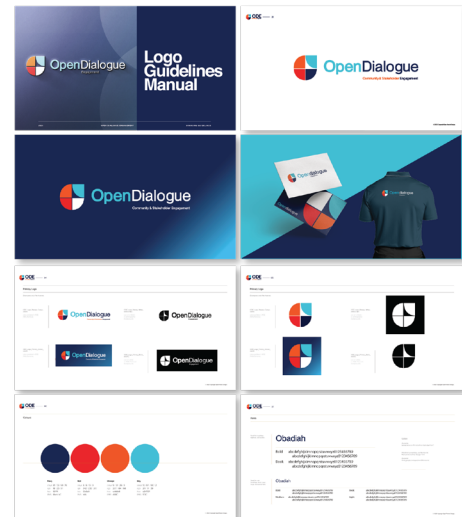
FACEBOOK BANNERS & PROFILES FOR MOBILE/DESKTOP



LOGO BRAND STYLE GUIDE

A brand style guide is a rulebook containing specifications on everything that plays a role in the look and feel of your brand—everything from typography and color to logos and imagery. It lets everyone know exactly how to present your brand keeping things cohesive.

Send this to the print/sign company When it comes to your vehicle signage/logo embroidery for work shirts.



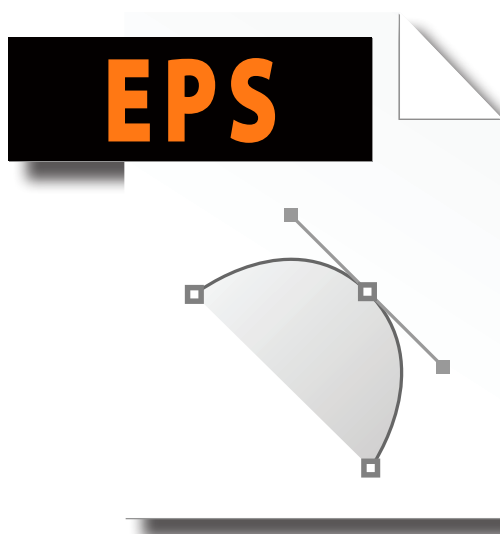
WATERMARKS PNG FILES



Final selected logo design will be provided in PNG, JPG;s \Watermarks to brand your content eg; images, insta reels etc.

These are located inside the Web Files folder.

VECTOR PRINT FILES FOR VEHICLE SIGNAGE AND WORK SHIRTS

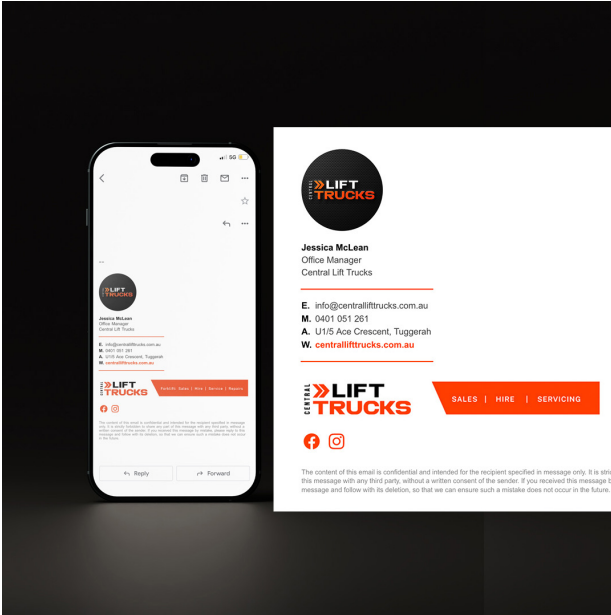


You will receive files you can use for your work vehicle signage. These include

Vector working files - EPS

Send these files to your local signwriter of choice.

Or we can create a design for you.



EMAIL SIGNATURE (WITH HYPERLINKS)

A clickable email signature is placed at the end of emails, underneath your sign off. It includes information that helps recipients continue their customer journey

In a nutshell, a clickable email signature is a great marketing tactic.



BUSINESS CARDS DESIGN

- Digital artwork of cards design is supplied to you in PDF print ready file. You can use this file to print the cards yourself or we can organise the printing.
(see business card package for print option)