

**Donkey
Ink
Design**



307 - 1705 Nelson Street, Vancouver, BC V6G 1M6
www.donkeyink.com • info@donkeyink.com

Logo/Brand Asset Creation

The logo is the most recognizable visual asset attached to your company and will play a key role in embedding your company's name into societal consciousness. That embedding process is at the core of branding. Your logo is the core of your brand and so its importance – and the importance of the collaborative process necessary to create your logo – cannot be overstated.

Step 1. Discovery

First we start with the “Discovery” stage. This involves an important concept consultation where you sit down with Donkey Ink Design (“DID”) and decide what type of logo you’re looking for:

- Wordmark
- Wordmark and icon

A wordmark logo is simply your company name with a graphic treatment -- think Fed Ex or Sony. A wordmark and icon logo is either your company name with a graphic treatment accompanied by an illustrated icon, or just a standalone icon -- think RBC (Royal Bank) or Vancouver Canucks.

During the Discovery stage, DID learns about your business philosophies, target audience and company goals. We discuss overall colour scheme, look and feel, your likes and dislikes, etc. It's from these discussions that I base my designs.

Step 2. Design Submission and Approval

You will be provided with 3 variations of the new logo to choose from. Each variation will illustrate what the logo looks like in colour. The results of Step 1. Discovery will appear through the design of the logos and they will embody what you're looking for to represent your company. One of the logos is then chosen and together we will go through a reasonable revision process until it appears exactly as your company desires. At which time you sign off on the design as complete.

Step 3. Delivery of Logo/Brand Assets

There are many advertising/signage mediums available to a business these days. To allow you to take advantage of them all, every digital format you need is available to you.

You may select from the following digital formats:

- Illustrator EPS (.eps)
- Illustrator AI (.ai)
- Acrobat PDF (.pdf)
- High Res JPG (.jpg)
- High Res TIFF (.tiff)

You will be provided with one (1) set of eight (8) files in the format you choose. Each set will contain the following high resolution versions of the logo:

Full Colour

- Web format (RGB colour format)
- Print format (CMYK colour format)
- Light scheme for placement on a dark background
- Dark scheme for placement on a light background

Black & White

- Web format (RGB colour format)
- Print format (CMYK colour format)
- Light scheme for placement on a dark background
- Dark scheme for placement on a light background

Pricing

It's important to note when considering the price that this is an artwork purchase and not an artwork license. This means ownership of the logo artwork transfers to your company once the project is paid for in full. Your company is free to use the logo in any manner and any medium you wish without incurring any ongoing artwork licensing fees. Donkey Ink Design reserves the right to showcase the company logo in its portfolio, and promises to do so only after the general public has been introduced to the brand.

Logo/Brand Asset Creation – Wordmark only	\$ 850
Logo/Brand Asset Creation – Wordmark & Iconography	\$ 1,200
Each additional digital format set	\$ 150*
Brand Guide (visual guidelines for use of your logo by third parties)	\$ 750*

**optional*

