DESIGN • PHOTO • GROOM • CRAFT

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CREATIVE LLC

SPECIALIZING IN CANINE & EQUINE

ONE 1
CONSULT

The initial consultation of your logo is very important. What kind of logo are you looking for? Fun and funky? Sleek and professional? Modern and minimal? If you are unsure what you're looking for, can you provide some logos you have seen and loved? When others see your logo, what do you want your logo to tell them? **The more information you can provide for the goal of your new look, the better the outcome.**

TWO 2
CONCEPTS

Approximately 3-5 concept sketches will be drawn on paper to get a design started. These sketches can be easily adjusted, with the ability to merge ideas between concepts to help the development of a concept you will love. These looks are always rough sketches to help us develop to the logo of your dreams.

THREE 3
DETAILS

Now that you've decided on a rough concept, a finalized logo will be drawn with further detail. We want to make sure you're 100% happy with a logo before we begin the digital design. If you have major design changes, **now is the time to address them**!

Failure to address changes in the beginning stages - thus resulting in large changes to the concept and design later - will result in additional charges.

FOUR 4
INVOICE

Once the final sketch has been approved, **payment in full is required**. An invoice will be e-mailed directly to you via Square to be processed and completed. No design will be started digitally until payment has been received due to the risk of theft.
All major credit cards are accepted.

FIVE 5
DESIGN

Time to make the magic! We will start first by choosing font styles, and I will provide you samples to help you choose. Knowing your font preference is important to this step:

THIS IS SANS SERIF   THIS IS SERIF   *This is script*

After choosing fonts, your design will be drawn. You will receive updates on every aspect of the design development so, if you have changes, we can address them immediately.

SIX 6
COMPLETE

Now that your logo is completed, it will be exported into multiple file formats including .ai, .PDF, .png and .JPG. All files will be delivered via E-Mail, WeTransfer or ShootProof based on the nature and size of the project.

What else can you tell me?

HOW MUCH WILL MY LOGO COST?

Prices vary depending on the complexity of the project. **Line art and standard logo design starts at $300. Illustrated logo designs start at $500.**   We can further discuss pricing while we are in the sketching process of your logo to ensure we keep within your budget.

HOW LONG WILL MY DESIGN TAKE?

Logo designs can be completed in as little as 2 days, but average 5-7 days. Prompt communication take a large roll in how soon your project can be completed. It is my promise to work quickly and diligently to ensure your finished design is completed in a timely manner. Should my wait list not be conducive with your logo or design needs, **expedite options are available for an additional fee.**

WHAT WILL I RECEIVE WHEN WE ARE DONE?

- Final logo design in full color and detail
- Final logo design in basic outline - great for embroidery or use with a Cricut
- Print quality file with background transparency *(great for watermarking!)*
- Logo cropped and centered into a proper size document for social media use
- Mini branding sheet *(font files provided upon request)*
- Link to customized online shop with your logo on products available for purchase

WHY ONLY ANIMAL INDUSTRIES?

I have been involved in the canine and equine industries for my entire life, so by being personally involved in animal husbandry, I can provide you the absolute best product! For breeder logo designs, I do not do offer any services for "fad" breeders, those who are breeding outside of the Parent Club breed standards, or "designer" breeds. I believe in the preservation of our purebreds, and support those who have my same beliefs.

ARE THERE LIMITATIONS ON MY LOGO USAGE?

If your logo is for personal or business use, absolutely not! After payment has been received and your files have been delivered to you, the logo is owned by you to do whatever you would like to, with no limitations. **If your logo is for the purpose of re-sell and for commercial products, please let me know at the beginning of the project for appropriate pricing and contract details.**

SHOULD I COPYRIGHT MY DESIGN?

Copyrighting your logo will protect it should anyone steal it. Understanding that, however, copying an "idea" is not theft. Unfortunately, I have designed logos that have been copied/stolen by other designers, both in the United States and Internationally. I ask you to please do your research thoroughly if you wish to Copyright.

CAN YOU ALSO HELP ME BRAND MY BUSINESS WITH…

Business Cards: Absolutely! Let me know at the start of your project to discuss package pricing.
Advertisements: Ad designs are available as single and double pages. Before beginning any ad designs, I ask you to please have the Media Kit from the Publisher, as well as details when the design is due.
Website Design: At this time, custom website design is not available.