

LOGO DESIGN



First impressions are lasting ones.

When it comes to your business, the first impression many will have about your company is the company logo. It is your company's ID; it is the "thumbprint" that identifies who you are and what you do.

At **SOHO Hero**, we will work with you to build a logo that communicates your company's name and services in a unique way. We adhere to our very own ABC's of logo design. They must be:

A-DAPTABLE & APPROPRIATE

Over time, some company's alter their logos due to changing times and styles, which can confuse customers. We create logos that are contemporary yet classic - designed to last a long time with little to no modification. We also understand that logos must be appropriate for a company's line of business; a fancy, lavish logo will work for a 5-star restaurant, but not for a hardware store.

B-RAND - BUILDING

A memorable logo, one that stands apart from the competition, will have staying power in the minds of consumers. A distinctive logo grows your company's brand and image if it is easily recognizable and easily identifiable.






C-LEAN & COMMUNICATIVE

A logo should convey a message without being too complicated, allowing it to be used in a variety of mediums, from printed materials to webpages. The logo will also effectively communicate either the company values or the company's purpose.

At **SOHO Hero**, we take logo design very serious. Our artists understand that in creating your company's logo, we are summing up your entire business into one simple graphic representation. You can be confident in our ability to effectively do this - and we won't charge you endless hourly fees, either.

You pay just one flat rate. You get one professional and creative company logo.

LOGO PACKAGES

					
	STARTER Package	PRO Package	EXEC Package	ELITE Package	GURU Package
NUMBER OF CONCEPTS	1	2	3	4	5
NUMBER OF REVISION ROUNDS	2	2	2	3	3
FILE TYPES PROVIDED	.TIF	.EPS .TIF .PSD .JPG	.EPS .TIF .PSD .JPG	.EPS .TIF .PSD .JPG	.EPS .TIF .PSD .JPG
FINAL COST	\$395	\$495	\$795	\$1200	\$1500

All logo packages (with the exception of the starter package) are delivered on CD in multiple file types for a variety of print & web uses.

THINGS WE LOVE TO DO:

Design with a strong concept or idea of what you do and a detailed questionnaire helps us do that.

Create logos that will help identify and sell your business. We will show you the number of concepts you order and respond positively to your feedback.

Deliver work that we are proud of as much as you are. Our body of work is a selling tool for us, and we would love to add your work to the collection.

Deliver work that is on time and turned around efficiently, based on your feedback, with great results.

THINGS WE WON'T DO:

Work without a questionnaire. Your input in the process is key. The more info you give us the better the results.

Unlimited revisions. To remain productive and competitive we can only create the amount of versions you order. Please choose your package carefully, as additional versions or changes are extra.

Design without feedback. We give it our all in designing what looks good to our designers, BASED ON your provided information. Tell it to us straight. We can take it. We want you to be happy.

Delay. We deliver the first series of concepts in 10 days or less. In order to keep the process moving, feedback is required within 30 days of delivery of these initial concepts or the full amount is due.

LOGO DESIGN PROCESS

**YOU NEED
A LOGO**



SOHO HERO supplies a questionnaire.

This piece helps gather info about what your company sells and gives our artists direction.

After reviewing the pricing chart and making your choice of package, a half down deposit is collected by check or credit card.

**IN 10 DAYS
or LESS...**

Based on the package you choose, a number of logos are sent to the business center for presentation to your company.

Take some time to think about them.

After reviewing the logos, supply feedback to SOHO HERO. Our designers will modify or combine elements of the different designs and present again.

Based on the package you choose, a few sets of revisions take place.

Lastly, a final version is chosen.

**YOUR LOGO
IS CHOSEN**



Our designers create a series of files based on the approved logo designs.

The files are burned to a custom labeled CD with all of your logos.

The disk is ready for pick-up at SOHO HERO. Final payment by check or credit card is made.

Now you are ready to move on to business cards and other printed materials.

ENJOY!



ADD LIFE TO YOUR OLD LOGOS



BEFORE & AFTER

Original



Option 1



Option 2



Option 3 (Chosen)



BEFORE & AFTER

Original



Option 1



Option 2



Option 3 (Chosen)



BEFORE & AFTER

Original



FINISHED LOGO (Chosen)



CUSTOM LOGO GALLERY



CUSTOM LOGO GALLERY

