

*creativebre™*

**LOGOS**

**&**

**BRANDING**

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# WHAT'S A LOGO?

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A *logo* is visual shorthand for a brand. Every company needs a logo that will help define their brand and every designer needs to have the ability to deliver one. A great logo is clean, well drawn, optically balanced, scales well, distinct, carefully researched and will withstand the test of time.

*-Chris Do, The Futur*

# TYPES OF LOGOS.

## MONOGRAMS & LETTER MARKS

Monogram logos or lettermarks are logos that consist of letters, usually brand initials. Consider a lettermark logo if your business happens to have a long name.

## WORD MARK LOGOS

Similar to a lettermark, a wordmark or logotype is a font-based logo that focuses on a business' name alone. A wordmark is a good decision if you're a new business and need to get your name out there.

## PICTORIAL MARKS / SYMBOL

A pictorial mark (sometimes called brand mark or logo symbol) is an icon—or simplified graphic that represent the brand.

## COMBINATION MARKS

A combination mark is a logo comprised of a combined wordmark/lettermark and a pictorial mark, or mascot. The picture and text can be laid out side-by-side, stacked on top of each other, or integrated together to create an image. Because a name is associated with the image, a combination mark is a versatile choice.

## MASCOTS

Mascot logos are logos that involve a simplified illustrated character. Think of them as the ambassador for your business. Think about creating a mascot if you are trying to appeal to young children or families.

## THE EMBLEM

An emblem logo consists of font inside a symbol or an icon; think badges, seals and crests. These logos tend to have a traditional appearance about them that can make a striking impact, thus they are often the go-to choice for many schools, organizations or government agencies.

The HBO logo consists of the letters 'HBO' in a bold, black, sans-serif font. The letter 'O' is stylized with a white circle inside it.

Lettermark



Mascots

The Google logo, featuring the word 'Google' in its signature multi-colored font.

Wordmark



Combination Mark



Pictorial mark



Emblem

# WHY CREATIVEBRE™?

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If you have no design knowledge, coming up with a logo for your brand can be quite challenging. Why not just put your design concepts and ideas in the hands of an expert. As a graphic designer, I am trained with the equipped skills for logo design and brand identity.

The decision to purchase a logo is a true investment. The best quality logos symbolize the essence of what your brand is about. A professional logo can have a huge impact on your sales and public identity. The cost comes with behind the scenes education, knowledge and research to ensure the best design. If you are looking for a design that is quick and cheap, CreativeBre™ branding is not for you.

# BRAND GUIDE.

Setting guidelines ensures that the logo is used properly and as you had intended. Logo usage guidelines should be part of every company's brand guidelines because they offer a way to exercise control over how a logo looks over different backgrounds, how it is oriented over the page, the logo's shape, proportion and more.

The brand guide is a PDF file that will contain the following information about your logo:

## **SPACE AROUND THE LOGO**

There should be sufficient clear space around the logo to let it breathe and prevent it's clarity and visual impact from being obstructed.

## **COLOR PALETTE**

A brand's color palette is usually made up of four or five colors and either include or are complimentary with the colors of their logo.

## **TYPOGRAPHY AND FONT**

This guideline dictates which fonts go with your logo and with your brand in general.

## **LOGO SIZE**

It is crucial for your logo to have sizing consistency across letterheads, over various products, on digital application versus print.

## **DESCRIPTION OF THE LOGO**

Spelling out what your logo is and isn't, dictates how your logo should be used at all times.

# APPLICATIONS.

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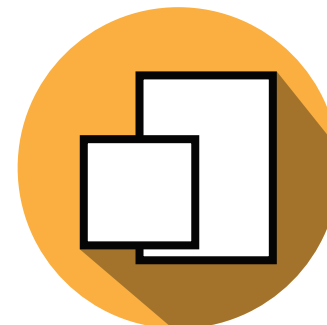
## **BUSINESS CARDS**

You will receive the design file and 100 standard size business cards.



## **LETTERHEAD**

You will receive a Microsoft Word template with your letter head design. Ready to use.



