



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 and your logo is the core of your brand, therefore 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 [FedEx](#) or [Sony](#).

A wordmark and icon logo is comprised of your company name with a graphic treatment and an illustrated 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.

Step 2. Design Submission and Approval

You will be provided with three (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 you desire. Once the logo is complete to your satisfaction, your approval is required in writing/email.

Step 3. Delivery of Logo/Brand Assets

There are many advertising mediums available to a business these days. To allow you to take advantage of them all, every digital format you will require is available to you. The basic three-format logo asset bundle includes the sets marked with * below.

- Illustrator AI (.ai) vector based*
- Illustrator EPS (.eps) vector based
- Acrobat PDF (.pdf) vector based*
- High Res JPG (.jpg) web only
- High Res TIFF (.tiff) with transparent background
- High Res PNG (.png) with transparent background*

Each set will contain the following eight (8) high resolution versions of the logo (except the JPG set, which includes four [4] versions for web only in RGB colour format):

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

Ownership

It's important to note that when engaging Donkey Ink Design to produce your logo, you're purchasing the artwork and not licensing it. Ownership of the logo artwork transfers to you/your company once the project is paid in full. You are then 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 logo artwork in its portfolio, and promises to do so only after the general public has been introduced to the brand.