



Logo/Brand Asset Creation

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, typeface styles, look and feel, your likes and dislikes, etc.

Step 2. Design Submission and Approval

Once the design direction has been established and the initial designs have been mocked up, you will be provided with three (3) variations of the new logo concept 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 logo concepts 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.

Step 3. Delivery of Logo/Brand Assets

There are many advertising mediums available to get your message to the public. To allow you to take advantage of them all, every digital format you will require is available to you. The basic Three Format Logo Bundle includes the formats marked with * below.

- Illustrator AI (.ai) Vector*
- Illustrator EPS (.eps) Vector
- Acrobat PDF (.pdf) Vector*
- High Res JPG (.jpg) Web only
- High Res TIFF (.tiff) w/ Transparent background
- High Res PNG (.png) w/ Transparent background*

Each Three Format Logo Bundle will contain two (2) colour formatted files (AI and PDF):

- RGB/Hex Web format
- CMYK/Pantone Print format

Within those files are the following four (4) versions of your logo:

- Colour Standard Light scheme for placement on a dark background
- Colour Reverse Dark scheme for placement on a light background
- Black & White Standard Light scheme for placement on a dark background
- Black & White Reverse Dark scheme for placement on a light background

Your Logo

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.

This document outlines the collaborative process involved with producing the best logo I can for my clients. This process is flexible and therefore easily adaptable to budgets of all sizes.

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.