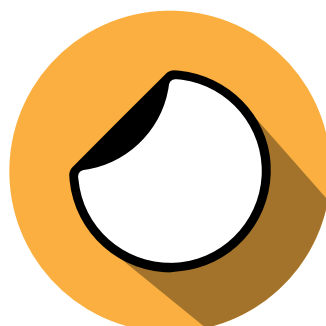
## **FLYER**

Your choice between a standard or square flyer design. You will receive 100 copies.



## **SOCIAL MEDIA AD**

You will receive one ad to post on social media.



## **STICKERS**

You will receive the design file and 50 - 3" stickers.

# HOW TO TRADEMARK?

A *trademark* is a type of intellectual property consisting of a recognizable sign, design, or expression which identifies a product or service of a particular source from those of others. The trademark owner can be an individual, business organization, or any legal entity. A trademark may be located on a package, a label, a voucher, or on the product itself. It is legally recognized as a type of intellectual property.

## **I will help guide you through the following steps:**

- Search the USPTO's database for existing trademarks that may be similar to your logo.
- Evaluate existing trademarks you find for possible conflicts.
- Prepare a trademark application.
- File the application with the USPTO.
- Follow up on your application.



# PACKAGES.

## BRONZE PACKAGE

**\$300.00**

1 WEEK

Logo Design Only

## SILVER PACKAGE

**\$450.00**

1 WEEK

Logo Design  
1 Application Design

## GOLD PACKAGE

**\$550.00**

2 WEEKS

Logo Design  
2 Application Designs  
2 Color Options  
Brand Guide

## PLATINUM PACKAGE

**\$750.00**

3 WEEKS

Logo Design  
3 Application Designs  
2 Color Options  
Brand Guide  
5 Icon Designs

## CREATE YOUR OWN PACKAGE

Logo Design **\$300**

2 Color Options **\$75**

Brand Guide **\$150**

Business Cards **\$150**

Flyers **\$150**

Stickers **\$125**

Letterhead **\$50**

Social Media AD **\$50**

5 Icon Designs **\$100**

**EACH PACKAGE INCLUDES A DOCUMENT ON HOW TO TRADEMARK YOUR LOGO!**

# THE PROCESS.

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1

## DISCUSS & SIGN

After we discuss the design, the contract will be created and the invoice will be sent.

2

## PAY DEPOSIT

Once the contract is signed and emailed, there will be a 50% deposit due in order to start the project.

3

## DESIGN DRAFTS

You will receive 2-3 logo drafts to review. Give any feedback you have and I will finalize the files.

4

## FINALIZE AND PAY

The remaining payment will be due in order to receive the final files. The logo will be 100% yours.

# NEXT STEPS.

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## THINK.

Think about your business and what it means to you.

Where will it be in the next year? What kind of branding will be effective for your customers? Having a logo is the first step to getting your brand out to the public and recognized by potential customers.

## SAVE.

A logo is the best investment for your brand. Be sure that you are ready to spend your money wisely. Ask about my payment plan in order to be able to stay within your budget.

## CONTACT.

Once the decision is made and you are ready to start the design process, email **creativebre@gmail.com** with a brief description of what your brand is about. Be sure to include which package you would like and the type of logo you want (see page 3).

**ASK ABOUT MY PAYMENT PLAN!**

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# FAQs.

## **IS THERE A DEPOSIT DUE TO START?**

Yes. There is a 30%-50% (depends on the package choice) deposit due before starting the project.

## **HOW DO I MAKE MY PAYMENTS?**

You will receive an invoice with the payment details included. CashApp or Paypal.

## **HOW LONG IS THE DESIGN PROCESS?**

Each package will take a minimum of one week. The more services you pay for, the longer it will take. Projects should take no more than one month.

## **DOES THE LOGO DESIGN ONLY INCLUDE BLACK/WHITE?**

For the Bronze and Silver package, you will receive a black and white option along with one other color palette. Adding the two color options to your package gives you two more color palettes, giving you a total of three color options.

## **WHICH FILES WILL I GET AND HOW WILL I RECEIVE MY FINAL LOGO FILES?**

Once the final payment is received, I will email you the following files: EPS (vector), PNG (transparent), JPEG (white background.)

## **WHAT IF I DON'T LIKE THE DESIGN?**

As stated in the contract, if after two weeks you are not satisfied with my services, there will be no refunds. However you will be discounted for your next project.

**THANK YOU**

**WWW.CREATIVEBRE.COM**

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