

NEW ARTWORK

If the client has a budget please let us know and we can work together within that budget.

When designing a logo it is beneficial that the client express all their **ideas, likes and dislikes** to help achieve their desired logo/design.

WHAT YOU WILL RECIEVE

When a client chooses to get artwork made with us the client will receive a digital copy of their logo as a:

- jpeg
- png (if applicable)
- pdf

All at a large size and highest quality resolution

- Full Ownership of your logo

If at any point the client wants the logo **in any other format, size or layout** all the client has to do is contact us request it.

ARTWORK OWNERSHIP

There is often a lot of controversy over the ownership of logos & artwork, who owns it? The client? Or the Designer? If a logo is commissioned by a client and paid for it belongs to the client, they bought it, they own it. It really is as simple as that.

What happens when the logo is sponsored by the designer and the client doesn't pay for it?

As with any form of sponsorship a business will offer a service, goods, etc and in return the client will promote the sponsoring business, which is still a form of payment. The client still owns the artwork even if it is sponsored.

What does ownership of a logo actually mean?

This means that you have full use and rights to the logo and can use it how you want. This also means that the designer can't withhold any content of the logo from you including formatting. Formatting means the logo can be provided in the form of a JPEG, PNG, PDF and even the graphics program it was made in (note: that if you don't have that program or similar designer programs you wont be able to open the document.)

HOW TO GET STARTED

- What is your business name?
- What does your business do?
- Do you have any ideas of how you want your logo to look?

DESIGNS

- Text – various colours, fonts, sizes & positions
- Text & Small Details – basic symbols & shapes with or without simple alterations
- Text &/or Imagery - custom drawn images, shapes, symbols

THINGS TO CONSIDER:

- Colours
- Font/s
- Background
- Overall shape
- Contact details
- Slogans & assorted text
- Shapes & imagery
- Banners

STYLES:

- Minimalism
- 2D - Flat
- 3D – Depth
- Distressed – Missing pieces from solid objects
- Metallic
- Glows/Shadows
- Washed out – faded/transparent in colour

COLOURS

We work predominantly with PMS Colours, however, we do also use RGB & CMYK, when using these colours there is a unique individual code for every colour possible. This helps make it easier for us to know exactly what colour you want.

FONTS

We have access to thousands of fonts as well as being able to obtain more from the Internet. So if there is a specific font or font style please let us know so we can get it for you.