



effective **visual** communication

2010

logo package prices

Why choose us?

If you're serious about having a truly exceptional corporate brand, then we are serious about giving you the results you deserve.

Our company has been producing corporate branding for our clients since 2002. Jamie Russ, director of Aurora Art & Design, has been designing corporate branding for over 15 years. Jamie has created every corporate logo seen on our website and will be personally working on your new brand. This is important as you will only need to deal with one person, ensuring straightforward and effective communication.

Our Corporate ID Package

Our package includes the following:

1. 3 x unique custom logo concepts for you to choose from created by our Senior Corporate branding specialist. (Please note that you can choose only one logo from any concepts we provide.)
2. Stationery design including:
 - a) 1 x business card design
 - b) 1 x letterhead design
 - c) 1 x with compliments slip design
3. Full intellectual property rights will be signed over on receipt of final payment.
4. Once you have approved your final logo design and stationery, you will receive a CD containing your final logo and stationery artwork. Your logo will be supplied in **colour** and **black** in the following formats suitable for applications such as web design, signage, Word documents, Powerpoint presentations etc.

AI • EPS • GIF • JPG • PDF • PNG

Your stationery will be provided in a CMYK colour, high resolution, press quality PDF format with and without a 2mm bleed suitable for most commercial print shops.

A style guide that lists the various file formats and their suitable uses, logo and stationery font details, CMYK colour and RGB colour breakdowns will also be provided.

Price

Our Corporate Identity Package is \$770 inc. GST.

While the majority of our work falls within this price range, some corporate branding may require additional work and an estimate can be provided for this.

**Learn about the pitfalls of
'online logo design companies'** 

DON'T GET BURNT BY ONLINE LOGO DESIGN COMPANIES

Please take five minutes to read the following information - it could save you thousands!

Each month we receive a number of phone calls from businesses that have used an online logo design company and been burnt in the process. They ask if we can help them and the answer is yes! So before you decide upon a company to do your logo design, read on to learn about common pitfalls associated with online logo companies and the benefits of choosing an established, professional company.

Five reasons to avoid online logo design companies:

1) Unlimited revisions

There really is no such thing. Try asking for a hundred changes to the colour or font of your logo and see if they honour that. In addition, why would a professional designer need to revise your logo repeatedly? The logo would in effect be overworked and rendered useless for commercial purposes as the intent of the original design would be lost in a sea of changes. What if you asked your lawyer to revise a legal document over and over again each day for a week? They would most certainly charge you for each revision and probably question why you chose their professional services in the first place. An experienced designer (with more than five years industry experience) who is remunerated accordingly will spend the appropriate amount of time on your logo design and usually gets it right the first time - this does actually save you money by not wasting your valuable time.

2) 100% money back guarantee

Probably one of the oldest marketing tricks in the book, and reeks of info commercial promises for 'AB' workout machines and the like. If you check the fine print on most of the online logo design company websites, you will find that you may be entitled to at least a partial refund but only under a strict set of conditions, such as if you made no positive responses to any of the concepts provided. The 'money back' process can also be drawn out over several weeks and you may not get anything back at all. Most 100% money back guarantees rely upon the fact that a lot of clients won't go through the effort and time required to gain a refund of such a low amount, so will give up rather than pursue it.

3) See your logo concepts in 48 hours

It sounds great, but think about what it actually entails. Based on the average package deals which include ten concepts, a company would probably need to dedicate all its design resources to a single client in order to honour this agreement. This means they could only deal with one client per day and at the prices advertised for the packages (many as low as \$99), one has to wonder how they can afford to operate. In order to make a profit some of these companies bash out logos very quickly by utilising the resources of severely underpaid designers, some only getting \$5 per logo; essentially a design sweatshop. Also keep in mind that many of these packages include stationery, CD burning and style guides all for a low fee. How can a company do all this and still make a profit? By spending minimal development time on your brand, sometimes as little as ten minutes per logo concept.

4) Do you trust your accountant or lawyer?

Of course you do. You use their services because you trust them with your business, so why would you trust your business image in the hands of an unknown designer? At the end of the day it is the designer that is doing the work, not the website manager, tech support or customer service. You need to be able to communicate with the designer directly.

5) A logo is not just a pretty picture

If you look at the portfolios of most online logo companies, you will notice that little thought or creativity appears to have been put into the designs. Just because you run a cheese factory does not mean you simply drop a piece of cheese into the artwork and plunk the company name underneath it. You could have done this yourself with Word Art and a picture clipping.

Five reasons to choose Aurora Art & Design:

1) Our company has an award winning corporate branding specialist, Jamie Russ, who has over fifteen years experience, and you work directly with him to create your new corporate identity.

2) Our company has been in operation for almost eight years.

3) We do not outsource your project; all work is completed by our own designer.

4) Our extensive variety of works on our portfolio speaks for itself. We take your branding very seriously, as if it were our own. When designing your logo, we consider a number of factors including your target market, how it will be used, how does it look when reduced to a very small size, does it work when faxed, and what your competitors are doing.

5) 98% of our customers walk away completely happy after accepting a logo design from the first three we offer. This means that out of every one hundred customers only two do not walk away completely satisfied. We'd love to be able to claim 100% satisfaction, but in all honesty, what company can? Even the most successful companies in the world have dissatisfied customers. We consider 98% to be a great track record considering that we have designed over 300 successful brands.